



KEEP

INTERNATIONAL • 1992

CORPORATE PRESENTATION



KEEP
INTERNATIONAL • 1992

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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.

Nicoletta Zerbi (Founder)



Our Services





SCIENTIFIC
EVENTS
ECM PROVIDER

SCIENTIFIC
ASSOCIATIONS

CORPORATE
INCENTIVE
FAIR
EXHIBITION

MARKETING
CONSULTANCY

HEALTHCARE

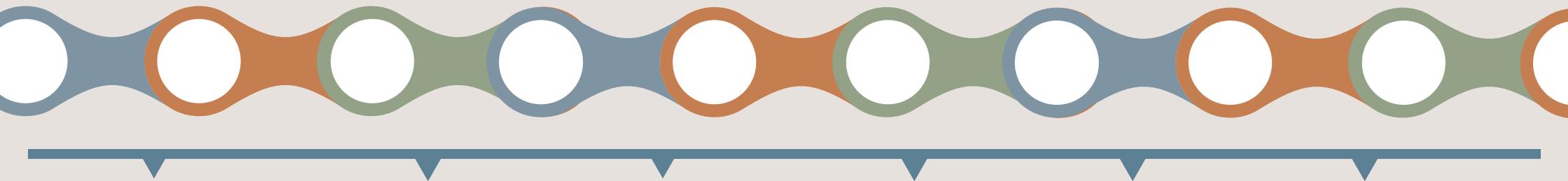
CORPORATE

📅 Our Timeline





Our Timeline



1992

- We were born as Keyword Europa
- ECM Provider N. 472

2010

- Keyword Executive Education Program: Hostess and Stewards training
- Internship Programme
- Quality Certification
- International Projects

2015

- We expanded as **KEEP INTERNATIONAL**
- New Headquarters
- Media planning
- Corporate Communication

2020

- Federcongressi Affiliation
- 3D Animation

2021

- ECM Provider n. 7088
- Blended Events and FAD Platform

2022

- 30Anniversary
- Integrated Graphic Dept
- MKTG Division Expansion
- Digital Dept. Integrated
- Carta dei Provider Federcongressi
- VR Reality partnership



Our Numbers



Our Numbers

Years of experience

+30

Owned Database

+ 10.000
specialists

RES and FAD EVENTS

+ 1.500

Partnerships

+30

Erogated ECM credits

+2.500

Italian Professionals
Network

+400



Scientific Associations





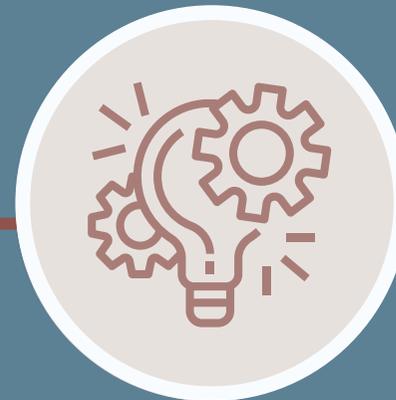
Scientific
Associations



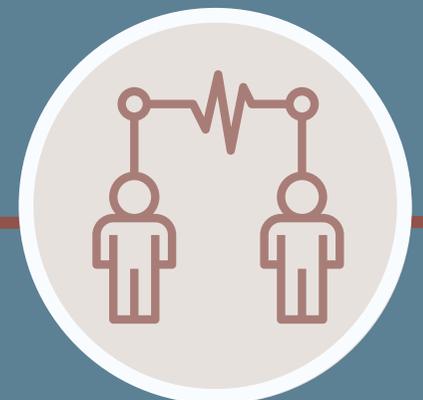
Strategic
Consultancy



Association
Management



Project
Management
Meetings and
Conferences



Communication
Strategy



Scientific Associations



Società Italiana Studio
Pelvi e Caviglia



Sodalizio Lombardo Ortopedici
Traumatologi Ospedalieri



Associazione Italiana Pelvi



E.S.T.R.O.T.

European Society of Tissue Regeneration in Orthopaedics and Traumatology



Associazione Italiana
Traumatologia e Ortopedia
Geriatrica



Event 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

 ECM Events



ECM PROVIDER N. 7088	RES	FAD	FSC	BLENDED
EVENT MANAGEMENT	Planning and Development	Development and Management on OWNED PLATFORM E-Learning	Development and Management on-site	Development and Management on-site and on OWNED PLATFORM
SERVICES	Seminars Congressed and Conferences Meetings Panel Discussion Plenary Session Symposium Fair Exposition	Webinar E-Learning E-Learning Training programmes on OWNED PLATFORM	Cadaver-lab Workshop Operating Room	Seminars and E-Learning Congressed and Conferences Meetings Panel Discussion Plenary Session Symposium
STRATEGY	Event Conception Project Management Sponsor Communication Plan Promotion Production Follow-up	Medical Copyediting Access to Fad Platform FAD Link QR CODE Access to VR (Virtual Reality) and AR (Augmented Reality) ON DEMAND content Editorial material	Event Conception Project Management Sponsor Communication Plan Promotion Production Follow-up	Medical Copyediting Access to Fad Platform FAD Link QR CODE Access to VR (Virtual Reality) and AR (Augmented Reality) ON DEMAND content Editorial material



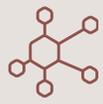
Marketing Consultancy & Event Management





Branding

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



Digital Marketing
& Media
Relations Events

- 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



Our Partners





VR Production

Keep International Srl experiences:
we chose the best partners to support our services



Case History Partner

- SAMSUNG EMOTION PROJECT
- SAMSUNG MEDICAL
- GLAUCOM
- SHIRE
- VET Surgery
- ACL Surgery,
- GYNAECOLOGICAL Surgery
- ONCOLOGY VR ECM: Training, Entertainment, CGI in AR
- AESTHETIC Surgery
- ONG - EMERGENCY Project
- NEMO Lab: VR4Fun
- NOVARTIS
- MENARINI
- ALCON
- TEVA



*Ministero degli Affari Esteri
e della Cooperazione Internazionale*



Case History
Partner

Google

SAMSUNG


Ministero degli Affari Esteri
e della Cooperazione Internazionale

SKY


vodafone

WIND | 

JUVENTUS
JJ

ACM
1899

ROMA
1927

Lega Pallavolo
Serie A Femmine

ITALIA
BASKETBALL

YAMAHA

JAGUAR

Mercedes-Benz

AUTOMOBILI
pininfarina

LAND-ROVER

B M W

Jeep

pepsi

RED BULL

Baci
PERUGINA

Coca-Cola

LAVAZZA

DANONE

la Molisana
ITAL 1912
SARTORIA DELLA PASTA

Carlsberg

PRADA

HOGAN

TEATRO ALLA SCALA

CORRIERE DELLA SERA

modigliani

NAUTICA

mediolanum
BANCA

BPM
BANCA POPOLARE
DI MILANO

CARIPARMA

SICURITALIA

MENARINI
group

TEVA
TEVA PHARMACEUTICAL INDUSTRIES LTD.

Shire

CALEFFI
Hydronic Solutions



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.





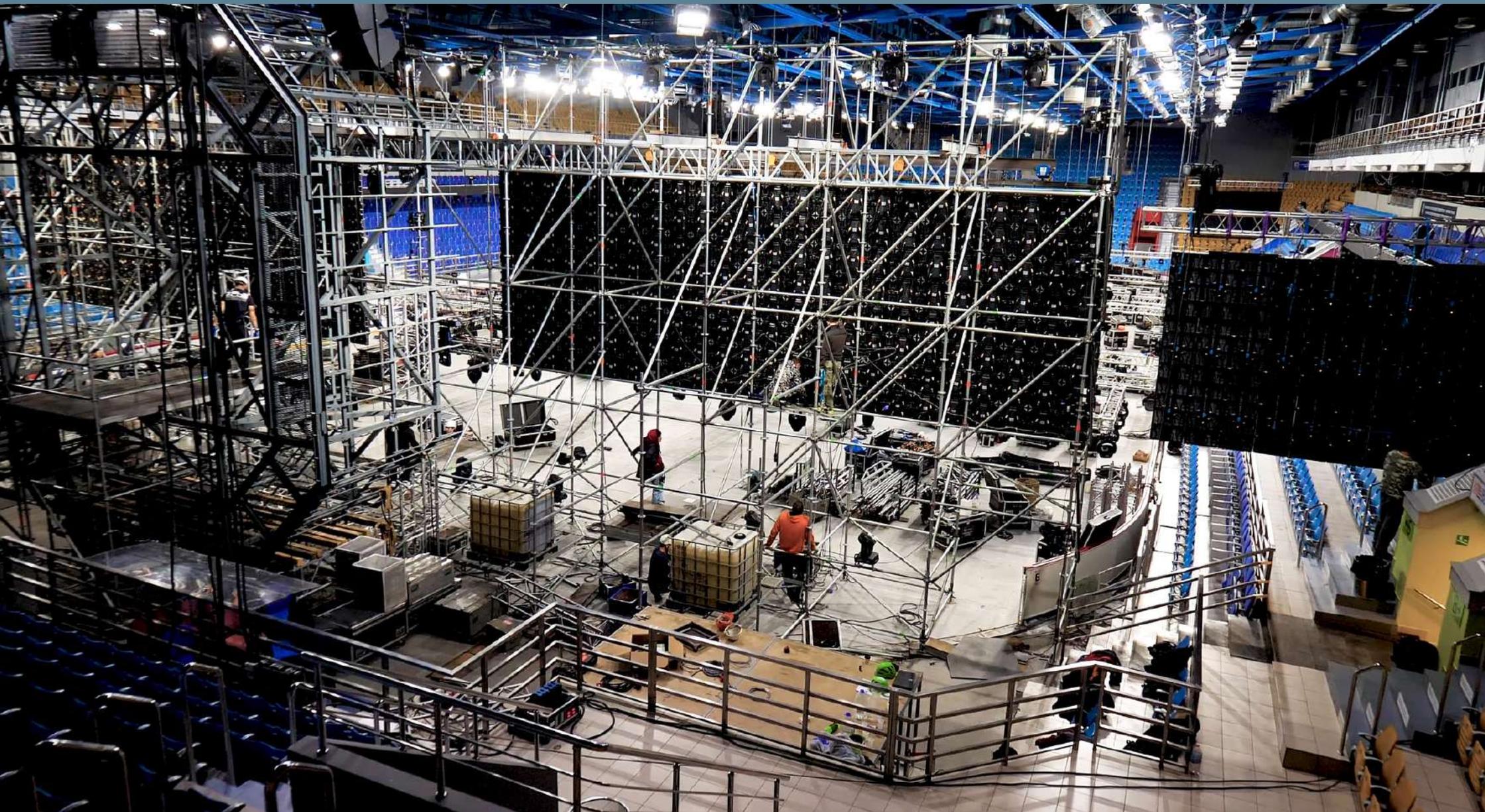
Consumers' Share of Mind

With Immersive Marketing, companies can gain more and more consumers' Share of mind, i.e. the space occupied by the brand in consumers mind.

This Share of mind should not be confused with the pure and simple awareness of the brand: it actually represents the overall dimension of the specific acceptance of the brand within the "hierarchy of choice" of the consumer; it is therefore a potential market share.



Immersive Events





Streaming and live event



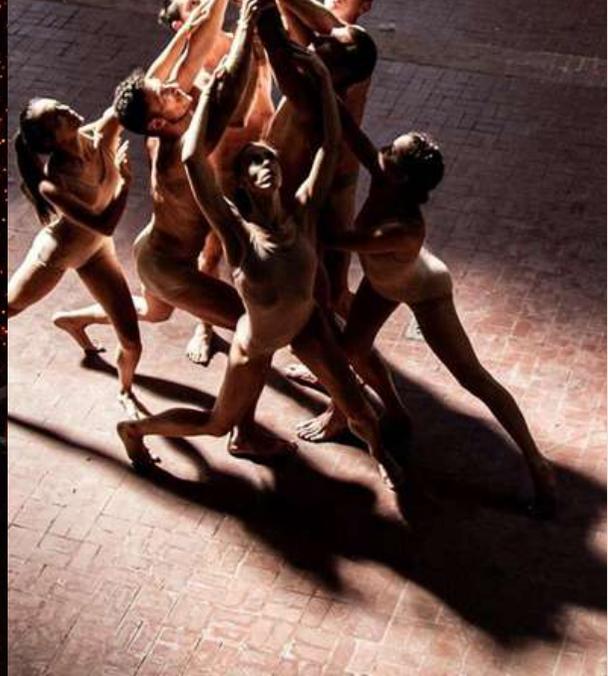


Banqueting





Live entertainment





We are our people





We are our people



Nicoletta Zerbi

Founder





We are our people

**Valentina
Gottlieb**
Head of Business Development



**Serena
Bassi**
Head of Operations



**Chiara
Stradiotti**
Senior Operation &
Event Manager



**Noemi
Riva**
Event Manager



**Cinzia
Panara**
Communication Specialist



**Alessio
Boazzo**
Head of IT



**Martina
Pierotti**
Creative Designer



CEATIVE
UNIT

VR PRODUCTION

PROJECT
MANAGEMENT
TEAM

PRODUCTION
Operations
Management

MARKETING &
COMMUNICATION

ACCOUNTING
DEPARTMENT

PRESS OFFICE

CME PROVIDER

Official Social Media Channels



INSTAGRAM

@keep.international



LINKEDIN

Keep International



FACEBOOK

Keep International



Let's talk!