

## **Beyond the fair, towards a new relationship with the market: the Nordmeccanica Events are born**

*365 Productions has created the new corporate channel of the Italian leader in the coating and lamination sector: a series of live events where technology is on show.*

*Milan-Piacenza, 7/14 July 2020*

The extraordinary Italian industrial history passes through those excellences that only our country can express. Leading companies for innovation, research and dynamism, able to export all over the world, often led by enlightened and far-sighted entrepreneurial families.

And it is unthinkable to stop communicating one's vocation for innovation for a leading company, even in a period of difficult transformation and change like the one underway.

Nordmeccanica, the world leader in coating and lamination applied to the world of packaging, is one of these companies and has thus decided to bypass the problem: if the big fairs are closed, if customers can no longer move around, we make sure that customers come to us. But not in one of the virtual locations that today are used to communicate in streaming, offering customers archive films or building communication with the protracted language of the webinar, but inside the production areas, next to the machines being set up and tested.

Nordmeccanica Events are a series of live broadcasts from the company's headquarters in Piacenza, broadcast worldwide via satellite, to show the latest product news, while they work, share the results, ask questions and interact with speakers. A machine to produce films to make bags for the food industry is a plant of over 25 meters.

The format therefore gives life to a real corporate channel, where machines, plants and technology are the protagonists, but also the history of the innovation they represent - Nordmeccanica has revolutionized this industry and continues to do so, protagonist of the Industry 4.0 revolution - and the different solutions, for different markets and needs.

Customers connected from all 5 continents can enter the systems and machines ("increased" thanks to digital interaction systems with the shooting and with a considerable directing effort that puts in place more than 14 cameras and videographic support systems) thanks to a broadcast in Full HD, broadcast on different bands depending on the country hosting the live broadcast, with two different daily live broadcasts, for different time zones.

No more than one hour of transmission, 2 or 3 machines in focus each time, with live questions and a complete mapping of customer needs and profiles. Because, as is well known by now, "the schedule today has value only if it is accompanied by the algorithm".

After the first two dates in July, we're ready for the fall. Because this industry, especially in the food sector, can certainly not stop, indeed it must imagine new solutions to face the future positively.

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## **WE ARE 365**

We are a **creative laboratory** that brings together professionals in the world of events with a background of 25 years in the production of **corporate, private, sports and show business events**. We combine the culture of the project with the technical one, the narrative with the technological container. **A team of creatives and producers** who follow all the design, technical and organizational aspects. We work both for companies and alongside agencies that believe in a partner that offers consultancy and operations.

**We produce events**, in the sense that we not only imagine them, design them and then put them down, but also make them happen, triggering opportunities, people, ideas and giving life to something that did not exist before. **Imagining** and then making it real, amplifying our possibilities to communicate, because as Pablo Picasso used to say: "**Everything you can imagine is real**".

## **365 SOCIAL MEETINGS**

The **Social Meeting** project is the platform developed by 365 for the design and production of **streaming events**. A new media, a new format and a technical tool that provides companies and agencies with **a complete and innovative tool** to build the latest generation of Live Communication projects.

**[www.365 productions](http://www.365 productions)**

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