

## TRAINING EVENTS

### In brief

Moments of great cultural, cognitive and creative openness, accompanied by testimonials of excellence that strengthen people's sense of belonging and identity within the company and its external image. They are designed to convey skills, company values and key messages, and can attain maximum involvement of employees using the language of theatre, music and sport.

### What is it?

Spectacular events and training classrooms with a high, emotional impact that immediately convey the company's content and values, for small and large numbers of people. Art, theatre, music, cinema, science, sport, shows and much more, are used to communicate educational content and messages with lightheartedness and incisiveness; thanks to the testimonials of excellence and a language that is a long way from that of the business world, they can offer different perspectives and propose alternative points of view.

### What is it for?

- conveying company messages quickly in an incisive and emotional way
- creating moments of great cultural, cognitive and creative openness, through the use of multiple stimuli, various communicative channels and exciting metaphors, and thanks to the presence of testimonials of excellence
- strengthening people's sense of belonging and identity within the company and its external image

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