

*Press release*

## **“Vicenza, timeless excellence” IEG launches a new video promoting Vicenza**

- **With “Vicenza, Timeless Excellence,” IEG’s Event & Conference division introduces a new initiative to position Vicenza as a leading European MICE destination, strengthening the connection between events and the city itself.**
- **The video presents Vicenza as more than a conference destination, combining business, culture, craftsmanship, gastronomy and Palladian heritage into a distinctive setting for international events.**
- **The project has been developed in collaboration with Vicenza Turismo e Cultura.**

Vicenza, 19 May 2026 - **“Vicenza, timeless excellence”**. This is the title of the new video (<https://youtu.be/uLJ00xU4yYk>) created by **Italian Exhibition Group** to **promote Vicenza as a destination for the meetings industry**. The network agreement signed with “Vicenza Turismo e Cultura Scarl” is already taking shape: IEG’s Event & Conference Division has provided the new company with its first operational marketing tool dedicated to promoting the Vicenza area.

Set against the backdrop of some of the city’s most iconic locations, the video presents Vicenza as both a leisure and business destination — an ideal setting for MICE tourism (Meetings, Incentives, Conferences and Exhibitions).

Frame by frame, the film portrays a region that captivates and inspires, where industrial and artisanal excellence blends with a rich heritage of art, culture, gastronomy and landscape. From Palladian architecture to artisan workshops, from traditional cuisine to the rolling hill scenery, Vicenza offers exclusive settings for networking, business and authentic experiences.

*“This project stems from the awareness that the connection between an event venue and its surrounding territory is inseparable,”* explains Fabio De Santis, Director of IEG’s Event & Conference Division. *“The video is intended as a valuable destination marketing tool and forms part of the successful collaboration between IEG and the Municipality of Vicenza. It represents an important step towards strengthening promotional and investment activities aimed at consolidating Vicenza and its surrounding area as a leading destination for conferences and events”*.

The video will be used across digital campaigns, institutional presentations and networking events, supporting bids for conferences and events as well as broader online and offline promotional activities.

## **"Vicenza, timeless excellence" – the creative concept**

Vicenza is presented not simply as the backdrop for a conference or business event, but as a unique experience for visitors choosing to discover the city and its surrounding area.

This is the starting point of the creative concept, which takes viewers on an emotional and sensory journey through Vicenza's manufacturing traditions, cultural heritage, gastronomy and local experiences. Vicenza is a place where craftsmanship becomes an experience — a city where tradition and innovation coexist, creating stories of beauty, precision and passion and inspiring the title: «Vicenza, timeless excellence».

Arriving in Vicenza for an event, the guests' experience is captured on camera throughout their stay. Time becomes the common thread of their journey. Each participant explores a different experience: watching jewellery being crafted, visiting Palladian landmarks, wandering among mosaics, or enjoying a tasting at a distillery. In the end, their paths converge, suggesting that the conference or business event is not merely the reason for the trip, but a meeting point between history, culture, innovation and tradition.

The creative concept and film production were developed by ESHU ADV, a Rimini-based video production company specialising in advertising campaigns, web commercials and corporate films.

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