



Excellence in Event Management & PR

TELEMACO

Strategic Communication & On-Field Activation

| Empowering Businesses Since 1995

www.telemaco.it

INTEGRATED EVENT SOLUTIONS FOR GLOBAL BRAND EXPANSION

SME

INNOVATIVE AGENCY

Telemaco is a certified Innovative SME specializing in web development and multi-channel communication since 1995.

-  **Creative Solutions:** Empowering companies to expand through high-impact events and PR.
-  **Synergistic Approach:** Combining Telematic, Marketing, and Consulting expertise.
-  **Result-Oriented:** Focused on achieving measurable objectives through strategic on-field activities.

STRATEGIC PUBLIC RELATIONS & MEDIA RELATIONS

160+ CONTENTS

Targeting a minimum of 160 published contents per year, including articles, posts, and photos across niche media outlets.

Global Press Office



PERMANENT PR

Ongoing press office activities, mailing list management, and strategic release calendars.



DIGITAL PRESS KITS

Multilingual kits with campaign info, product details, and integrated social media links.



TARGETED DISTRIBUTION

Online press releases sent to niche media and local agencies in target markets.



MEDIA MONITORING

Comprehensive press reviews and data analysis on intercepted readers and followers.

HIGH-IMPACT "MICRO" PRESS EVENTS

OPINION LEADERS

Strategic engagement of
journalists and industry
influencers.



ENGAGEMENT

Hosting journalists and sector leaders to foster brand advocacy and high-quality media coverage.



MARKET LAUNCH

Attracting attention to specific product features in target markets through curated experiences.



FULL-SERVICE

Location selection, technical setup, transport, and on-site assistance for a seamless event.



DOCUMENTATION

Professional photo and video services to capture and amplify the event's impact.

INFLUENCER PARTNERSHIPS & MEDIA SPECIAL SERVICES

DIGITAL VOICE

Amplifying brand reach through targeted influence and specialized media outlets.

MICRO-INFLUENCERS

Selecting and involving targeted micro-influencers for seamless product integration online and offline.

ENGAGEMENT TOOLS

Organizing prize contests and giveaways with food bloggers and journalists to engage followers.

SPECIAL SERVICES



Inviting specialized press and TV outlets to create dedicated features and in-depth coverage.

TARGETED IMPACT



Ensuring high-quality content placement in outlets most relevant to the program's objectives.

INTERNATIONAL TRADE FAIRS & EXHIBITIONS



BOOTH DESIGN

-  **Custom Spaces**
Personalized graphics and layout tailored to brand identity.
-  **B2B Areas**
Dedicated zones for high-level meetings and press encounters.

ENGAGEMENT

-  **Live Stations**
Interactive cooking or product demo areas with daily programs.
-  **Info Desks**
Professional reception and information management.

LOGISTICS

-  **Full Support**
Managing transport, setup, and on-site technical assistance.
-  **Promotion**
Integrated web, social, and blog piece advertising.

B2B NETWORKING

TARGETED WORKSHOPS

"Connecting importers, distributors, and retailers through immersive product experiences."



TARGETED ENGAGEMENT

Workshops designed for at least 20 key stakeholders to improve sector awareness and product knowledge.



NETWORKING SESSIONS

Welcome buffets and tasting sessions featuring promoted products to foster professional relationships.



TECHNICAL EXCELLENCE

Full-service management: location selection, technical setup, and promotional material distribution.

EDUCATIONAL TOURS

4-5 DAYS

IMMERSIVE EXPERIENCE

"Building long-term brand advocates through deep-dive journeys into the heart of production."



ELITE NETWORKING

Hosting 10 selected professionals, opinion leaders, and influencers for high-level engagement.



ON-SITE VISITS

Direct visits to production facilities and companies to witness quality and craftsmanship firsthand.



STRATEGIC SESSIONS

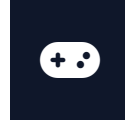
Combining B2B meetings, intensive workshops, and professional tasting sessions for maximum impact.

POS PROMOTIONS

4 DAYS

ON-FIELD ACTIVATION

"Direct consumer engagement through interactive Point of Sale experiences and gamification."



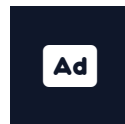
GAMIFICATION

Organizing prize contests and giveaways with 4 prizes per point of sale to incentivize immediate action.



FULL LOGISTICS

Complete management: site surveys, desk setup, roll-up installation, and promotional material distribution.



DIGITAL SUPPORT

Promotions backed by digital ads in InStore magazines and targeted social media posts for maximum reach.

STRATEGIC COMMUNICATION & VISUAL IDENTITY

VISUAL IMPACT

Aligning creative strategy with program objectives for maximum brand recognition.



CONCEPT DEFINITION

Defining the core strategy and ensuring coherence with program goals and activities.



VISUAL IDENTITY

Adapting creative concepts and key-visuals for all event formats and promotional materials.



CONSISTENCY

Ensuring brand integrity across standard and custom production formats for a unified presence.





RESULT-ORIENTED

Visuals crafted specifically to drive engagement, trust, and long-term brand recognition.

COMPREHENSIVE COMMUNICATION TOOLS & MATERIALS



DIGITAL ASSETS

-  **60+ Still-Life Photos**
High-quality professional photography for portals and social media.
-  **Smart Brochures**
Dematerialized digital brochures with NFC tags and QR codes.

PHYSICAL MEDIA

-  **Media Kits**
Professional folders, notebooks, and greeting cards for attendees.
-  **Ebooks & Audio**
Digital storytelling tools including Ebooks and Audiobooks.

EVENT GEAR

-  **POS Kits**
Complete promotion kits: roll-ups, ballot boxes, and participation cards.
-  **Branded Gadgets**
Custom shoppers and QR-coded gadgets for event engagement.



TELEMACO SRL

DATA-DRIVEN REPORTING & PERFORMANCE



ANNUAL ACTIVITY REPORTS

Detailed documentation of all realized activities, ensuring full transparency and accountability.



METRIC TRACKING

Monitoring content views, total reach, and user engagement across all digital and on-field channels.



PR IMPACT ANALYSIS

Comprehensive press review collection and analysis of followers intercepted to measure ROI.



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EMPOWERING BUSINESSES SINCE 1995