

Contact

Via Nino Pernici 24 -38066 RIVA
DEL GARDA
+393498063239 (Mobile)
mioriandmore@gmail.com

www.linkedin.com/in/adrianamiori
(LinkedIn)

Top Skills

Tourism
Trade Shows
Event Management

Languages

English (Full Professional)
German (Professional Working)
French (Limited Working)
Italian (Native or Bilingual)

Adriana Miori

Special Event Project Manager at MIORI&MORE
Milan, Lombardy, Italy

Summary

Curious person, professional and determined

Experience

MIORI&MORE

7 years 5 months

Special Event Project Manager
January 2019 - Present (6 years 3 months)
Italy

Special Event Manager
November 2017 - Present (7 years 5 months)
Italy

Advisory in destination marketing, organization B2B, fam trip, press tours, association events (skal, uftaa), events for public bodies (chamber of commerce, councils), teaching, political campaigns, travel organizer, tour guide

United Federation of Travel Agents' Associations (UFTAA)
Member of Board of Directors
February 2018 - March 2023 (5 years 2 months)
Milano, Italia

our aim is to involve associations, affiliates, travel agents, travel professionals in order to expand the network and the know-how of the federation; we organize many events, AGA/EGA, we attend all IATA conferences and take part to the major travel fair worldwide;

Riva del Garda Fierecongressi
Public Relations & Buyer Recruiting
October 2022 - January 2023 (4 months)
Riva del Garda, Trentino-Alto Adige, Italy

I worked on CRM for scouting and recruiting potential buyer and visitors for the leading Shoe Fair in Italy related to middle low production of shoes and bags - Expo Riva Schuh& Gardabags - I worked on marketing campaign on italian

and international markets to increase the flows of buyer focused on improving their customer experience; I was engaged in the buyer program; during the fair I was in charge of the Buyer's Lounge welcoming buyer and special guests.

Riva del Garda Fierecongressi
Account Business Unit International
May 2022 - June 2022 (2 months)
Riva del Garda, Trentino-Alto Adige, Italia

Alta Formazione Professionale di Riva del Garda
Freelance Teacher
January 2019 - June 2022 (3 years 6 months)
Riva Del Garda, Trentino-Alto Adige, Italia

how to profile users/destinations/trade; retention: when your customer becomes your selling point; how to market and sell travel services; co-marketing: when and why; destination developing; study of sector/market/product/target; analysis of indicators: what are the markers influencing the choice of a destination; the attractiveness of a destination; local tourism system: how to organize a destination in a synergistic virtuous system;

ExpoRivaSchuh
Sales Representative
January 2022 - January 2022 (1 month)
Riva del Garda, Trentino-Alto Adige, Italia

Representing the chinese exhibitor Sunwin interacting with old customers and meeting new ones.

Skal international roma
Vice President
April 2014 - February 2020 (5 years 11 months)

Connecting skal members worldwide; I organized the B2B events for Skal Rome and Skal Europe; I organized for Skal Rome the 70th anniversary, 2 twinnings (Skal Rome with Skal Berlin and Skal Rome with Skal Stockholm) and a B2B for Skal Europe;

Italian Exhibition Group Spa
International Dept
November 2016 - November 2017 (1 year 1 month)
Milano, Lombardia, Italia

I was working on the major travel trade exhibition as international hosted buyer dept dealing with travel professionals coming from more than 100 countries

RIMINI FIERA SPA - BU Turismo TTG Italia

11 years 6 months

Buyers Department Manager

November 2014 - November 2017 (3 years 1 month)

Milano

matching Sell&Buy throughout the country by tailored made events, organizing activities and events for buyer, bloggers and sellers during main fairs TTG Incontri, TBDI and BTC

Buyer Office Manager

June 2007 - November 2017 (10 years 6 months)

Milan Area, Italy

Strategic Consulting, including business plan & product strategy development.

Buyer Office Manager

June 2006 - November 2017 (11 years 6 months)

I am working on projects in tourism involving international trade buyers

Buyer Office Manager

June 2006 - November 2017 (11 years 6 months)

Milan Area, Italy

Strategic Consulting, including business plan & product strategy development.

Miori & More

Executive Managing Director

March 2017 - August 2017 (6 months)

Milano, Italia

Temporary consultant and project coordinator for B2B, corporate events, promotional events in travel industry

Expoglobe

Buyers Coordinator

June 2006 - June 2007 (1 year 1 month)

selecting and recruiting international buyers, planning logistic and social events

ILG

marketing & sales

January 1996 - June 2006 (10 years 6 months)

organizing participation at international Shows for our company brands, B2B appointments, educational tours, press trips, projecting brochures, planning all promotional activities

CITTA' DEL VINO WELCOME

Product Manager

October 2004 - May 2006 (1 year 8 months)

The Association of Italian Wine Cities and the Tour Operator ILG have made a newco: Città del Vino Welcome.

The Operator was working as centre of operations for the Association.

The aim of CDVW was to relating with Public Offices and Entrepreneurs with the purpose of creating itineraries along the 550 districts part of the network of the Association.

Site inspections, contracting, organizing events, pricing, selling packages, making co-marketing agreements, budgeting, attending fairs and events wine focused.

I realized a catalogue called WINE & GASTRONOMY which was launched in BIT and promoted in the main European fairs.

I created a data base of Tour Operators selling wine & food and organized for them educational tours.

ITALIAN LEISURE GROUP

Sales, Marketing and Event Manager

October 2000 - October 2004 (4 years 1 month)

Riva del Garda - Italy Area

ILG was a consortium of Tour Operators in Italy and my duty was to centralize their participation to international fairs, marketplace and workshops.

I was planning business meetings, designing booths, negotiating participation with expos, hotel accommodation, organizing evening events.

Producing new brochures, pricing, preparing stuff for the participation, presentations, graphics.

Planning flights for all, transportation onsite, documents and budgeting.

Follow up and development of contacts with new proposals.

BENACUS TRAVEL SERVICE

Sales and Marketing Manager

October 1996 - October 2000 (4 years 1 month)

Riva del Garda

After guiding I was asked to manage the sales and marketing of Benacus Travel Service, Lake Garda.

I was planning brochures, designing itineraries, preparing participations to international fairs, workshop, road shows.

I was also engaged on arranging educ tours and fam trips, meeting clients, working with the graphic dept in designing booths for exhibiting in the major international fairs.

ATESINA, LIMONTOURS, GARDA TOURS, NUMBER ONE TRAVEL & MORE

Tour Leader

April 1992 - October 1996 (4 years 7 months)

Italy Area

I have worked as a tour leader for various tour operator, national and international

I was leading groups of germans, english in italy along scheduled itineraries or daily excursions

I was based on Lake Garda but I was also leading Gran Tours of Italy staying with the group for 1 week/10 days visiting the most important cities, territories of my country.

I therefore have developed a good knowledge of art, culture, geography and lifestyle of my country, Italy, besides the technical planning of the tours.

I was alternating also with repping in the week ends on lake Garda (selling excursions) and during the winter saison on the dolomites, receiving customers of the most important TO from northern europe and selling all ground services (sky pass, sky lessons, sky rental, pub crawls, skating, wellness, sleddogs, nordic walking).

As winter rep I lived on the dolomites (madonna di campiglio, passo del tonale, canazei)

As a tour leader I was based on lake Garda but was engaged on the whole italian territory (italian gran tours, special programs).

NUMERO UNO MOBILI & DESIGN

Sales Agent

October 1991 - April 1992 (7 months)

Mestre

After a course of sales negotiations I was introduced a method in selling furnishing and interior design

I created my own portfolio and worked successfully for 6 months

The most important Client was a 4 star hotel: I have refurnished all rooms and reception.

GRAND HOTEL RIVA

Back and Front Office Manager

April 1990 - October 1991 (1 year 7 months)

Riva del Garda

1. Back Office
2. Front Office
3. Bookings

RIVA SPORT CENTRE

Managing Director

October 1989 - April 1990 (7 months)

Riva del Garda

Start Up

I had to relaunch a complex with tennis, swimming pools, fitness, restaurant and pizzeria which was closed since 6 years.

Made the necessary for the reopening and let it to the owner

HOTEL LIDO PALACE S.P.A.

Head Receptionist

November 1987 - October 1989 (2 years)

Riva del Garda

1. Head Receptionist
2. Bookings (managing allotments with national and international operators)
3. Contracting
4. Event Organizer

HOTEL DON PEDRO

Back Office Manager

November 1986 - October 1987 (1 year)

Malcesine sul Garda

1. Back Office
2. Administration
3. Public Relations

HOTEL BRISTOL

Back and Front Office Receptionist

March 1984 - October 1986 (2 years 8 months)

Riva del Garda - ITALY

1. Back Office and Administration
2. Booking
3. Front Office

Education

JOBMASTER BUSINESS SCHOOL MILAN

Master in Marketing & Communication, Marketing/Marketing Management,
General · (2008 - 2009)

Sciences of Tourism

Bachelor's degree · (1997 - 2000)

NURSING SCHOOL

Nurse · (1992 - 1994)

ISTITUTO TECNICO DON MILANI

OPERATORE TURISTICO, Tourism and Travel Services
Management · (1990 - 1994)

OXFORD SCHOOL IN LONDON

Ares, Preliminary, First Certificate, English Language and Literature,
General · (1981 - 1984)

