

The Ventura Group appoints Connexia as its digital partner

The Milanese agency is tasked with helping Ventura S.p.A., with its BCD Travel, BCD Meetings & Events and Travelgood brands, to redefine its digital ecosystem and redesign the web and social properties that have made it the third largest travel management travel management company.

Milan, 20 February 2019 – [Connexia](#), the communication industry's leading data-driven creativity agency since 1997, has been appointed by [Ventura](#), the holding company of the **BCD Travel**, **BCD Meetings & Events** and **Travelgood** brands in Italy, as its digital partner and consultant for the definition of the communication strategy on digital and social channels.

For over forty years the Ventura Group has managed and assisted its clients with their travel needs to help them accomplish every corporate and professional goal. From business travel with BCD Travel and Travelgood services for travel agencies to events organisation and logistics management of big sports event with BCD Meetings & Events: today the group has over 370 experts working in five branches (Milan, Florence, Treviso, Turin and Gardiagrele) and a € 365 million turnover.

Driven by the need to more effectively communicate its position as market leader and its three different lines of business, the Ventura Group chose to appoint the Connexia marketing and communications consultancy firm in 2018 to help it embark on **reorganising its digital identity**.

Work started by **analysing the digital ecosystem** of Ventura and its BCD Travel, BCD Meetings & Events and Travelgood brands, and building a **digital strategy** that would allow them to outline a roadmap of activities and optimisations aimed at strengthening the group's digital image: this included everything from defining



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visual guidelines which would create a “family feeling” and ensure the group's ecosystem and individual brands are easily recognisable to creating **editorial guidelines** for each brand which were adapted to suit the different channels of communication.

The first task for 2019 was to restyle bcdme.it, the meeting and event organisation website, before going on to revamp the group's other websites.

“When we were selecting a partner for our most challenging digital overhaul and repositioning project of recent years, it was the structured approach to consultancy that made the difference,” said **Davide Rosi, the Managing Director of Ventura S.p.A.** *“At Connexia we have found exactly what we need to give our communication the power and consistency it needs for the strategic projects that fuel our lines of business in a historic moment in which the travel industry, even the B2B side, is completely rethinking its rationale.”*

“It is a real pleasure to have the opportunity to work together with knowledgeable, motivated clients on wide-ranging projects and on rationalising and redefining the social and digital communication strategy for all the properties of an industry leader like Ventura,” said **Massimiliano Trisolino, Connexia's Chief Strategy Officer.** *“Travel is definitely one the industries most affected by change and the one for which rethinking communication models and strategies is absolutely essential. It is an industry that has a lot to gain in terms of awareness and process optimisation by embarking on digital transformation, starting by analysing and reassessing content through to optimising the editorial aspect for the various communication channels.”*

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It is data-driven thinking.

It is excellence in media management.

And it is technological innovation.

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It is a multicultural and multidisciplinary team: 150 professionals capable of building and expressing brand values and guiding the processes of digital transformation.

We think and develop ideas that thrive across all channels, fearless of being measured on the effectiveness of each campaign.

Expect to work with us in a new way: together, in real time, through co-creative processes continuously and experimentally oriented towards business objectives and communication. www.connexia.com

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