

# EXPO 2015: UN CASO DI PROGRAM MANAGEMENT GLOBALE

**Dalla pianificazione allo sviluppo dei Partner  
di Expo Milano 2015**

*a cura di: Barbara Ravera*

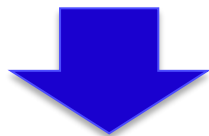
**Milano - 10 dicembre 2014**

BUSINESS PLAN ANALYSIS in order to identify products & services that could be provided by a private company through a partnership agreement



LAUNCH OF A PUBLIC PROCEDURE to select a company based on the best technical and economic evaluation

1. Description of the technological perimeter
2. Value of the partnership (VALUE IN KIND and CASH)
3. Rights & Benefits



WORLD RENOWNED LEADERS in their respective fields committed themselves to ensuring the success of Expo Milano 2015

# Event & Entertainment

«Zero Pavilion»  
curator

No Food retail &  
Info point

Business  
Development &  
Sales Mngt

Visitors experience  
& Exhibition design

Partner & Sponsors  
Management

Marketing &  
Entertainment

Ticketing & Tourism

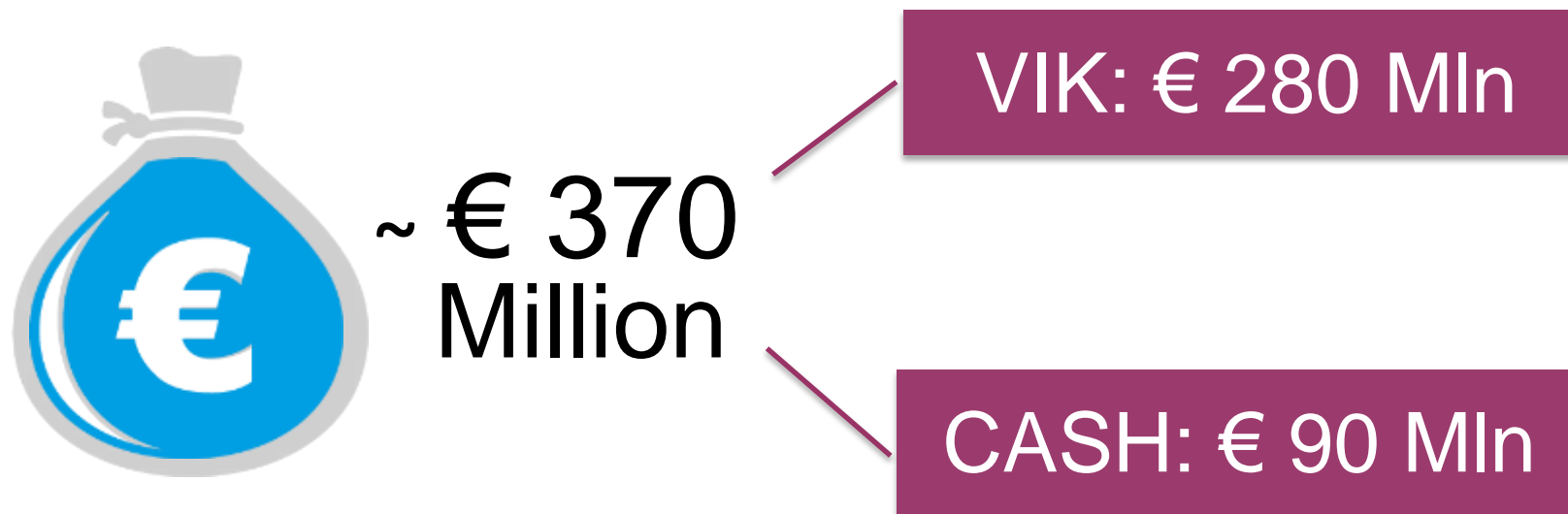
Technology &  
Digital Innovation

## Investment level (VALUE IN KIND + CASH)

<b>SPONSOR</b>	▶	<b>€ 300.000 &lt; € 3.000.000</b>
<b>OFFICIAL PARTNER</b>	▶	<b>€ 3.000.000 &lt; € 10.000.000</b>
<b>PREMIUM PARTNER</b>	▶	<b>€ 10.000.000 &lt; € 20.000.000</b>
<b>GLOBAL PARTNER</b>	▶	<b>&gt; € 20.000.000</b>

Agreement based on STANDARD PARTNERSHIP CONTRACT to rule both Parties obligations, in particular: PARTNER TECHNICAL OFFER and EXPO 2015 RIGHTS & BENEFITS

## PARTNERS commitments subscribed to date:



## EXPO 2015 commitments subscribed:

- 1 Rights to show case in Expo 2015
- 2 Rights to use Expo Milano 2015 logo
- 3 Rights to benefit of Exhibition Site Presence
- 4 Rights to benefit of Communication activities
- 5 Rights to Business Development

## How to use Program Management skills....

PROBLEM SOLVING

CRITICAL PATH ANALYSIS

BACK UP SOLUTION IDENTIFICATION

AND....

CREATIVITY !