



COL
Comitato organizzativo locale
del sistema congressuale
della Riviera di Rimini

Rimini Riviera Convention Bureau - Permanent Local Organising Committee

It is successfully demonstrated on an International scale that nowadays great national and international bids are increasingly won thanks to the activation of a local hosting system - a compelling task-force able to ensure a steady link between political and economical institutions and the local suppliers' network. A positive integration between public and private organisations undoubtedly constitutes an added value and great support for those operating within the meetings industry.



The **Convention Bureau della Riviera di Rimini (CBRR)** sustains itself through the direct commercialisation of the Rimini Convention Centre and does not receive any public funds. This has meant fast and autonomous management, but also the need to establish most direct connections with the local institutions. In 2006, by involving the most important representative bodies of the Riviera di Rimini territory such as the Province Authority, the Chamber of Commerce, the Rimini Municipality and those of the three main cities of the Riviera and the Rimini Trade Fair, the Rimini Convention Bureau created the **COL**.

By setting up a **Permanent Local Organising Committee** involving the most representative institutional and economical bodies of a territory, convention cities and centres will see clear benefits. The Committee's objectives are:

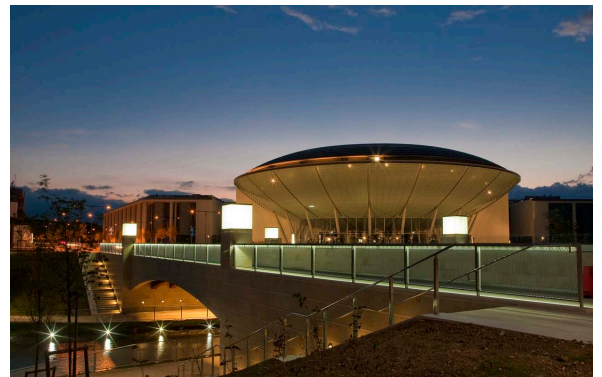
- To generate a proper structure, acting as a great driver for the overall conference offer of a convention city;
- To conceive a long-lasting, consistent and sustainable development strategy;
- To single out projects and initiatives able to give strength, energy and credibility to a destination;
- To secure national and international events throughout the country improving the image and the positioning of a destination as a modern, competitive and reliable partner.

The Rimini COL - COL is the Italian acronym for Local Organising Committee - an organisation for the enhancement of the market position of a convention city, allowing it to become a strategic partner for national and international associations.

Joining the COL involves participation at scheduled meetings and proactively contributing in the acquisition of bids by coordinating actions and promotional programmes to be executed, as well as detecting funds and defining proper economic resources to be allocated.

Members act as spokespersons with regional and national reference organisations of higher levels, they offer their specific know-how and professionalism, they take part in site inspections required by event promoters, they are directly involved in the presentation of the bid and finally they usually perform a leading role in the welcome committee.

COL also means creating marketing opportunities and added contribution in terms of new ideas and creativity towards event content, aimed at making each event a unique and successful experience. In addition to this, the shared statute of the COL fits perfectly with CBRR Ambassadors Club, a programme launched for carrying the name and the value of our area outside of our local boundaries: that is why Ambassadors often operate in close contact with the COL.



So far this project has led to excellent outcomes in terms of growing awareness and proactive involvement from national institutions towards the local meeting industry development and consequently to the local Convention Bureau. Most importantly, it has allowed the entire Rimini area to win important bids by providing all the necessary academic, institutional and financial support for winning the event. Since its foundation, almost 30 bids have been proposed by CBRR and evaluated by the COL, of which nine have been won and six still in the pipeline.

In conclusion a **Permanent Local Organising Committee** guarantees the presence and support of a convention city and its congress centres. In fact the overall conference offer, unified in all its elements, public and private, seems to represent one of the main characteristics associations look for when choosing the location for their events.