

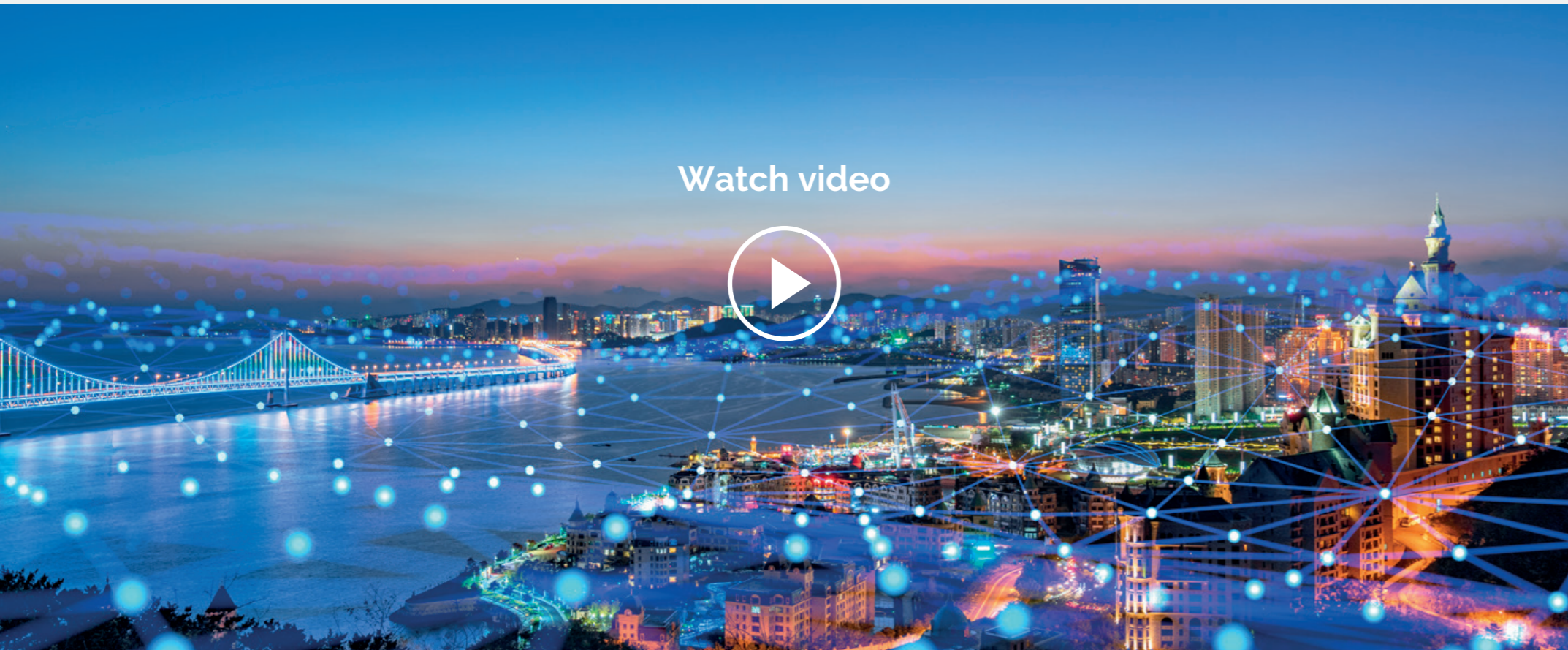


HYBRID EXPERIENCE

REAL & EMOTIONS

The emotion of a physical event
amplified thanks to digitalisation.





Watch video



01

THE EVOLUTION OF EVENTS HAS ARRIVED

We present **Hybrid Experience & Real Emotions**, new hybrid events from PortAventura Business & Events. Capable of creating the same emotions as physical events, but with all the potential of digitalisation.

An innovative format that responds to the new connectivity needs of the sector. In order to deliver this service, we have an **onsite set in the Convention Centre** where the hybrid events are held and broadcast, as well as a **specialised technical and content team**, to create the event that you desire.





The horizontal design and layout of the Convention Centre, surrounded by **ample gardens and terraces**, make it possible to hold simultaneous events, allowing for the **necessary separation and organisation** of flows of movement within the building.

Likewise, the **close proximity of the PortAventura Business & Events spaces** (Convention Centre, hotels, restaurants and theme parks) **keeps travel distances as short as possible** and therefore minimises any risk.



02

IN JUST ONE SPACE YOU HAVE EVERYTHING YOU NEED

A large, versatile Convention Centre, fully equipped with cutting-edge technology, and with 24 multifunctional rooms and a surface area of more than 20,000 m2.

Five 4-star hotels and one 5-star hotel, with 2,350 rooms throughout the resort and our own high-quality catering services.

Exclusive opening of **Ferrari Land and PortAventura Park** for any kind of activity, such as team building or open-air dinners.

We are currently following a **special plan of action against COVID-19**, demonstrating our firm commitment to health and safety. The protocol encompasses a series of measures implemented in all of our facilities.

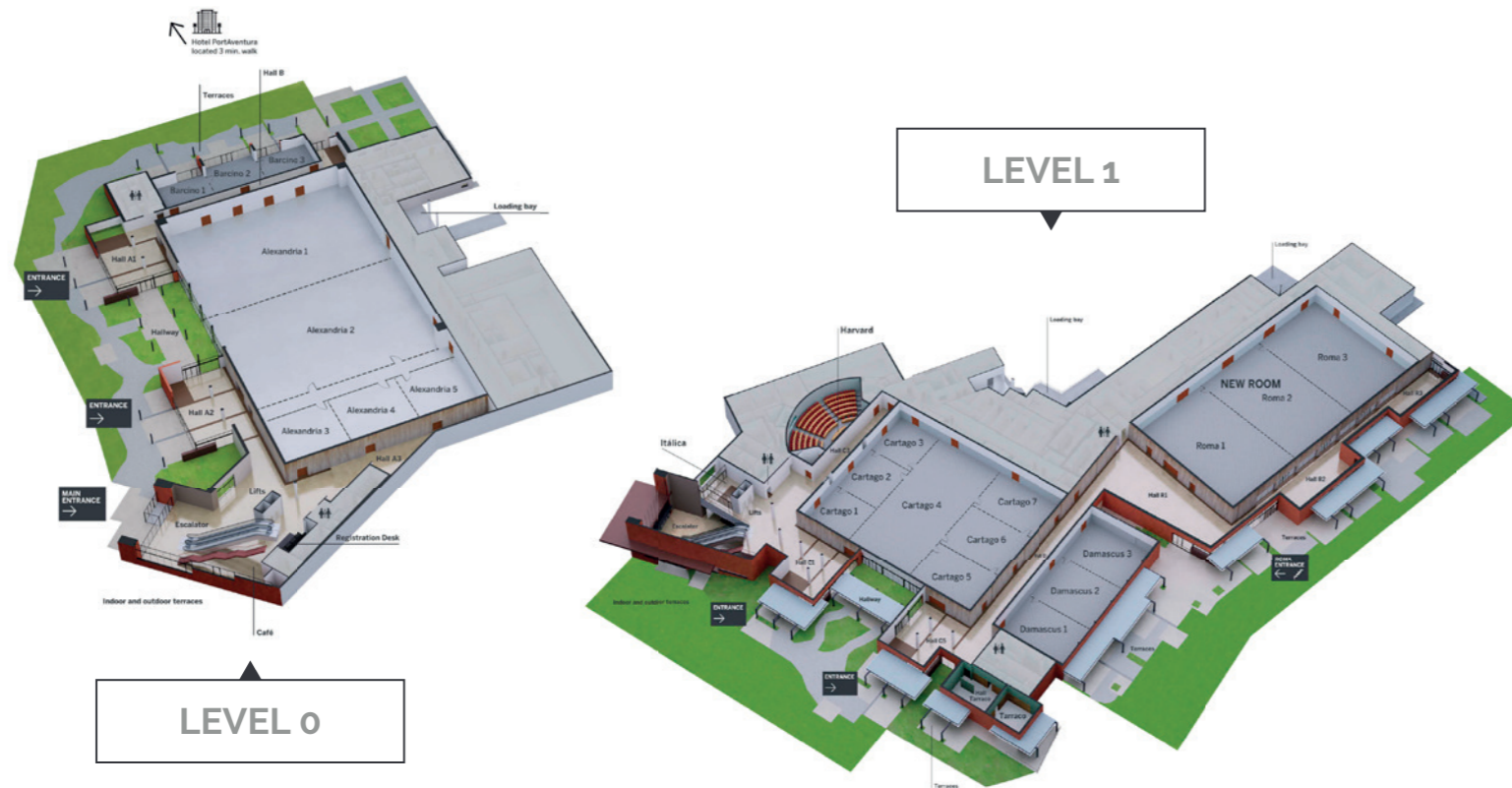


03

NEW ONSITE SET IN THE CONVENTION CENTRE

PortAventura Convention Centre is the perfect space to hold any type of event.

Its **24 modular rooms**, distributed over two levels, incorporate a brand-new **onsite set** to hold and broadcast the **hybrid events**.



NEW ONSITE SET



04

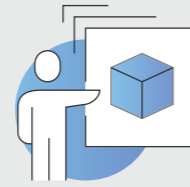
YOU IMAGINE, WE MAKE IT A REALITY

As well as an exceptional physical space, we offer **experience in creating content** and all other services that you need to ensure that your event is a success. From conception and customisation of the idea, to the installation of any technical and audio-visual support that you require.



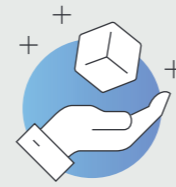
WE LISTEN

Tell us your company **values**, your **goals** for this event and the key **messages** that you want to transmit.



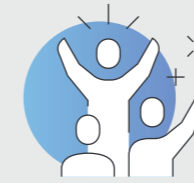
WE DESIGN

We create an underlying narrative for your event, a **memorable concept** that generates **emotional connections** with the audience.



WE DEVELOP

With a clear intention in mind, we design a **presentation**, taking care of all the details, including **content, aesthetics** and the digitalisation features to make your ideas shine.



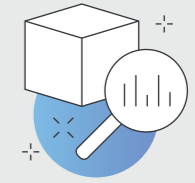
WE BRING TO LIFE

Add augmented reality, 3D graphics, live chats, voting and Q&As to really **bring your messages to life** and improve the experience for your audience.



WE ACCOMPANY

The team will **be at your side on the event day**, to create an unforgettable experience minute by minute.



WE MEASURE

At the end you will be given a **real and effective measurement of the data** pertaining to your event.

HERE ARE JUST SOME OF THE TECHNOLOGIES THAT CAN ENHANCE YOUR EVENT:



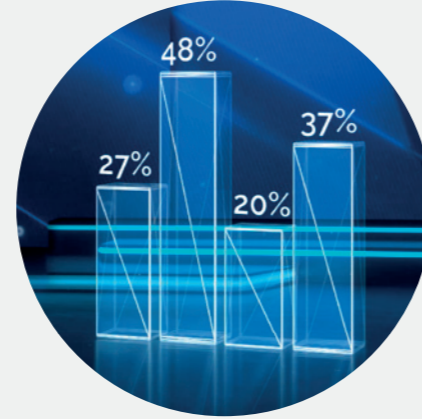
CUSTOMISABLE BACKDROP

We have a catalogue of customisable virtual settings to bring your event to life.



MIXED REALITY

We create a real element in the set that will come to life thanks to Augmented Reality.



3D GRAPHICS AND AUGMENTED REALITY

Forget run-of-the-mill presentations and bring your messages to life on stage by interacting with them.



GAMIFICATION

Improve the experience and participation of your audience with a fully personalised landing page that contains information on your speakers, agenda, live chat, voting and Q&As.



HOLOGRAMS

We can bring any speaker to the set, no matter how far away they may be, with a small chroma kit.

05

BE INSPIRED. IMAGINATION WITHOUT LIMITS.

Storytelling is essential and that is why we offer assistance so that the common thread of the idea you want to convey becomes the soul of the event and makes it more memorable. Here you can see some inspirational examples of ideas that have helped create experiences.





PortAventura[®]
BUSINESS
& EVENTS

 |  |  |  | **mag**

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