



Contents

<u>Founder Message</u>

<u>Our Services</u>

<u>Our Timeline</u>

<u>Our Numbers</u>

Marketing Consultancy & Event Management

<u>Partnership</u>

We are our People

Official Social Media Channels

Contact Us



EVENTS PRODUCTION SINCE 1992

In 1992 I gave birth to a long-term project, alone.

Keep International is now a team which cooperates to guarantee development and efficiency.

I am proud of what we are today.

Pricoletta Zerbi (Founder)





SCIENTIFIC EVENTS ECM PROVIDER

SCIENTIFIC ASSOCIATIONS

CORPORATE INCENTIVE FAIR EXHIBITION

MARKETING CONSULTANCY

HEALTHCARE

CORPORATE

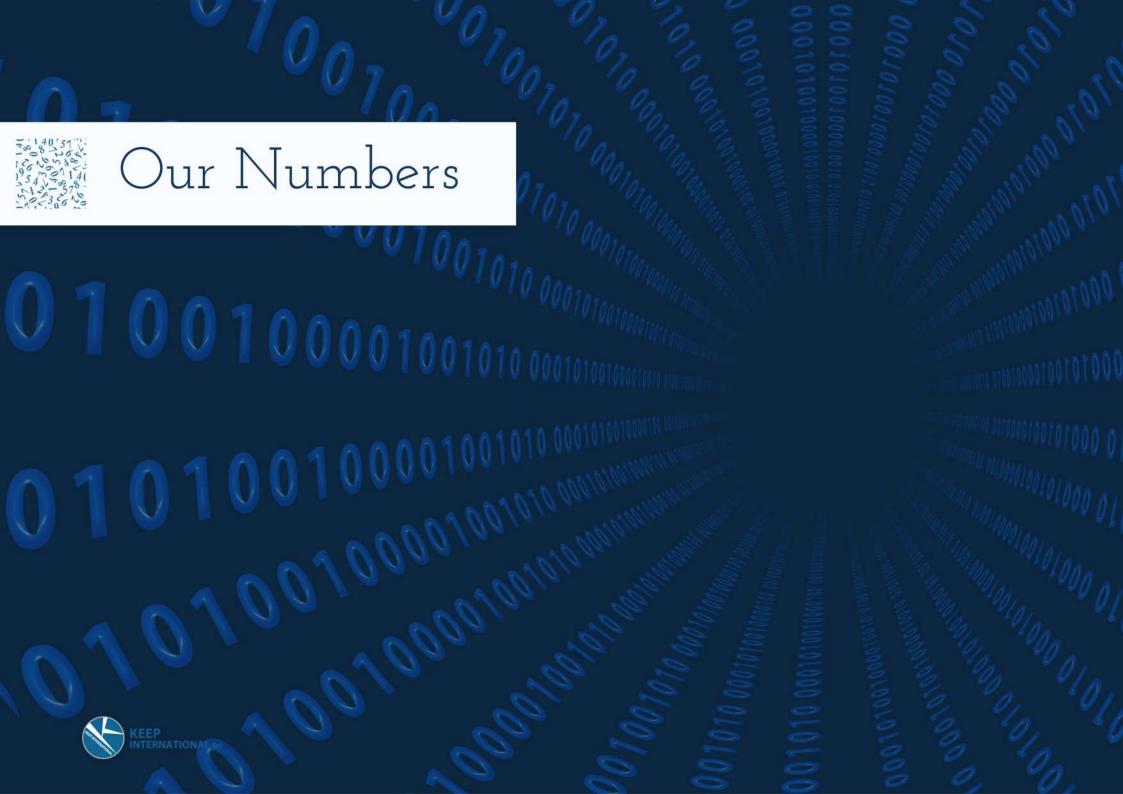




Our Timeline







Our Numbers

Years of experience

+30

Partnerships

+20

Owned Database

+ 10.000 specialists

Erogated ECM credits

+2.500

RES and FAD EVENTS

+ 1.000

Italian Professionals Network

+100





Immersive Marketing

Virtual and augmented world is the ideal context for experiential marketing opportunities, thanks to strong sensory, emotional and perceptive stimuli.

Virtual and augmented reality allows to immerse oneself in the context the viewed object lives in and gives the extremely realistic sensation of interacting with it, experiencing all its functions.

Thanks to AR and VR, companies can create extremely engaging virtual events.

Major social media already support AR and VR formats: Youtube and Facebook, for example, display 360-degree videos, Facebook Ar Studio allows to create augmented reality content and 3D posts are a true innovative and effective format.





Communication Management Roadmap

CONCEPT

- Creative Unit
- Concept
 Development
- Clients Co-creation
- Brand Design
- Art Direction
- Key message & Payoff
- Budget

PLANNING

- Marketing Strategy
- Promotion
- Feasibility analysis
- Risk analysis
- Data Strategy
- Synergies and Partnerships
- Project Leader and Team definition

PRODUCTION

- Project
 Management
- Logistics
- Technology
- Staff
- Merchandising
- Online and printed support
- Grants

PROMOTION FOLLOW UP

- Communication strategy
- Event Engagement
- KOL relations
- Follow-up contents
- Budget Review



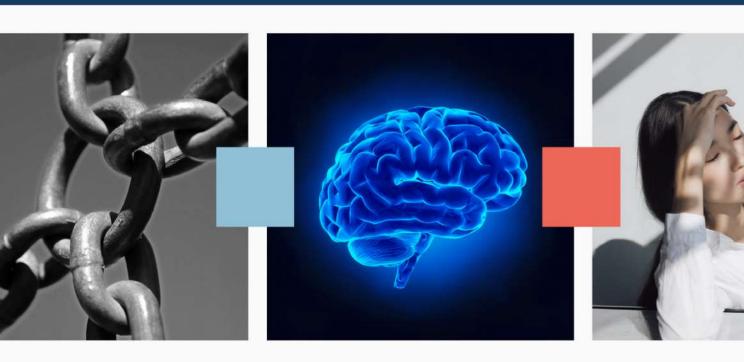
Branding

- Naming
- Logo
- Visual Identity Graphic Design
- Digital Identity
- Communication materials
- Photoshoot/Video production
- VR Production
- Landing Page
- App Development



- Digital Marketing Strategy
- Online and Offline communication channels
- Online and Offline PR
- Mobile and WEB Design
- Press Release
- Email Marketing Copywriting
- Owned and categorized Databased
- ADV campaign storytelling merged with Institutional Communication
- Social Media Management: monthly report, community and engagement management
- Influencer Marketing
- Augmented Events and Experiences Platform Design
- KOL Management and Engagement
- Film and Motion Graphics
- 3D Animation (CX -UX)
- VR Reality

CONCEPT DESIGN



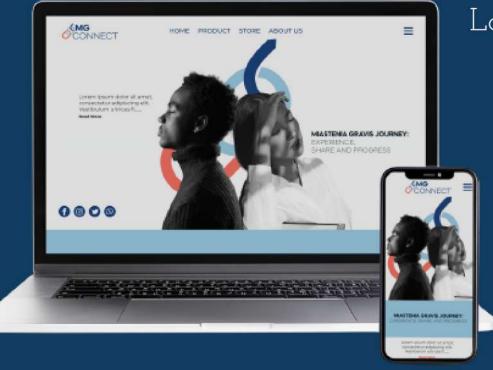
Moodboard

Graphic Development





CONCEPT DESIGN



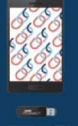
Layout



















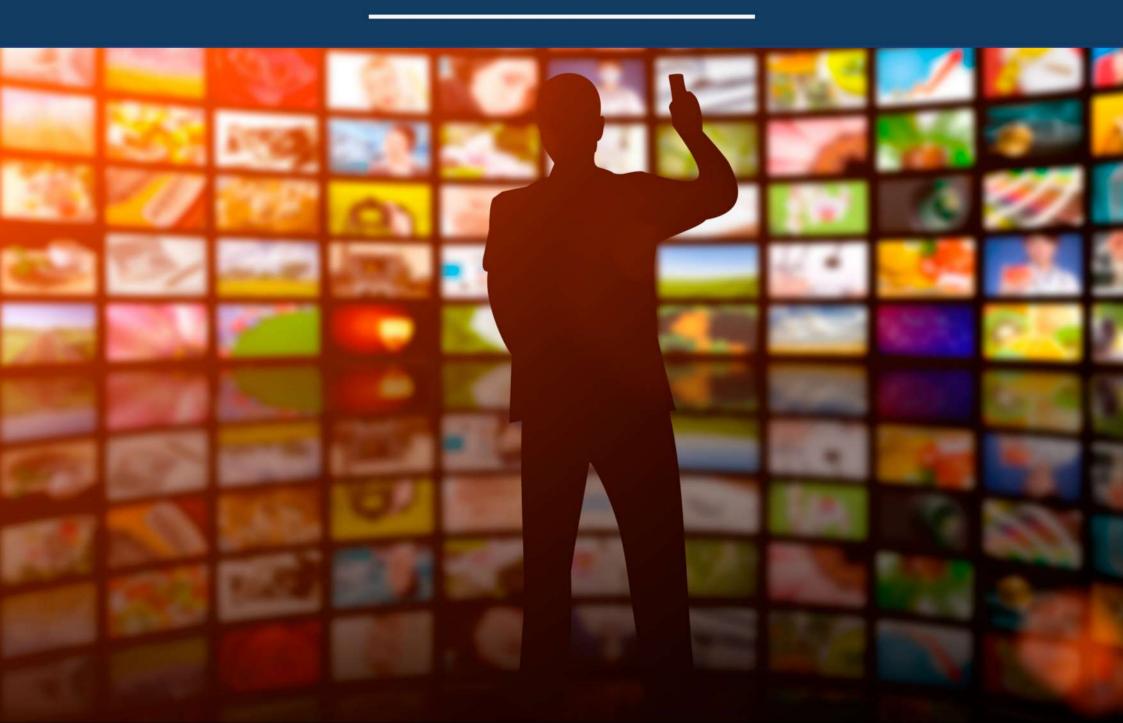




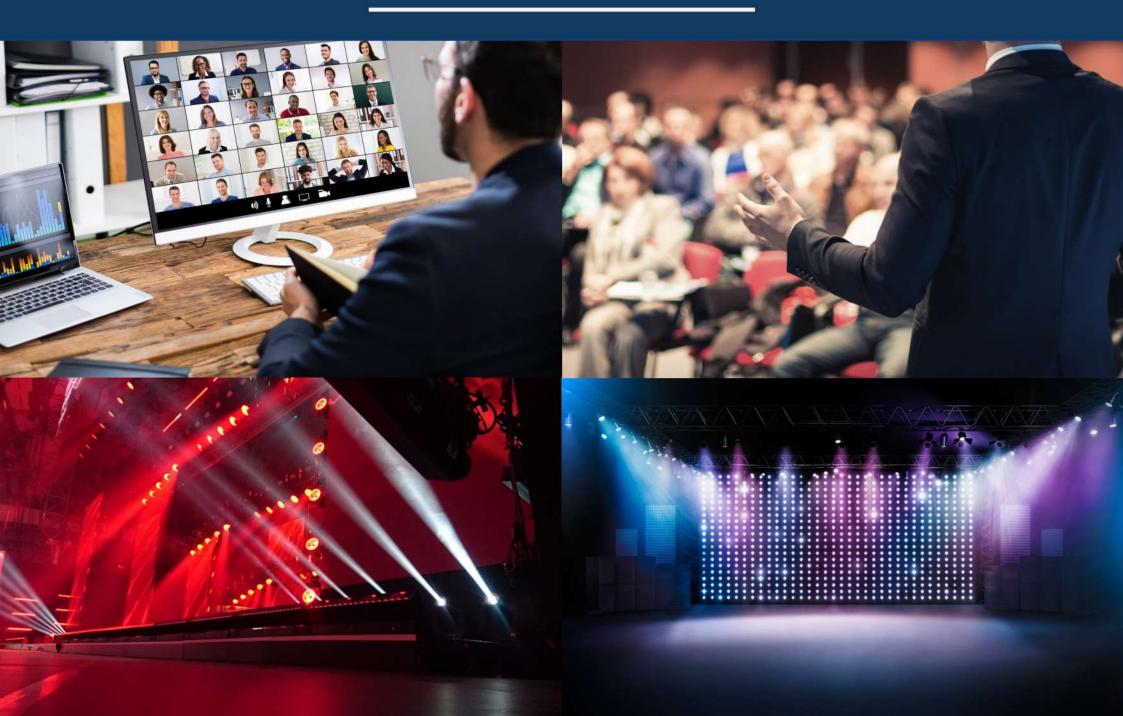
IMMERSIVE EVENTS



STREAMING



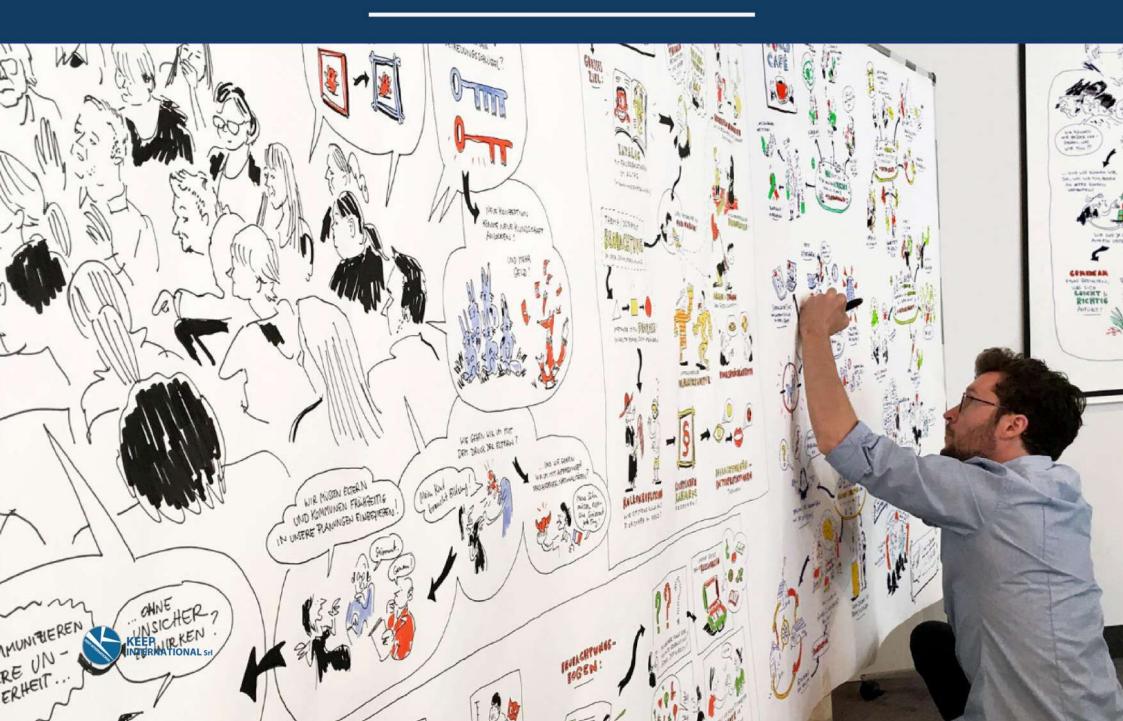
STREAMING AND LIVE



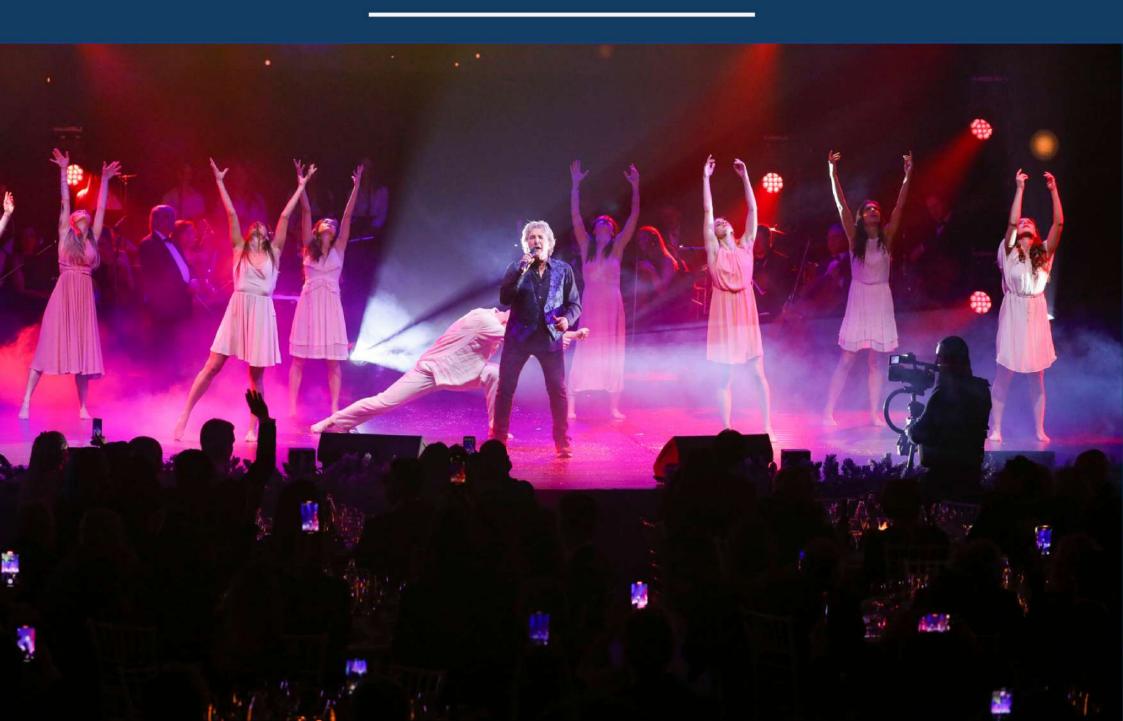
BANQUETING



AUDIENCE ENGAGEMENT



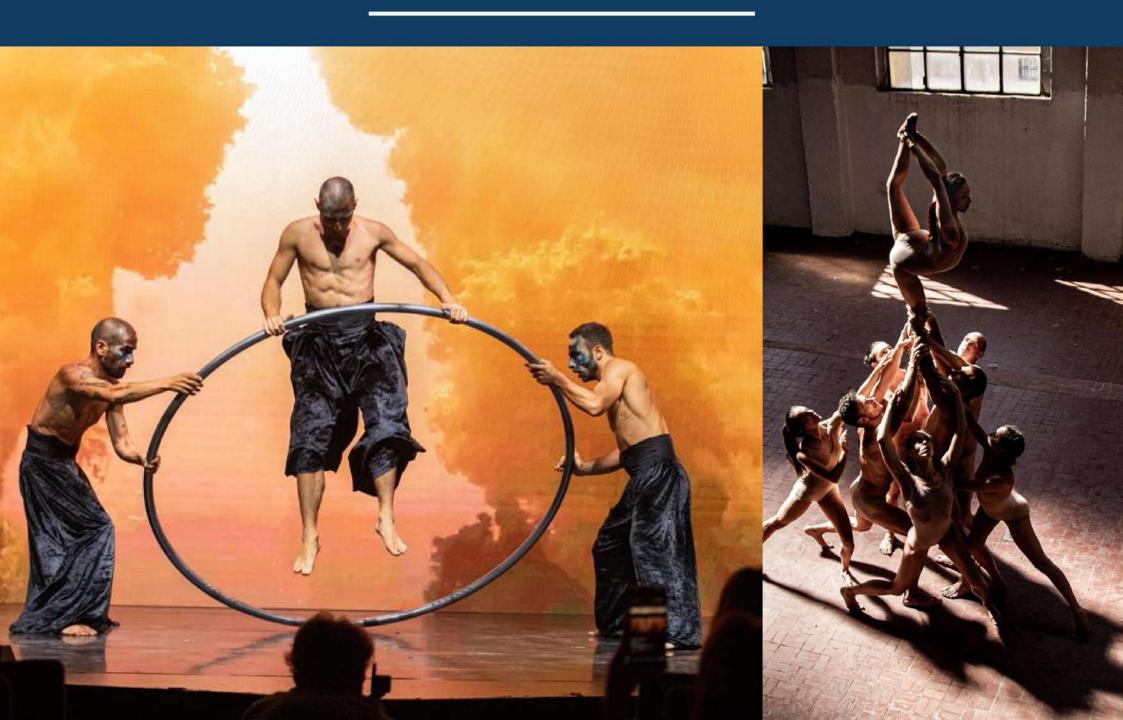






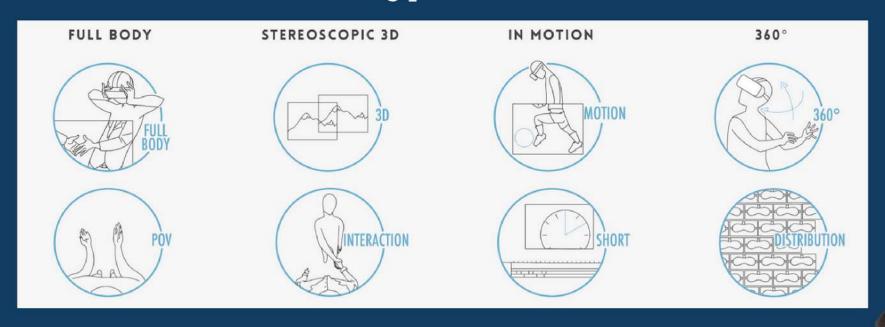








Our Partner Technology





























































































Our Team



NICOLETTA ZERBI

Founder & CEO



SERENA BASSI

Chief Operations Manager Project Leader



VALENTINA GOTTLIEB

Chief Sales Manager Event Manager



CINZIA PANARA

Communication Specialist



CHIARA STRADIOTTI

Event Manager Project Leader

OTHER DEPARTMENTS

CEATIVE DIVISION

PROJECT MANAGEMENT TEAM PRODUCTION Operations Management MARKETING & COMMUNICATION

ACCOUNTING DEPARTMENT

Official Social Media Channels



INSTAGRAM

@keep.international



LINKEDIN

Keep International



FACEBOOK

Keep International



Let's talk!



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