



PGR Marketing & Tecnología
**DESIGN AND EVENT
MANAGEMENT**



Design and Event Management

PGR offers a wide experience, knowledge and creativity in the event management and production to technology companies in order to guarantee the compliance of objectives leaving a positive and lasting impression to the attendees.











We work as an extension of your marketing and communication team to design attractive events to deliver direct access to your public. Our goal is to help our clients get the maximum benefit of these interactions, creating a satisfactory and useful experience.

If your company needs to organize an award ceremony, a conference, a team building activity or participate in a professional fair, PGR provides you the tools needed to attract your audience through live experiences.

CORPORATE EVENTS TYPES

- › Conferences
- › Press conferences
- › Products and services launching
- › Kick-off-sells
- › Training: Workshops / Bootcamps
- › Roadshows
- › Professional fairs
- › Incentive programmes
- › Acknowledgement and talent retention
- › Gala dinners

SERVICE PORTFOLIO

-  Conceptualization, strategy and creativity
-  Location and negotiation with the most convenient venues
-  Management and budget control
-  Design, production and stands or scenography set up
-  Logistics and on-site management
-  Staff specialized
-  Design and hiring activities or performances
-  Design, production and call campaigns launch



SUCCESSFUL CASES



vmware®

ENTERTAINMENT ACTIVITIES

vmwa

PGR Marketing
& Tecnología

VMWOLRD since 2012

- › Communication, call and logistics for the national market
- › Management of different parallel activities for VMWARE EMEA

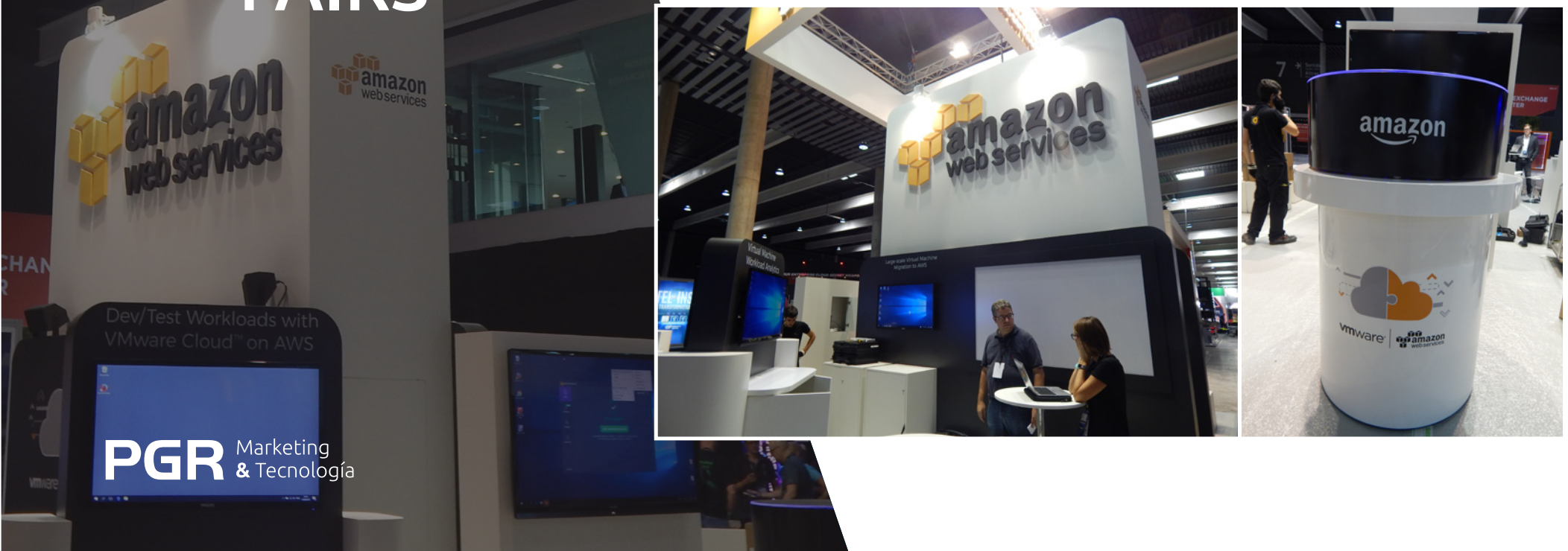




INTEGRAL MANAGEMENT OF PARTICIPATION IN FAIRS

- › COMMUNICATION, CALL AND LOGISTICS FOR THE NATIONAL MARKET
- › MANAGEMENT OF DIFFERENT PARALLEL ACTIVITIES FOR AMAZON WEB SERVICES
- › DESIGN AND STANDS SET UP
- › STAFF MANAGEMENT
- › GIVEAWAYS / TRAFFIC ATTRACTION ACTIVITIES

PROFESSIONAL FAIRS





F5 FORUM MADRID 2016

- › **LOCATION:** CASINO DE MADRID
- › **ATTENDEES:** 200 PEOPLE 100% OF CALL SERVICES
- › DESIGN AND STANDS PRODUCTION
- › CONFERENCES RECRUITMENT
- › GIVEAWAYS
- › ACCESS CONTROL

ANNUAL
EVENT

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Telefonica

TELEFÓNICA VIP CUSTOMERS ROADSHOW

- › **LOCATION:** BILBAO - SANTIAGO DE COMPOSTELA
- VALENCIA - BARCELONA - MADRID
- › **ATTENDEES:** 35 PEOPLE PER CITY (160 PEOPLE)

ROADSHOW





ARYSE

- › **LOCATION:** GOIZEKO WELLINGTON
- › **ATTENDEES:** 20 PEOPLE 100% OF CALL SERVICE

BREAKFAST MEETINGS



A vibrant, low-angle photograph of St. Basil's Cathedral in Moscow, showing its iconic multi-colored onion domes and intricate brickwork against a clear blue sky. The image is partially obscured by a white diagonal shape on the right side.

VIP TRIPS AND INCENTIVES

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MOSCÚ 2017

COMPLETE MANAGEMENT: DESIGN AND IMAGE DESIGN, CALL, TRANSPORTS, VIP ACTIVITIES + ACCOMMODATION + VIP ACTIVITIES, INCLUDING BUSINESS CONTENT

TRIP TO MOSCU FOR 40 PEOPLE DURING 3 DAYS:

- › WEEKLY PERSONALIZED INVITATIONS
- › GLOBAL DESIGN EVENT + BUSINESS MEETING
- › LEISURE AND CULTURAL ACTIVITIES FOR 3 DAYS
- › LUNCH AND DINNERS IN RECOGNIZED RESTAURANTS SUCH AS CAFÉ PUSHKIN, BALLET IN THE BOLSHOI THEATRE
- › PERSONALIZED SUPPORT ON SITE
- › PRIVATE GUIDE, PERSONALIZED GIFTS



CONGRESSES

CYBER SECURITY SUMMIT 2018 PALO ALTO NETWORKS

- › **LOCATION:** PALACIO NEPTUNO (SALAS CALIPSO + VENUS + EUNICE + VIP MEETING ROOM)
- › **DATE:** 23rd January 2018
- › KEYNOTE SESSION + Booster Rooms = 450 seats
- › VIP MEETINGS DURING ALL THE DAY
- › **REGISTERED:** +750 REGISTERED (FINAL CLIENT + CANALA + SPONSORS + STAFF)
- › **ATTENDEES:** 414 PEOPLE
- › **SPONSORS:** 8 SPONSORS WITH PERSONALIZED STANDS + SPEAKING SLOT
- › EVENT IMAGE DESIGN AND ADAPTATIONS TO THE DIFFERENT SUPPORTS PRE-EVENT
- › COMMUNICATIONS, EVENT AND POST-EVENT
- › SPONSORSHIP MANAGEMENT
- › SUPPLIERS MANAGEMENT
- › GOODIES
- › STEWARDS

GLOBAL PRODUCTION AND MANAGEMENT OF EVENTS

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