



my
EGO



WHO WE ARE

My Ego S.r.l. is an agile sharp and dynamic agency that operates nationally and internationally. The acquisition of specific skill in design, promotion and implementation of major top level events is what allows us to provide our customers with operational and high-profile organizational consultancy and collaboration.

My Ego is an ideal partner for design, development and planning of communication campaigns. We are able to offer a wide range of additional services in web communication.

My Ego holds a great know-how in digital technologies, by which provides its customers with a range of services for business development in the ITC area.



EVENT ORGANIZATION

Our company has developed a high profile competence in planning and holding events. My Ego specializes in conceiving customized meeting and conference formats, with related finance planning and final reporting. It is able to provide a complete organizational secretarial service through out the whole event, selecting locations, developing a planning of the fittings, taking care of the reception, accreditation, complete direction of the meeting, as well as management of any supplies triggered for a service with meticulous attention to the smallest detail. The wide network of contacts and the skills developed empower us to offer specific additional services, such as:

Exhibition and congress set-ups: starting from the study of locations and communication needs to the final executive design

Foreign language and LIS interpreting services

Technical / scientific texts translation

Selection and supply of personalized gadgets

Organization of corporate or institutional incoming / outgoing through specific databases for qualified users.

Since 2017, the quality of our work is certified UNI EN ISO 9001: 2015



COMUNICAZIONE E PROMOZIONE

In communication campaigns, My Ego deals with the study of the corporate identity, the elaboration of a reflecting creative concept, the development of the coordinated image, in line with the design purposes, and the promotional strategy for the spread of the product in relation with the customer's goals.

Furthermore, My Ego is able to provide guidance and support in the production and publication of editorial articles on dedicated websites, also following their consequent dissemination on social networks through the development of editorial plans, in order to maximize the network potential. To complete the spectrum of skills offered in the communication field, we provide also services such as:

- **Press office** with a team of experts that carries out targeted activities on paper and digital newspapers, information sites and sector magazines
- Planning and implementation of **training activities**. The courses are based on market needs, trends and new professional outlets
- **Internationalization of companies** by accompanying and supporting, through the creation of an integrated set of services, the development of Italian entrepreneurship abroad



INNOVATION AND TECHNOLOGIES

In recent years, My Ego has developed skills and competence in innovation technologies, thus expanding its range of services through the creation of websites, customized corporate networks and customized digital projects, not only but also development and customization of turnkey websites with indexing plans on search engines and integration of products, contents and multimedia applications. In addition to our activities portfolio, there is the creation of audiovisual material for promotional, illustrative, emotional or documentary purposes. From video tutorials, to commercials to mapping and augmented reality installations, My Ego offers partnerships with agencies specialized in use and development of innovative multimedia services systems.

- **Technical assistance** with highly qualified professionals in the sector
- **Specialized consultancy** on software usability and quality: coaching paths for the development of digital projects that bring both the achievement of the target by the target and the communication purposes in line
- **Graphic design** proposals that reflect the actual needs of the customer while remaining in line with industry trends



FORMA SPAZI

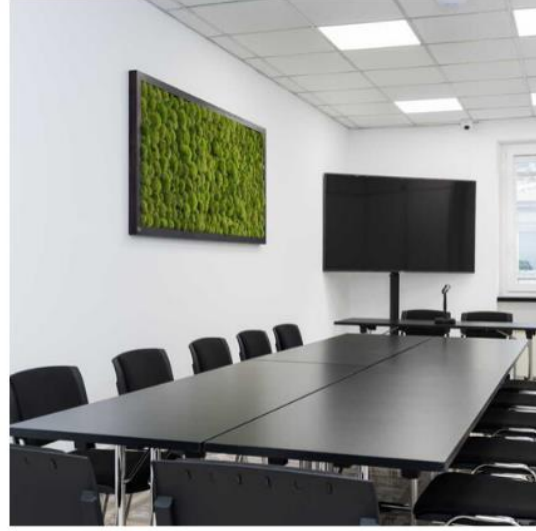
Your Business Center in the heart of Rome

The events, meetings and conferences organization in the Capital has an important reference point: **Forma Spazi**, a location of **800 square meters** and equipped with **20 modular rooms**, easily reached by public transport, by car and even by feet (it is located, in fact, nearby Termini station).

The room spaces have been designed and built following the principle of flexibility and functionality: the choice of technologies and furnishings is the result of a careful search for the highest levels of comfort and innovation. The center's average connectivity power is **150Mbps**.

We have paid particular attention to environmental sustainability: we have set up the rooms characterizing them with stabilized green paintings to make them welcoming and immersive, and our services are offered with the utmost attention to environmental protection and energy saving. For this reason, all the supplies of the materials used are rigorously made with recycled and compostable materials, in each room we have set up water dispensers for a maximum reduction of disposable plastic, the fixtures and curtains have been made to contain and reduce the heat dispersion.

My Ego's long conference experience represents the added value that allows us to offer our customers all the secretarial support necessary for planning and organizing your events.









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