

EMOTIONAL & VIRTUAL A JOURNEY AMONG HUMAN CREATIVITY AND MODERN TECHNOLOGY

Milan, 24 June 2020 – “**Emotional & Virtual**” took place yesterday , the first **digital event** organized by **Frigerio Viaggi** in collaboration with **Nexi**: a journey between creativity and technology, to discover new business models that optimize and enhance the values of both. The meeting was attended by **over 200 guests** including the best companies and top clients served by Frigerio Viaggi, suppliers, the press and agencies of the Group.

“The world has changed more in the last few months than in the last twenty years, the pandemic and the lockdown have faced us with a completely new situation from which the tourism and events sector has been severely penalised. But we are already ready for the next challenges” comments **Simone Frigerio, Commercial Director of Frigerio Viaggi** “Technology has become a fundamental part of the daily life of each of us, but human creativity continues to remain that extra touch that is necessary and to which no one he wants and can give up. For this reason we have decided to develop new methods of approach and the purpose of this virtual event is precisely to analyze the latest trends to propose the most suitable solutions for the current situation.

On the **Business Travel front**, for example, we are making some evolutions to our **CTMP** (Corporate Management Portal) our self-booking tool system for managing business travel, which will become increasingly technological and digital. Developments that will be concluded shortly and which we will talk about again in the coming months, but already now we are proud to announce the new partnership with Nexi and their Virtual Payment system”.

“In **Nexi** we work in synergy with companies every day, offering them innovative and highly technological solutions that give them the opportunity to seize opportunities for change” comments **Alberto Panariello, Head of Commercial Cards Sales & Partnerships in Nexi** “**Travel Account** is the virtual solution which responds to the spending needs of the T&E segment, for booking trips through Travel Management Company. It was created with the aim of favoring a **new customer experience** for companies, simplifying purchasing processes and guaranteeing **greater security and control of company travel expenses**. The Nexi solution is not limited to the management of Business Travel expenses alone, it is also functional for the management of the MICE part: Meetings, Incentives, Conferences and Exhibitions.”

“In this moment in which distance means respect and care and physical contact is penalized, the need for reciprocity and the need to discuss emerges even more” comments Paola Frigerio, Leisure, Marketing and Network Director of the Frigerio Viaggi Group “ For as regards **events**, we are now able to surprise our customers with the various possibilities that technology makes available: the **new formats** allow us to overcome the limits of physicality through technology, while emphasizing the human element. Digital **meetings** (particularly suitable for communicating, for example, with the sales team, branches, the distributor network, organizing a road show, etc.) allow you to reduce distances with the participants, placing people at the centre, interacting with them as if they were in the same room. Virtual **events** (conventions and events) are instead able to create a new dimension and transport the public into a parallel world, with the help of **3D Virtual Sets**, with **specially designed scenography** and **dynamic graphics**.

Using suggestive locations and breathtaking landscapes, it is possible to set the event wherever you want,

even on the moon, in the Sistine Chapel or even in the Amazon forest... **the only limit is our imagination.** Finally, we have **the hybrid event**, a mix between a classic event and a virtual event: some of the participants are physically involved, while the other part connects remotely with the possibility of virtually living the same experience. This format will probably be the most used in the near future, in which we will have to apply strict compliance with the new anti-contagion regulations and limitations, as it allows us to maintain human contact and at the same time involve a segment of the public who otherwise would not have been able to participate, taking advantage of all the spectacular effects that technology offers us. In all these cases the customer is guided by the Frigerio Inventive team of professionals, **our company division that deals with MICE**, in choosing the format best suited to their needs and in the tailor-made design of a project that is personalized each time, without forgetting the emotional engagement which remains the most important focus of every event."

The pride of "Emotional & Virtual" was the speech by **Francesco Morace, Sociologist Essayist and President of Future Concept Lab**, who has been working in the field of social and market research for more than 30 years. "We became accustomed during the months of lockdown to finally using technology in an intelligent way, understanding that the **human touch** is the spark capable of imagining a future, which technology then manages to fuel. We think of Leonardo da Vinci but we also think of each of us, in these long days at home, of how we managed to **amplify the human dimension** and the **relationship with others** through technology and digital, which some of us still looked at with distrust. The Covid19 story has accelerated this journey into the future, uniting different generations (think of the grandchildren who taught their grandparents to use remote communication systems to stay in touch).

Before we had little time and a lot of space available, everything was lived with frenzy. During the lockdown period this relationship was reversed: this affair taught us **the importance of time and depth** and transformed **space and place** into a luxury. Human nature normally tends to desire what is missing. In these 3 months we have missed travel and travel very much and the next months and years will be a **rediscovery of travel**. Of course, it will be necessary to invent new formulas because nothing will be the same as before, but we will learn to use new formats thanks to technology, without forgetting the fundamental aspect of travel: **knowing** and **exploring** other places and at the same time meeting other **people**. Even in Business Travel itself, where the exploratory aspect corresponds to the encounter with others (colleagues, customers, suppliers, etc.) and with their world. The human dimension is made of surprise, wonder, magic... and this is where the virtual can really help us.

I believe that **today's experience**, this virtual dimension that becomes emotional and is also a deepening of knowledge, is a gift that Frigerio Viaggi and Nexi have given us precisely to **demonstrate that these formats can involve and excite us**: we must not give up anything of our human experience, but we can **use technology intelligently and creatively**."

"When technology meets empathy and the entirely human responsibility of choice, it produces humanity to the third degree." (Francesco Morace)

FRIGERIO VIAGGI - The Frigerio Group today brings together over 50 travel agencies and travel planners throughout Italy and offers guarantees of seriousness and reliability. Individual and group travel, Holidays, Incoming, Business and Corporate Travel, Meetings, Incentives, Congresses and Events without forgetting Communication and Marketing: these are the areas of excellence in which today the company stands out for giving each of its individual customers, in addition to the care and attention that are part of its tradition, a unique and unrepeatable

For further information:

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