



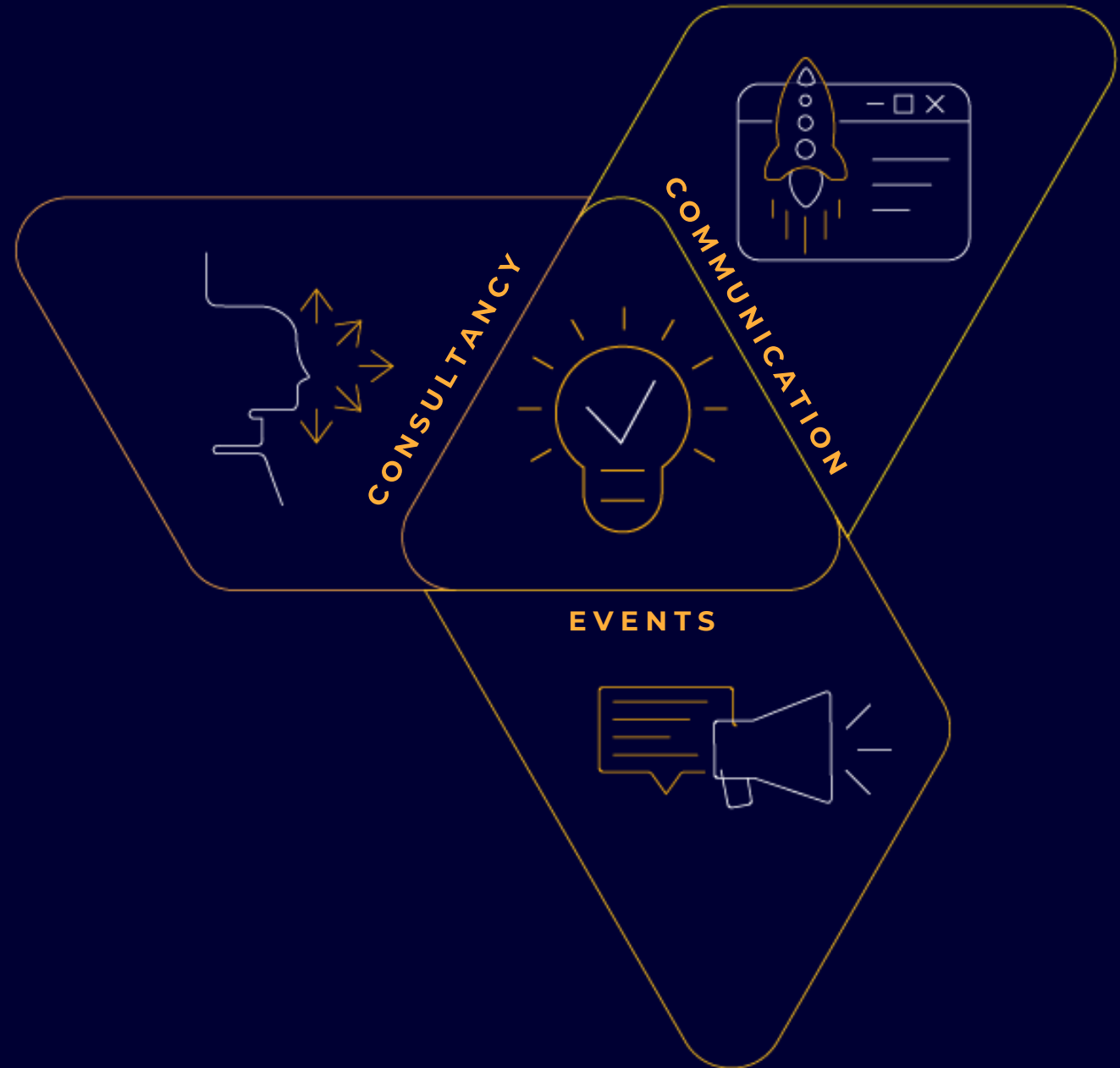
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At **AIM Group Spain**, we spark **meaningful connections**.

We **turn on our teams' creative thinking and** combine **different expertise**.

We drive new choices to be ahead of **tomorrow, activate connections** with a lasting impact, and **design transformative events** that **create social, economic, and environmental impactful value**.



The everchanging Group. Our international presence

We pool our creative minds together in
13 operative offices in Europe
2 operative offices in Spain



TALENTED PEOPLE



LIVE, DIGITAL & HYBRID
EVENTS PER YEAR



ROOM NIGHTS
PER YEAR



DELEGATES HANDLED
PER YEAR



YEARS
OF EXPERIENCE



CLIENTS



WHY DO WE
SPARK MEANINGFUL
CONNECTIONS

to unleash
the **essence**
of organizations

1

to reinforce
a **sense of community**
in remarkable
destinations

2

to foster
our clients' creative
inspiration
and **collective**
intelligence

3

HOW DO WE MANAGE TO DO THAT?

By **transforming meetings** into **premier experiences** that exceed expectations, we **engage** participants, **foster connections**, and drive **meaningful outcomes**.

FIRST, WE FIND OUT

WHO

ARE THE MAIN
STAKEHOLDERS

- / SPEAKERS
- / MODERATORS
- / PARTICIPANTS
- / ENTERTAINERS
- / VIP GUESTS

THEN, WE WONDER

WHY

THEY STRATEGICALLY NEED
THAT EVENT

- / STAKEHOLDERS GOALS
- / CONCEPT & CREATIVITY
- / EXPERIENCE DESIGN
- / DELEGATES ENGAGEMENT
- / BRAND VALUES

WHILE WONDERING

HOW

IT SHOULD BE LIKE

- / PHOTO & VIDEO
- / COMMS & EVENT PROD
- / 3D RENDERING
- / EVENT DIRECTION

AND

WHERE

ALL OF THESE SHOULD
TAKE PLACE

- / VENUE SOURCING
- / F&B AND ACCOMODATION
- / OFFSITE INITIATIVES, ETC.



Named after the **Company's founder, Enzo Buongiorno**, the orthopedic rehabilitation Centre we set up in Burundi in 2015, treats hundreds of patients, most of them under 5 years of age.



We support NGOs to create positive legacies for local communities, i.e., the **Save the Children Program Ukraine Emergency Fund (2022)**



We joined the **"Food for Good"** program, which recovers surplus food at events and delivers it to local charity organizations, supporting local communities.



We have joined the global **Net Zero Carbon Pledge** to reduce CO2 emissions by 50% by 2030, achieve zero emissions by 2050, go paperless, leave a legacy to the local communities, and be efficient in the use of materials and recycling.

ESG and Sustainability

The awareness of responsibility. The will to change.

A responsible business builds greater trust and closer relationships with stakeholders at every level. We have signed the global Net Zero Carbon pledge while achieving the **ISO 20121 certification for sustainable event management.**

We also support NGOs, development, and educational projects and collaborate with our clients to devise events and initiatives that make a difference and leave a positive legacy.



Thanks to the **Eventsost certification**, AIM Group Spain has become a certified sustainable event agency, that is allowed to rank sustainability at any event and certify it when matching its requirements.



AIM Group has also completed **the ISO 20121 Certification**. This international certification specifies the requirements for creating and managing sustainable events.



We support **Children Against Cancer** in the search for solutions to win the battle against childhood cancer. We contribute to the organization so that children can access specific treatments and advances in research to reach their beds as soon as possible.



Our **go-to assessment platform** partner designed by event organizers, for event organizers. This tool allow us to measure and ensure our compliance with the ESRS standards

EVENTS

CONVENTIONS

SHOWS

EVENT
Beyond Beauty Convention 2024

REQUEST
To provide an immersive experience that could celebrate natural beauty and empower attendees both personally and professionally. The event had to drive the growth of Beyond Beauty Club by strengthening its presence and profitability, while also fostering the development of strategic skills and knowledge. Additionally, it had to promote meaningful connections and reinforce brand loyalty through a focus on branding and attitude, creating a positive impact on the attendees.

SOLUTIONS

- Creative Concept
- Full Event Organization
- Branding and Design



FIGURES

500 Participants	+4 Speakers
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EVENT
World Bank Conference 2024

REQUEST
To create a global event that brought together private sector leaders to drive development and strengthen strategic partnerships. The conference provided an ideal environment for networking and exchanging ideas in an iconic location, leveraging the opportunity to solidify IFC's reputation as a global development leader. With meticulous planning and a focus on attendee experience, the event ensured a high-level and enriching platform for all participants.

SOLUTIONS

- Creative Concept
- Full Event Organization
- Branding and Design

FIGURES

450 Participants	4 Days
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EVENT

Global Mobility Call 2023 & working on 2024

REQUEST

Speaker management for the Global Mobility Call ensures efficient organization and a positive experience for all involved. From pre-event logistics to onsite support, our focus is on facilitating seamless participation and ensuring that speakers can concentrate on delivering valuable and relevant content

SOLUTIONS

- Speakers Management
- Logistics Coordination
- Onsite Support for Speakers



FIGURES

450 Speakers	+8000 Participants	3 Days
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EVENT

ING Sales Meeting

REQUEST

Power an impactful sales meeting, while creating a consistent image and brand identity in all touchpoints

SOLUTIONS

- Excellent logistics
- Branding and visual design
- Consultancy on run sheet definition
- Video production

FIGURES

450 Participants	2 Days
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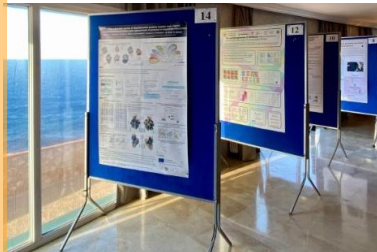


EVENT
CGUE 2024 Conference on Unicellular Eukaryotes

REQUEST
Registration and Logistics Management for the CGUE 2024 to ensure an efficient organization and a positive experience for all involved. From pre-event logistics to onsite support, our focus is on facilitating seamless participation and ensuring that the organizer can concentrate on delivering valuable and relevant content.

SOLUTIONS

- Registration Management
- Venue Coordination
- Transfers Coordination
- Badge and Merchandizing Coordination
- Onsite Support



FIGURES

150 Participants	5 Days
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EVENT
International Summit on Suicide Research, 2023

REQUEST
Our priority was to ensure that organizers can focus on delivering impactful and relevant content, while we take care of the details. From early planning through to on-site execution, we handle registration and logistics coordination to create a seamless experience for all participants and ensure the event runs smoothly from start to finish.

SOLUTIONS

- Registration Management
- Venue Coordination
- Transfers Coordination
- Badge and Merchandizing Coordination
- Onsite Support

FIGURES

350 Participants	6 Days
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EVENT

Boyden world Conference



REQUEST

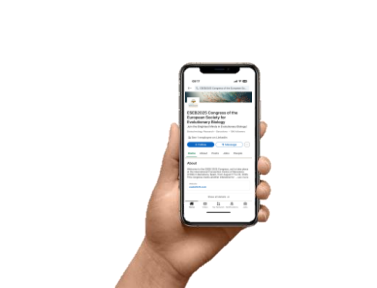
Awarded with the Sustainability Certificate for Environmentally Friendly Practices, the annual conference was as engaging and rewarding as ever, whilst reducing the carbon footprint and leaving a positive legacy.

Four cultural visits, three networking cocktail dinners, a gala dinner and awards ceremony. A team-building activity was also arranged: assembling bikes to be donated to underprivileged children.



SOLUTIONS

- Sustainable venues
- Paperless & single use materials
- Electric vehicles for transfers
- Green suppliers
- Boyden forest



EVENT

ESEB Congress 2025

REQUEST

We have developed a multichannel communication strategy for the ESEB Congress, combining social media posts, email marketing campaigns, and web banners. We tailored messages for key audiences (speakers, authors, sponsors) and structured the promotion into five strategic phases. These actions have expanded visibility, encouraged participation, and ensured a consistent presence for the event across multiple platforms.

SOLUTIONS

- Customized social media post
- Segmented email marketing campaigns
- Visually engaging web banners
- Consistent branding across platforms



EVENT
Data Amplified Conference 2024

REQUEST
Develop a high-impact conference that combines the key objectives of the event with the rich culture of Spain. Through detailed planning and coordination of every aspect—from the selection of iconic venues to the creation of an ideal environment for networking—we had to ensure a seamless execution that fostered interaction, collaboration, and cultural immersion.

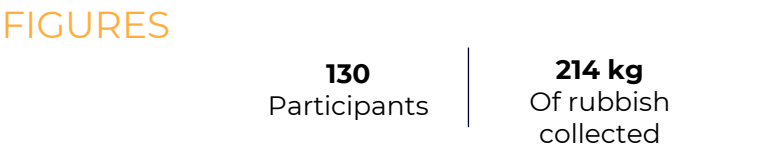
- SOLUTIONS**
- Project Management
 - Venue Management
 - Gala Dinner Management
 - Participant Reception
 - Financial Management
 - Communication and Promotion
 - Registration and Attendee Support
 - Local Vendor Management



EVENT
RE-CONNECT Meeting

REQUEST
A team building event with a strong CSR and sustainability value. Thanks to a creative approach, we put in contact organizations that had never collaborated before: Giffoni Film Festival, Legambiente and Ipsen. Participants headed to the beach to collect rubbish and plastic debris. The project received special recognition at several awards: Best Sustainable Event at FCE Awards, Best B2I Event – Silver Prize at Conventa Awards.

- SOLUTIONS**
- Creative Concept
 - Full Event Organization



EVENT

OrtoSpecialized in SEDO Congress 2025

REQUEST

For the SEDO Congress, we developed the creative concept for the OrtoSpecialized stand to transform the brand identity into a tangible, clear, and coherent experience for professionals in the sector. The challenge was to go beyond an exhibition space and create a functional and welcoming environment that conveyed specialization, trust, and innovation from the very first impression, encouraging interaction and dialogue with attendees.

SOLUTIONS

The result was a seamless and consistent experience, fully aligned with OrtoSpecialized's positioning and designed to generate connection, visibility, and memorability in a highly professional and competitive international conference setting.



FIGURES



EVENT

BKR 2025 Worldwide Conference in Madrid

REQUEST

In October 2025, we supported the global BKR community as the onsite DMC and local partner for the 2025 Worldwide Conference in Madrid, delivering end-to-end destination and logistics management for this flagship four-day gathering. Our team was responsible for the full operational coordination on the ground, including hotel management, venue logistics, transportation, and the design and execution of the social and partner agenda.

SOLUTIONS

Acting as the local point of contact, we ensured a seamless experience for international attendees while allowing the client to focus on content, strategy, and connection.

FIGURES



LIEBHERR



EVENT
Roadshow Liebherr

REQUEST
The Liebherr Roadshow introduced its new professional refrigeration range in Spain through a touring, hands-on experience. The Liebherr truck enabled direct interaction with the equipment, highlighting the role of precise temperature control in food quality and safety.

SOLUTIONS
Each stop followed a shared narrative tailored to the local context, ensuring message coherence and brand consistency. The roadshow strengthened Liebherr's positioning as a benchmark in innovation, energy efficiency, and reliable solutions for the professional sector, creating opportunities for learning and direct brand engagement.

FIGURES

3 Cities	+250 Participants
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EVENT
Source Markets Day in Catalonia

REQUEST
The event was designed as a strategic platform linking the Catalan tourism offer with evolving international source markets. It provided expert insight and a global perspective on the new traveller, emerging macrotrends, and the shift from volume to value. Through keynote speeches, roundtables, and market-focused parallel sessions, it fostered practical dialogue to support strategic decision-making and bring supply and demand closer together.

SOLUTIONS
The program aimed to build insight, strengthen relationships, and align the sector around a shared vision for the future of international tourism.

FIGURES

20 Interventions	+200 Registrations
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Our Services

1

Project Management

- Site Sourcing/Selection
- RFP Development and Distribution
- Site visit management
- Contract Negotiation and Management (venue and suppliers)
- Leveraging AIM's strategic supplier network
- Using AIM's expertise to benchmark local pricing
- On-site Management
- Managing day to day event related queries

2

Financial Management

- Preparation of a detailed budget, tailored to the event financial strategy
- Provision of regular budgetary reports, including comparison with budgetary forecasts
- Strategic Financial Management
- Management of event-related VAT reporting, if required
- Issue of RFPs and selection of suppliers in line with client strategy
- Comprehensive administrative services for income and expenditure, including verification of all supplier invoices
- Management of onsite accounting (payments and reimbursements)
- Generation and reconciliation of post-event financial reports
- Co-ordination of event audit and assistance to auditors if required

3

Communication & Promotion

- Development of an event communication strategy
- Delivery of an *omnichannel* marketing campaign
- Co-ordination of event visual identity
- Preparation and copywriting of marketing materials
- Related event research and barter campaigns
- Development and delivery of a social media marketing strategy
- Promotion of deadlines and other event news
- Media Relations
- Production of printed and digital event materials
- Preparation and production of onsite signage
- Development and co-ordination of your event's App
- Co-ordination of website design and services

4

Destination Management

- Delivery of creative, high-quality events with a local flavour within strict budgetary guidelines
- Identification of potential venues, organization of site visits and negotiation of rates and contracts
- Identify and contract with local suppliers for catering, entertainment etc
- Co-ordination of menus
- On-site decoration and arrangements as required
- Organization of ground transportation & logistics as required
- Provision of local onsite staff
- Management of social programs for accompanying persons
- Visa Services
- Incentive Programs & Team Building activities

5

Registration

- Online Registration System, customized and tailored to your specific requirements
- Online Registration helpdesk (phone, email – standard office hours; online chatbot)
- Online Payment Processing
- Accounts Receivable Management
- Refund Processing
- Communication of registration deadlines
- Confirmation of CME credits
- Managing group registrations
- Provision of regular registration statistics
- Onsite arrangements for registration area: concierge-style, desks, self-checking kiosk & staffing
- Strategic planning, creation and set up of the onsite registration area to optimize the delegate experience
- Handling of badges and other participant materials
- Full post-event registration reconciliation
- Post-event system analysis and identification of scope for improvements

6

Hotel Booking

- Identification of a variety of accommodation options suitable to a range of budgets
- Evaluation of accommodation options to ensure that they meet quality controls
- Reservation of a block of rooms for allocation to speakers, sponsors, participants and other groups
- Negotiation of rates and contracts with selected hotels, using AIM's international presence as leverage.
- Monitoring of market rates to ensure pricing is competitive
- Creation of an on-line hotel reservation module and integration within the online registration process
- Management of requests for group accommodation
- Allocation of hotel rooms to delegates, provision of confirmation letters and payment management
- Preparation of rooming lists and master accounts

Our Services

7

Virtual Events & Hybrid Solutions

Strategic Advice

- Optimization of event format (duration/session length etc) to meet the needs of the (virtual) audience
- Strategic advice as to pricing, specifically in respect of the virtual component of a hybrid event
- Provision of moderators and/or MCs for live, hybrid or online events
- Speaker support before and during the event, including dedicated training sessions

Communication and Engagement

- Virtual connection management
- Virtual Networking solutions
- Social media wall
- Pre and post content communication
- Option to broadcast a company TV channel

Technical solutions

- Online event platform evaluation and delivery
- Webcasting & Videoconferencing
- Live streaming and content hosting
- Digital management & faculty tables and lecterns
- Audio recording and storage of presentations
- Artificial and Augmented reality solutions

Supporting industry partners

- Personalised virtual stands for exhibitors
- Digital pre-scheduled meetings with company representatives
- Real time audience behaviour and engagement statistics

8

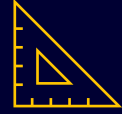
Audiovisuals & IT Services

- Webcasting
- Session recordings
- Speaker assisted recording
- Presentation management
- Streaming - Live & Hybrid
- Green Screen mobile Studio
- Studio on location
- Video mapping

CONSULTANCY

ADVISORY

Event Design Methodology



1

• Event Strategy and Planning Framework

• Define the project scope and strategic approach to event planning. Conduct a SWOT analysis to assess strengths and opportunities. Analyze event strategies to differentiate and frame them effectively. Consider stakeholder perspectives within the current framework and future goals. Develop a business model for event design, establish brand positioning, benchmark sector-specific events, and map out the journey of a day in the life of an event.



2

• Service Design for Strategic Event Alignment

• In-depth Analysis of Stakeholder Needs.
• Strategy for Behavioral Transformation.
• Current ROI and Ambitions for Future Event Success.
• Conducting Interviews with Key External Stakeholders to Validate Expectations.
• And Ambitions for Future Event Success



3

• Consolidation and Strategy for Events

• This step synthesizes key findings to shape the event strategy, combining quantitative internal data and qualitative stakeholder insights. We establish KPIs and present a report outlining the triple strategy for channels, content, models, and next steps.



4

• Implementation and Internal Support

• Develop work documentation to support the new strategy internally, including usage policies, governance guidelines, and monitoring tools. Establish action plans and evaluation documents, along with communication materials. Train and upskill the events team to adapt to the new working model effectively.



5

• Event Prototyping

• Following the internal approval of the event strategy, apply the Event Canvas methodology to two key events, training the team to use this approach for future events. Create event prototypes, test them with senior management, and finalize the prototypes for approval and next steps.

About Team

Our team of experts



Extensive experience



Customer-focused



Technologically Trained



With a passion for innovation



Specialized knowledge



Extensive network of contacts



Marco Quagliarella
International Operations



Pau Fernández
Country Manager



Ilaria Cittadini
Head of Operations



Javier Argüello
Head of Finance



Ana Martínez
Project Manager



Laia Urbina
Project Manager



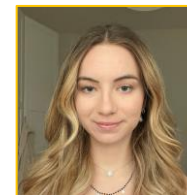
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Project Manager



Victoria Sarasola
Congress Manager



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Let's *work* Together!

