

# 5 Events Proving Europe is Alive and Kicking

**A couple of weeks ago #Eubea15 happened. Here are the most innovative and tech savvy events proving that Europe knows how to succeed at events.**

I don't usually write about events I attend. I had to make an exception for #EuBea15.

It was the 10th year that the creme de la creme of european event and live communication professionals came together to celebrate the best. **Nothing new there.**

I was part of an incredible jury, made of the best of the best event and marketing clients in Europe. Companies like Fiat, Microsoft, Cisco, HP, Lego, who usually allocate large budgets to events, gathered to vote for the best event in several categories. **Once again, nothing new.**

What was very different compared to other events I've been judging was the judging process. Over 8 hours dozens of event agencies pitched to the jury. I got to hear some of the greatest projects of last year and gained terrific insights about the zeitgeist of events in Europe. **That's what moved me to write this post.**

5 events stood all above all others. They are not necessarily the winners, but they are definitely events worth sharing with you. Most of presenters did a very poor or average job at showing the results of their event. The 5 projects I will present, excelled at demonstrating the impact of the event on the bottom line, in changing perceptions and in demonstrating tangible engagement with digital.

So let me introduce you to 5 events that kicked ass this year at #EuBea15.

## 2. Alfa Romeo, An Italian Creation. Agency: Simmetrico

Obviously biased on this one. I love Alfa, Italy and Bocelli. Yet this has nothing to do with my bias. I am quite harsh when it comes to judging. These guys were not given justice by the jury of #EuBea15. They were probably the only ones to deliver an accurate report with meaningful, **staggering results** on social media.

While most of the pitches were throwing nonsensical 'We reached 1M people' statements, Simmetrico provided a very detailed report comparing sentiment, offering in-depth engagement analysis. Social media is not a joke, these guys got it.

