

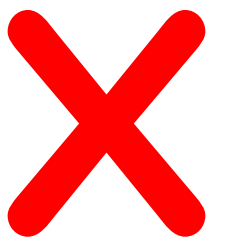
**PERSPECTIVE FORUM**  
NETWORKING  
& INSPIRATION



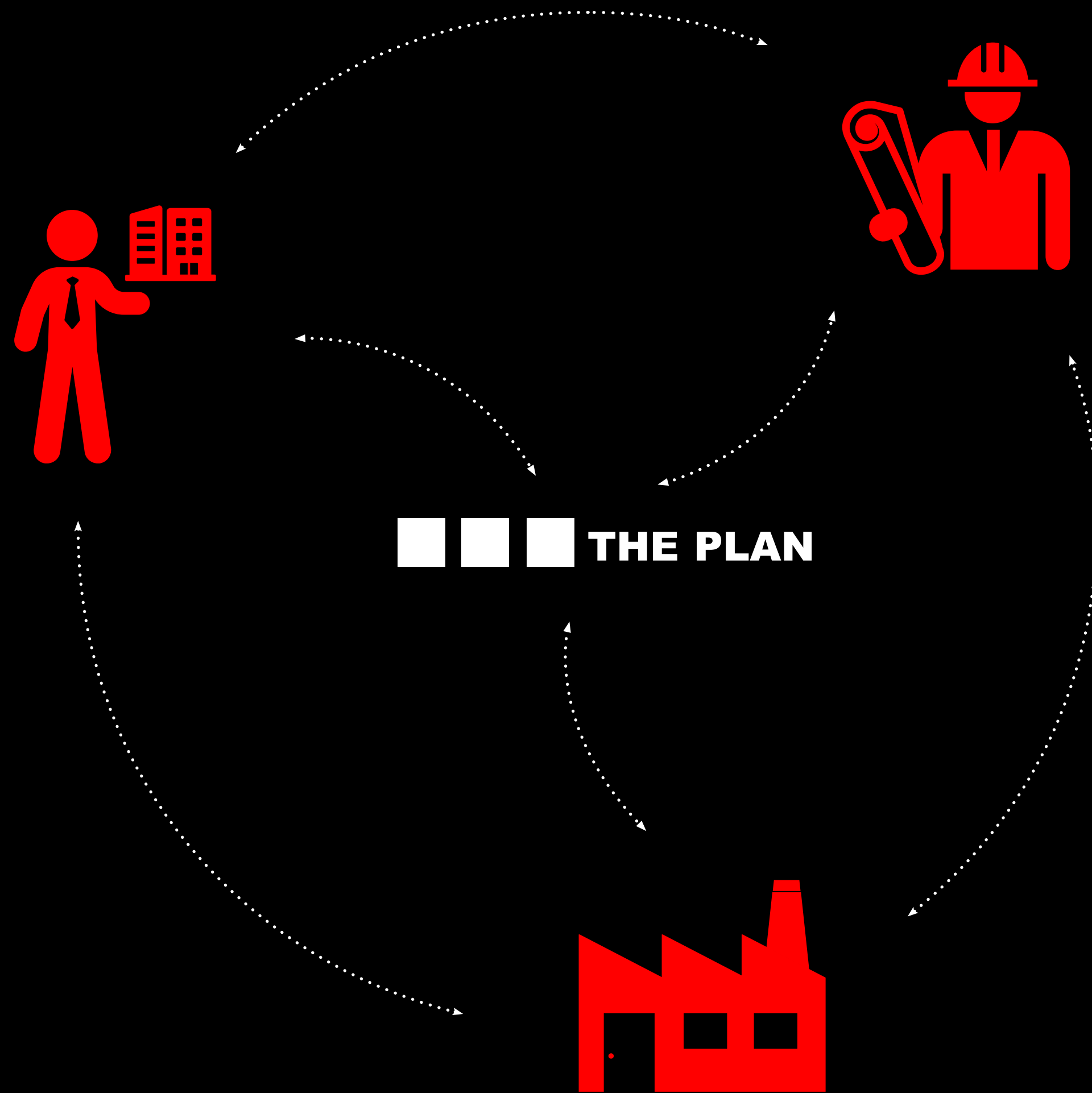
# WHAT

✗ Founded in 2009, Perspective is a one-of-a-kind Architecture and Interior Design Forum: a networking platform able to dialogue with the World of Design and Contract.

Perspective Virtual transfers this experience in an innovative virtual platform, where THE PLAN's Industrial Partners can get in touch with some of the most important architectural, engineering and management firms



WHO



Taking advantage of the international network developed over the years in the architecture and design fields, **the international magazine THE PLAN** gathers the most **influential architecture and engineering firms, main contractors and real estate developers,** and connect these with **leading businesses, with avant-garde research units and a high-quality profile.**





WHERE

**Online**

Thanks to an advanced  
match-making platform

WHEN

**December 1-3  
2020**



WHY

**GET IN TOUCH WITH PARTICIPANTS  
FROM ALL OVER THE WORLD, WHILE  
COMFORTABLY WORKING REMOTELY**

**INTRODUCE YOUR COMPANY  
AS AN ENTREPRENEURIAL REALITY  
OPEN TO DIALOGUE AND ABLE  
TO NAVIGATE THE MARKET**

**BUILD SOLID BUSINESS RELATIONS  
AND DEVELOP NEW COLLABORATIONS**

**SHOWCASE YOUR SYSTEMS, PRODUCTS  
AND PROJECT SOLUTIONS**

**DISCUSS AND KEEP ONE STEP AHEAD  
OF THE LATEST MARKET TRENDS**

# HOW



Virtual Exhibition



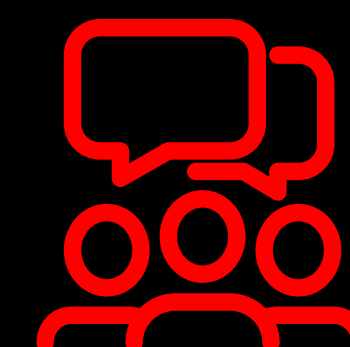
Face-to-face online Business Meetings  
scheduled in your agenda



Extra-Meetings and Chat



Keynote Speeches



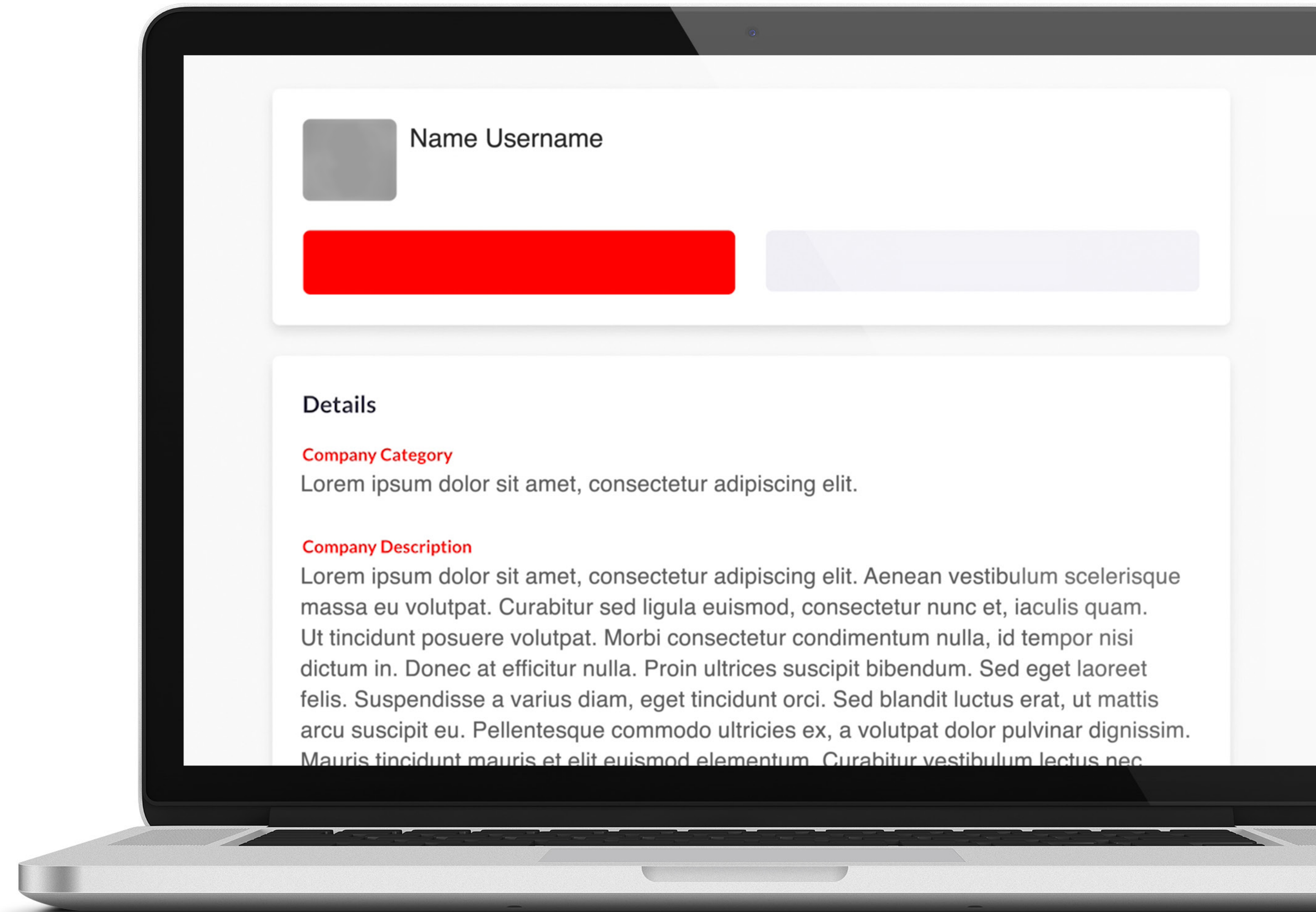
Panel Discussions



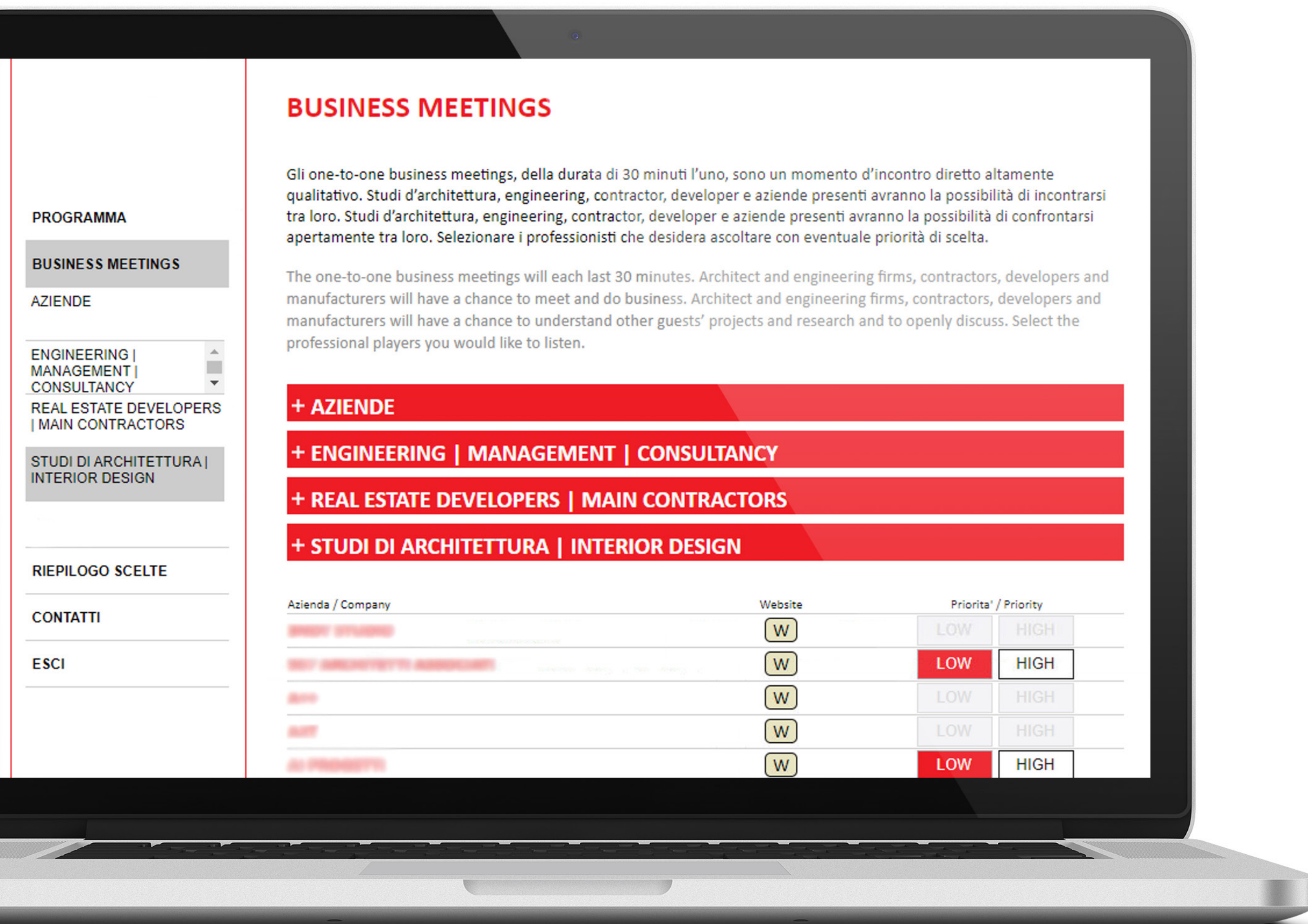
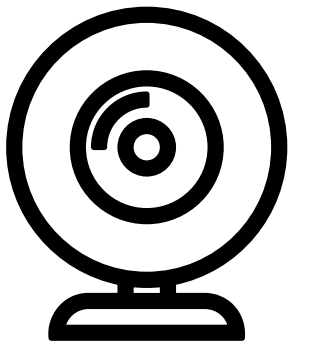


## VIRTUAL EXHIBITION

By filling out the requested data fields in the online platform, each participant will have to create his/her own profile, company profile, website, and will have the possibility to upload information materials and/or video. All profiles will be visible to all participants.

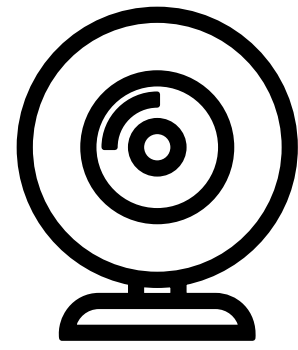


# FACE-TO-FACE ONLINE BUSINESS MEETINGS



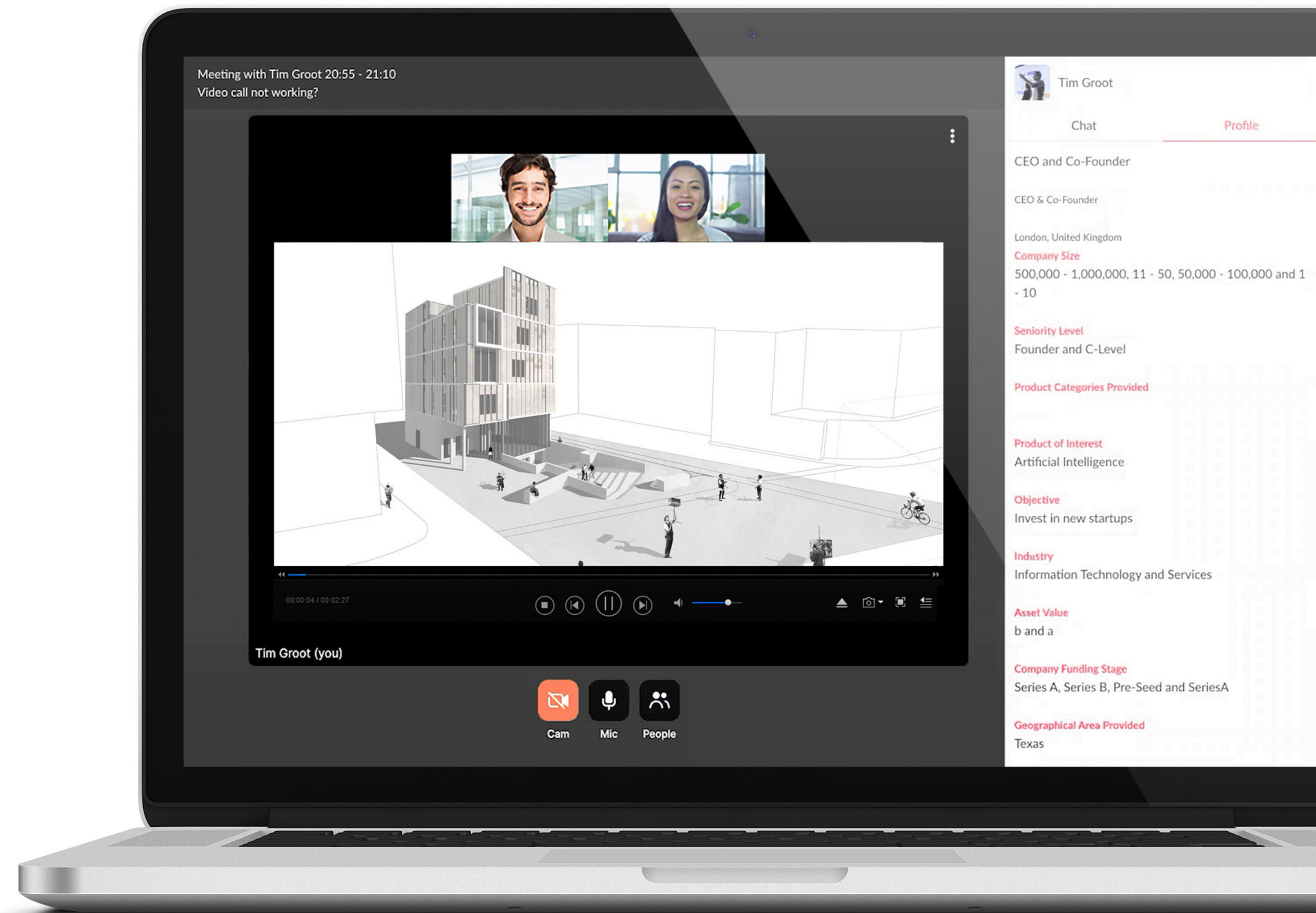
Thanks to the Virtual Exhibition, each participant will be able to express his/her Business Meetings preferences, which will be elaborated and developed, firsthand by THE PLAN, to create a personal agenda including 10 business meetings of 30 minutes each programmed throughout the three days of the event.



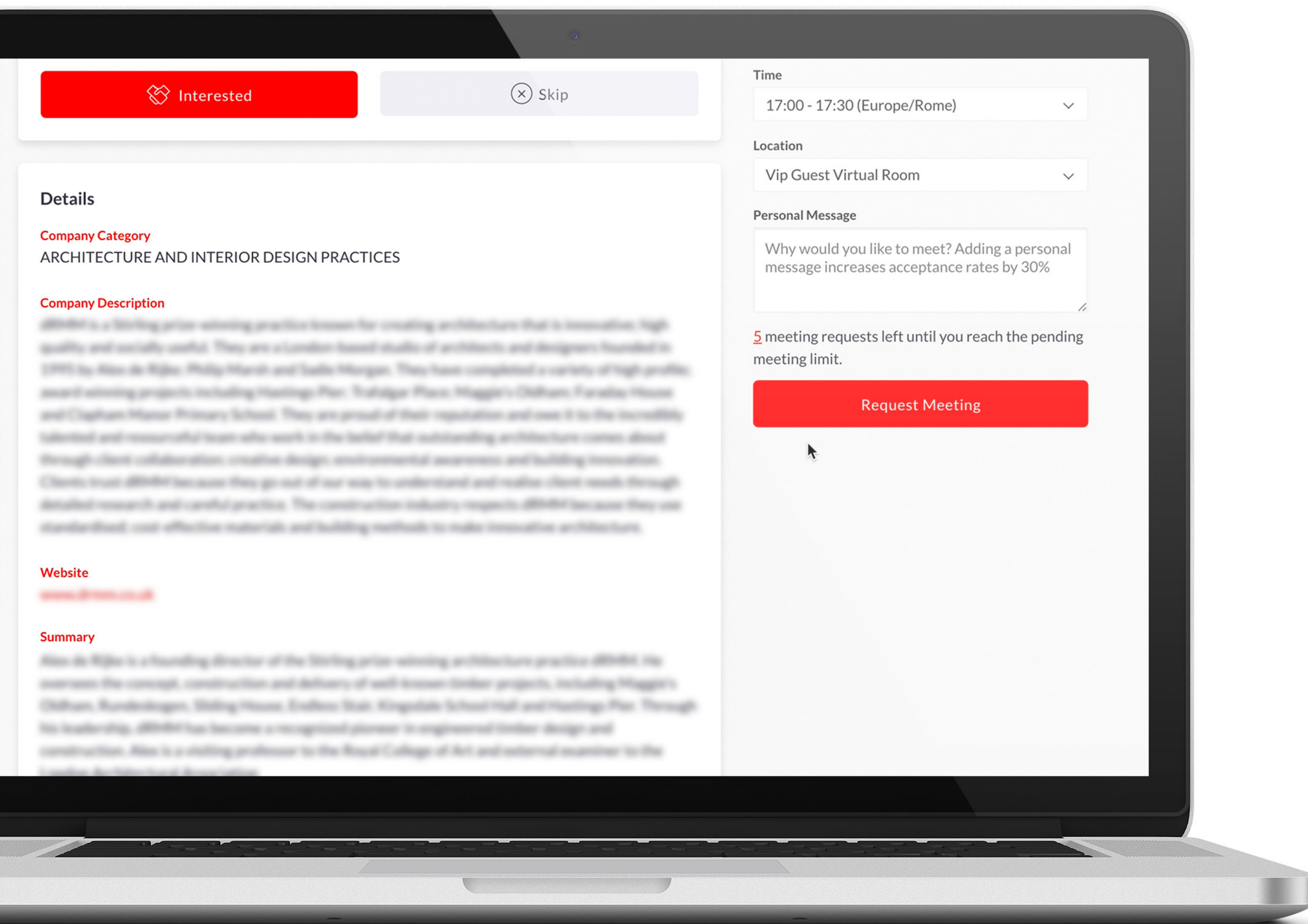


## FACE-TO-FACE ONLINE BUSINESS MEETINGS

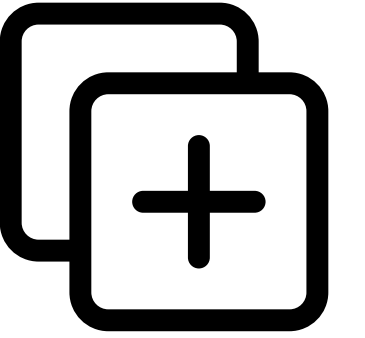
In a dedicated section within the web platform, it will be possible to see the pre-scheduled meetings. These will be carried out just as in an online video-call, face-to-face, with the opportunity to share your screen and show a presentation.





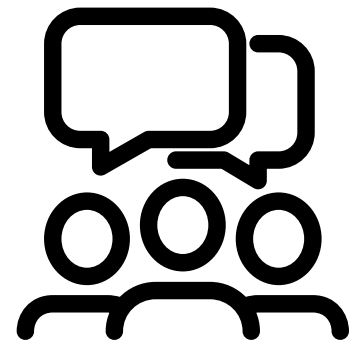


## EXTRA-MEETINGS AND CHAT



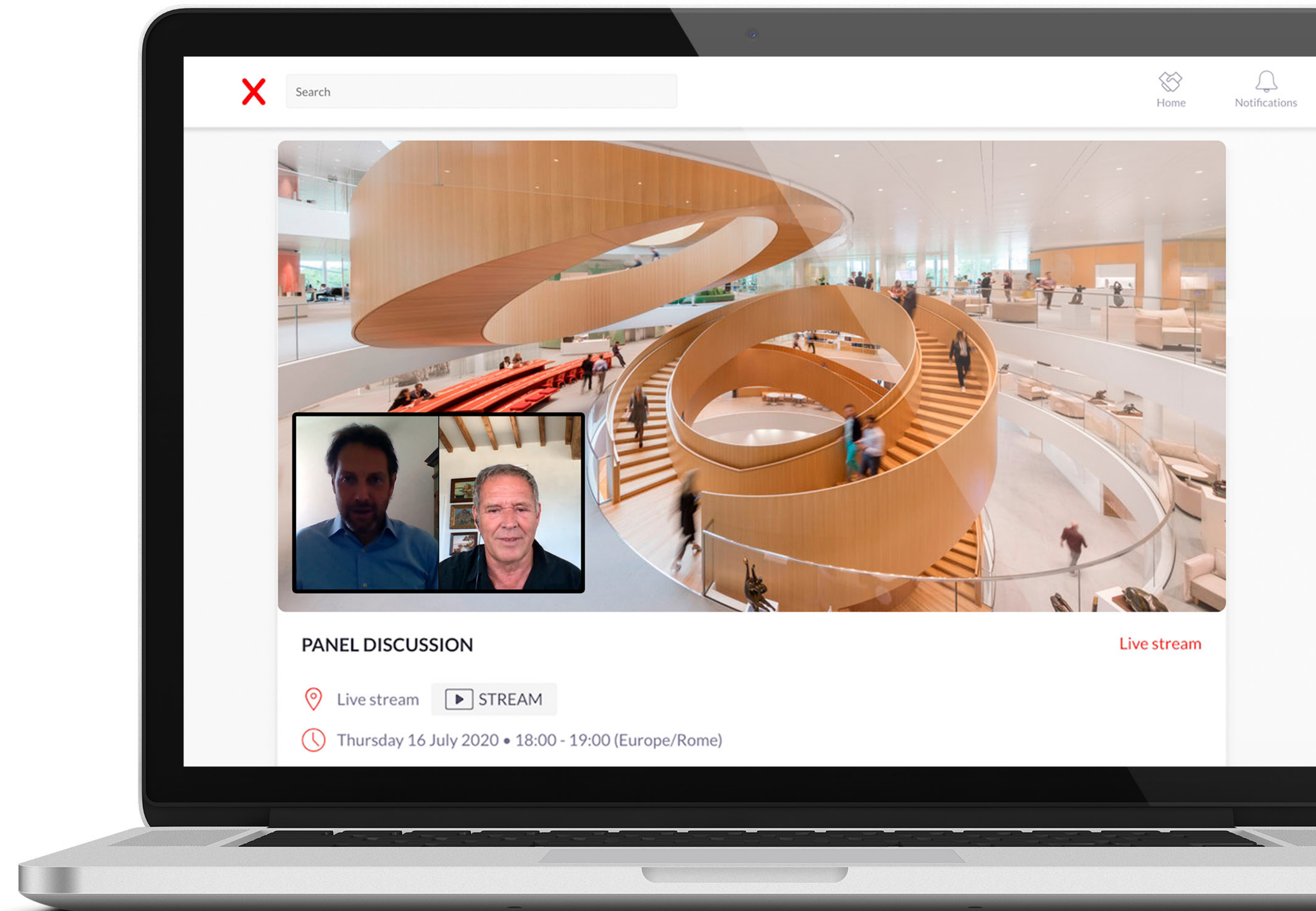
In addition to the 10 pre-scheduled Business Meetings, each participant will be able to contact autonomously other users thanks to the chat, and to request their availability to set up further meetings of 20 minutes each.





## KEYNOTE SPEECHES AND PANEL DISCUSSIONS

A Keynote Speech by an influential designer will introduce each working day, while a Panel Discussion on the latest news about architecture, design and real estate will close each day. In a dedicated section within the web platform, it will be possible to read the conferences program and add them to the personal agenda.







*“Many Thanks, this was interesting and gave us a bigger picture how digital conferences might work in post corona times.”*

**Sauerbruch Hutton**

*“Innovative way of networking remotely.”*

**Alessandro Baldini - EOC**



*“Thank you very much for this years virtual forum, it was as good as it could be.”*

**Murat Aksu - MUUM**





#### CONTACT

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