

**effetto**  
ITALY



Make the ultimate impression!

[www.effettoitaly.com](http://www.effettoitaly.com)

# Meet Effetto

A boutique DMC for all your event needs, Effetto reinvents the destination experience with transformational solutions, seamless operations and exceptional service.



We have  
all the ingredients  
for your  
perfect event!

# About Us

**Established:** 2010

**Headquarters:** Rome, with staff throughout Italy

**Team:** 18 full time, plus additional part-time

**Areas of coverage:** Every inch of Italy – the mainland and the islands

**Markets:** MICE, Special interest, Luxury Individual travel, Pre/post program, Cruise excursions, Weddings, Small groups

## **Services:**

- Venue sourcing
- Themed activities
- Team Building
- Gala Dinners
- Customized Tours
- CSR/ Sustainability Programs
- Spouse programs
- Wellness Programs
- Transportation & Logistics
- Meeting Services
- Corporate gifting
- Hospitality Staff
- Audio & Visual support
- 24-hour emergency services

# Our Ingredients



## Consultation

- We start by listening to you – all concepts are honed to perfectly match your client needs and culture.
- Our interview process is intense but thorough, ensuring that you won't be disappointed in the end.



## Knowledge

- From broad regional queries to the search for an esoteric craftsman, we act as your own personal destination maven.
- We synthesize the overwhelming information and present a new take on the country.
- Italy is surprisingly complex from a logistical and operational perspective. We take care of the hard part, so you don't have to.



## Connections

- Our staff is deeply rooted in local culture, allowing us to find inventive and resourceful solutions to match any budget situation.
- We have contacts within countless types of networks – from art, architecture, music, government, food, wine and fashion (to name a few). We grant you access to dignitaries and artisans alike.

# Our Ingredients

## Innovation

- We fuse knowledge and experience with inspiration to create your perfectly unique event.
- Our creativity is your competitive advantage.
- Our transformational programming always includes an enchanting element of surprise, guaranteed to wow and motivate.

## Transparency

- We never sell you something that we have not tested ourselves and we never say “yes” to an unworkable request just to make the sale.
- We know that your name is on the line. Open communication is an integral part of how we do business.

## Accountability

- We carry a Public Liability Insurance for a coverage of 2 million Euro, as mandated by the EU.
- Our supplier management allows for fair rates and flexible contracts for our clients.
- We constantly monitor and adapt to the latest health and safety recommendations





# Our Sparkle

It's that intangible element that makes the Effetto experience stand apart from the rest.

- We love a challenge! We never turn down the chance to create something **original and unique!**
- Our energetic and experienced staff are a mix of **native English speakers**, skilled in writing interesting and saleable proposals, and local Italians, with **in-depth area knowledge.**
- Our team of account managers are **constantly brainstorming** and looking for cutting edge and innovative ideas
- We are **always on the road** in search of new venues and new ways to present Italy
- We **create and customize** each proposal from scratch based on a client's specific needs. We do not use "standardized" itineraries.
- We strive to make the process with our partners and clients one of **collaboration, cooperation, and teamwork.**

# Your Memories!



# Our Management Team

**Meet Jessica Loesch, Our Vivacious American Ex-Pat**

**Position: VP, Business Development**

Sharing her warmth and big laugh with everyone she meets, Jessica has been in the MICE industry for over 20 years, since she first moved to Rome. She is responsible for Sales, Marketing and Development. As an ex-pat (born and bred in Brooklyn, NY!), she deftly helps clients navigate through the multifaceted world of Italian culture with the sensibility of an American. Whether leading site inspections or connecting at a conference, Jessica always leaves an unforgettable impression.



**Favorite food:** Linguine alle vongole from Trattoria Al Moro

**Favorite way to spend a day:** Photographing the beauty of Rome and Italy as seen from her 9-year old daughter's eyes

**Superpower:** Life of the party in any situation.

# Our Management Team

## **Meet Sergio Poeta, Our Search Engine**

### **Position: Managing Director**

A walking encyclopedia and a former assistant professor of antiquities, Sergio has accumulated 40+ years' experience in the wide world of Italian destination management. He has a deep understanding of all aspects of the industry from R&D and sales to supplier negotiations and operations. If you have a question or a concern, Sergio, with his unrelenting curiosity, will always find an answer or a solution. And as our clients will attest, he is unrivaled in the art of storytelling.



**Favorite hobby:** Studying languages.... He is fluent in 7 and counting.

**Most interesting solution for a client:** Hiring local bodybuilders to carry wheelchair-bound conference participants over the bridges in Venice

**Arch-nemesis:** Sleep (Seriously, the man is on call 24 hours a day and seven days a week.)

# Our Management Team

## **Meet Courtney Stewart, The Strategist**

### **Position: Director of Marketing**

Born and bred in the USA and based in Boston, Massachusetts, Courtney has 30 years' experience in marketing and communications in the travel industry. She helps to create Effetto's MICE strategy utilizing her experience in North American trends and guides the company on American business practices and international standards. While Courtney enjoys a good survey or a useful statistical (who doesn't, quite frankly!), she truly loves taking the pulse of the industry by talking to clients and colleagues alike.



**Favorite drink:** Having studied wines at Boston University, there are few she doesn't like. But she would never turn down a Sagrantino di Montefalco.

**Home away from home:** Quechee – quintessential Vermont at it's best

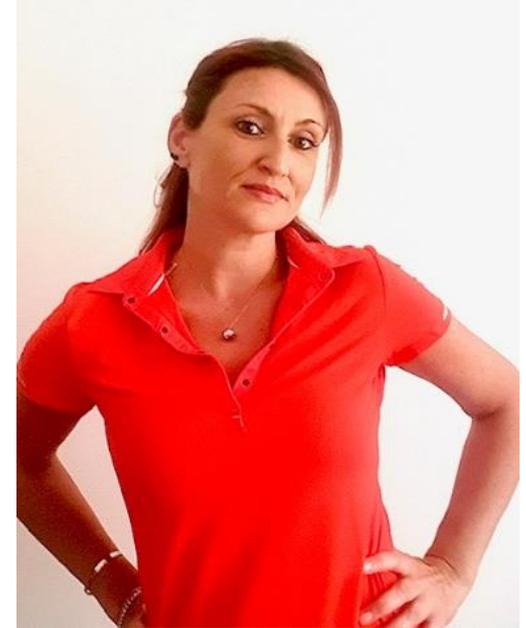
**First Italian experience:** Studied in Florence in college and still dreams of the panini of Antico Noe.

# Our Management Team

## **Meet Giovanna Venier, Our Steady Hand**

### **Position: Manager of Operations**

Whether it's a special request, a last-minute change, an unexpected challenge or just the complexities of day to day operations, Giovanna manages it all with a sense of calm and authority. With 15 years in the industry, she is a keen project manager, mixing creative ideas with diplomatic responses. An adventurer at heart, Giovanna's colorful sense of style and rapier wit bring a breath of fresh air to everyone she meets.



**Befitting background:** Having studied in Raffaello's Urbino, Giovanna has expertise in art history and culture.

**One true love:** A real foodie, she has eaten her way around the most exotic parts of the world. Ask her for the local hot spots in Rome!

**Favorite CSR programming:** Sourcing the contacts and feasibility of our Blue Zone longevity project in Sardinia.

# Our Management Team

## **Meet Alessia Spidoni, The Pre & Post Prodigy**

### **Position: Manager of Independent Travel**

Alessia's 15 years have been dedicated to the management of the complex world of event deviations and extensions for individuals and small groups. As Italy is a destination that often inspires personal travel beyond the event, she navigates the galaxy of fragmented requests with great dexterity. And of course, her sweet but persuasive demeanor gets the job done with both clients and suppliers.



**Best perspective:** She is an expert on viewing Italy from the sky... whether it's by helicopter, private jets, balloons, or glider Alessia has tried it.

**Biggest passion:** Alessia has a love for art and her body is her canvas... over 20 tattoos and counting

**Best commute:** Alessia lives in Agugliara, a Medieval hill-top village on the shore of the volcanic Lake Bracciano... a truly magical place in the Etruscan countryside.

# Our Management Team

**Meet Irene Alfonsi, Our Solution Seeker**

**Position: Client Relations Manager**

Informed by her 30+ years in the industry, Irene has a true knack for understanding clients' diverse approaches to events and to the destination. She is responsible for overseeing the total client experience from programming to budget to delivery. Analytical to the core, Irene quickly synthesizes information to create the best possible outcomes, and instinctively knows the perfect way to present them. But more than anything, clients love her twinkling eyes and easy sense of humor.



**Most impressive event:** Irene is the architect of our medieval Hilltop Town Takeover product, a fan favorite!

**Favorite distraction:** An avid scooter driver, she loves exploring the Alpine districts, particularly the Dolomites.

**Fun fact:** Irene learned her perfect English as an au pair in Boston, Massachusetts.



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