



NH, THE PERFECT PARTNER FOR THE AUTOMOTIVE BUSINESS

Fiat Professional chooses NH for a training on the new range 2016

CLIENT NAME: FIAT PROFESSIONAL
INDUSTRY: AUTOMOTIVE

LOCATION

Italy, Assago, NH Milano Congress Centre

SIZE AND REACH

About 700 Fiat Professional salesmen from Italy, Holland, UK, Denmark, Norway, Sweden, Switzerland, Russia, Middle East, Baltic and Balkan countries

EVENT TYPE

Training Days & Test drive

CHALLENGE

To present the new Fiat Professional Range to sales network. 3 new products, Fullback, Talento and New Fiorino, with from 3,5 mt up to 5,3 mt.

THE SOLUTION

NH Milano Congress Centre represented the perfect location to support Fiat Professional in showing 12 vehicles to its guests, thanks to spacious meeting rooms, advanced audiovisual equipment and huge exhibition spaces both inside and outside

RESULTS

Fiat Professional gave enthusiastic feedback, especially on the great chance to show vehicles inside the training rooms; the powerful wi-fi service; and the overall hotel logistics that allowed Fiat to gain 4,7 points out of 5 in the post-event evaluation/satisfaction form released by guests.

“The chance to show vehicles inside meeting rooms was really an incredible added value to our trainings” by Dario D’Aquino – Fiat Professional Training Manager.

THE CHALLENGE



Fiat Professional needed to organize the annual **Training Days**, special appointments dedicated to its salesmen from all over the world to present 3 new lines of professional vehicles – New Fullback, Talento and Fiorino 2016. The challenge was both to find spacious meeting rooms to host and show such bulky products and to enjoy comfortable and easy-to-access outdoor spaces to organize an ad hoc Test Drive.

Another important requirement was that the Test Drive had to be set up allowing vehicles to be tested not only outside of the Hotel but also to be tried for a longer itinerary and on a dedicated off-road area. So, the challenge was also to provide Fiat Professional with a location that could have easy access to suburban roads.

THE SOLUTION

For about one month (from May 16th to June 21th) NH Milano Congress Centre became a great partner for Fiat Professional, providing solutions for everything the automotive company needed to organize comfortable and professional trainings/test drives.

- Spacious and advanced technology equipped meeting rooms.
- Huge and customizable outdoor exhibition spaces.
- Proximity and easy-to-access way to many suburban roads and off-roads area to test vehicles at their best.

RESULTS

“Training Days are always very intense and full of task appointments, because we need to concentrate a lot of activities in only two days per group of sales, along one month. NH Milano Congress Centre revealed all its potential in the business segment, supporting us with very professional equipments, meeting rooms, spaces and with the fundamental support of its staff, which became for this month part of Fiat Professional Training Team.



Fiat Professional and its guests demonstrated a great satisfaction for the overall Hotel organization and logistic support. Customization of the spaces and high-quality services had been really appreciated, setting the basis of a positive and effective word of mouth on NH hotels in the automotive sector.

ABOUT FIAT PROFESSIONAL



The Fiat Professional name identifies the commercial vehicles produced by FCA Italy S.p.A., a group built on competent and motivated people, professionals serving professionals, and concrete facts. Its extensive and complete range meets every transport need. Fiat Professional vehicles are designed to minimize consumption and running costs while maximizing profitability.

1901 saw the introduction of Fiat's first commercial vehicle. Since then, commercial sales have become increasingly important within the activities of the Fiat Group. Thanks to its wide range, and over one hundred years of experience, Fiat Professional has become a leader in its sector.

Driven by continuous success, Fiat Professional strives to consolidate its leadership by developing an already extensive sales network. Today there are more than 1400 Dealers in Europe and over 7500 service centres.

Fiat Professional vehicles are currently produced in 8 plants worldwide, including the Sevel factory in the Val di Sangro, where the Ducato is produced - the largest light commercial vehicle plant in Europe .

ABOUT NH HOTEL GROUP

NH Hotel Group (www.nh-hotels.com) holds the third place in the European ranking for business hotels.

NH Hotel Group operates nearly 400 hotels with nearly 60,000 rooms in 30 countries in Europe, the Americas, Asia and Africa, in destinations including Berlin, Madrid, Amsterdam, Brussels, Buenos Aires, London, Rome, Vienna, Bogotá, Mexico City, Barcelona, Frankfurt and New York.

NH Hotel Groups value proposition for the Meetings and Events segment: "NH MEETINGS: inspire. create. enjoy." Aims to offer unique events, inspired by customers wishes and needs, created and executed in a professional and passionate manner and capable of creating memorable long term experiences.

NH Milano Congress Centre is home to one of the biggest and best congress centers in Milan. Fully renovated in the last quarter of 2015, it has 31 conference rooms in total as well as a huge exhibition space. The largest room fits up to 1,600 people and the experienced staff can organize everything from audiovisual equipment to coffee breaks and business dinners.

More information

For more information about NH Meeting visit Nh-hotels.com/meetings

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