

# HORIZONS

2024

**Edition 1**

Highlights in this Edition of **HORIZONS** include:

- **Welcome to our New Partner Rayda Tour Operator in Azerbaijan**
- **Welcome to our New Partner Triton Travel in Belgium**
- GlobalStar Meetings & Events - Showcasing TravelDesk Events in Italy
- GlobalStar Sales Forum - Taking Place on the 18th - 19th April
- Partner Focus - Mukwa Travel & Tours in Zambia
- GlobalStar New Strategy for Energy, Resources and Marine Travel
- Sales Update
- And much more



**“Two new Partners  
and Two new Suppliers  
since the beginning of 2024!”**

**GlobalStar**  
Travel Management

**Go Global. Stay Local.**

Find out more at  
[www.globalstartravel.com](http://www.globalstartravel.com) | [info@globalstartravel.com](mailto:info@globalstartravel.com)

# GlobalStar Meetings & Events



Chris Weedon

Since launching GlobalStar Meetings and Events, we have seen fantastic engagement and a significant number of Partners contacting Partners in other markets to ask for assistance with specific client requests. We have also been working hard to develop a Global M&E pipeline which is growing day by day and as a direct result, we have an M&E opportunity at presentation stage worth in excess of US \$3 million.

Looking across the network, we currently have 32 Partners with a dedicated M&E department and full service M&E capabilities including venue find, event management and DMC services so if you need assistance in another market, please do check the M&E capabilities matrix using **this link** and if you can't find a country that you are looking for, please ask and we might be able to assist.

Please also take some time to check that your details are correct in the M&E capabilities matrix and let us know if anything needs updating. Think of your record as a "shop window" you want to encourage Partners to contact you!

We know from experience that the meetings and events business is very much relationship driven so over the course of this year we will continue with showcasing our Partners' capabilities within Horizons and on the monthly M&E Task Force calls. In the last edition of Horizons, we featured Meridian Travel in Turkey and in this edition of Horizons, you will find a comprehensive overview of the M&E capabilities at TravelDesk in Italy.

If M&E is an important area for you and you would like to be part of the M&E Task Force, please do let us know by contacting **meetings@globalstartravel.com**

Finally, if you are contacting another Partner to ask for M&E assistance, please do remember to copy us in using the following email **meetings@globalstartravel.com**

If you have any questions, please do not hesitate to ask.

*Chris*

**Chris Weedon**

Vice President Global Sales and Services  
GlobalStar Travel Management



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# GlobalStar Meetings & Events



## The Italian way to Events and Live Communication

Drawing on over three decades of TravelDesk's experience in the travel and logistics sectors, TravelDesk Events has distinguished itself since 2010 for its creative capabilities, technical organization skills, problem-solving abilities, strategic thinking, and attention to detail.

These qualities enable TravelDesk Events to successfully manage creativity, communication, production, and logistics for both B2B and B2C events that translate into unique and unforgettable experiences that fully meet the client's strategic objectives.

### Capabilities

- Conventions
- Workshops and company meetings
- Team building activities
- Incentive programmes
- Trade shows
- Roadshows
- Press conferences
- Product launches
- Openings
- Gala evenings
- Special events
- DMC services

### Our Figures

**15** years of activity  
**€690,000** 2023 MICE turnover  
**5.2%** of TravelDesk total turnover  
**+300%** YoY growth  
**30** events per year

### Our Team

Our team consists of 5 experienced project managers, out of a total of 25 employees at TravelDesk, who follow every event in all detail. Alongside our internal team, we have a well-established team of trusted partners that allows us to keep our structure agile and contain costs:

- Graphic designers and illustrators
- Photographers and video makers
- Set designers and architects
- Directors
- Screenwriters and speech writers
- Web & app developers
- Social media managers
- Light & sound designers
- Artist & talent managers



# Events - TravelDesk Events

**GlobalStar**  
Travel Management



We take complete ownership and supervise every event in all its phases: from **defining objectives** and developing the **creative concept**, to **planning, logistical management**, and final **execution**.



## Technology

In a constantly evolving world, we invest in technology to ensure that every event, whether in-person, virtual, or hybrid, offers a seamless, engaging and cutting-edge experience.

We recognize the power of technology in simplifying, optimizing and personalizing processes, as well as in conveying messages, eliciting emotions, and engaging the audience. For this reason, we make it a cornerstone of every event, even before the curtain rises.

Some of our technological solutions include:

- Online organizational secretariat
- Accreditation through QR code scanning, web check-in, or beacon
- Dedicated event app
- Engagement & interactive tools
- Live streaming

## Our Top Clients

- ABInBev
- Royal Unibrew
- Vandemoortele
- Ceres
- IIT
- ESI
- Cambiaso Risso
- Gruppo Boero
- Movendo Technology
- Fichtner



*We couldn't have asked for a better service, thanks to your excellent focus on results and attention to detail, timely and original problem-solving. Superlative business partner approach on many choices, proactivity, flexibility, punctuality, planning... and much more.*

**Alessandra La Fortezza, Ceres**



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