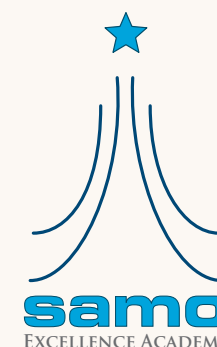
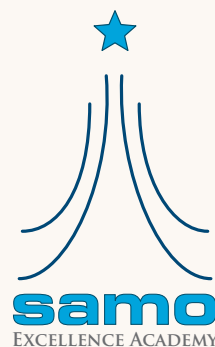


This participation form must be sent at least 20 days before the chosen date to Customers Service, fax number: (+39) 0442 670033.

Samo will take care of answering to all adhesions giving them all the indications.

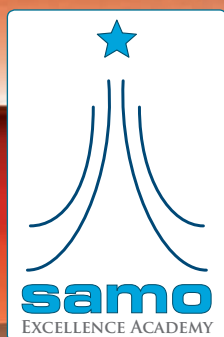
Any cancellations must be notified promptly and no later than 7 days from the date of your choice.



THE WORLD OF KNOWLEDGE  
IS A BOOK AND  
WHO DOESN'T TRAVEL  
READ ONLY A PAGE OF THIS

*(SANT'AGOSTINO)*

# SAMO EXCELLENCE ACADEMY



via Cav. Orvile Venturato, 1 - 37040 Bonavigo (VR)  
tel. 0442 73018 - fax 0442 670033

PROGRAM  
I° e II° Semester  
2014



[www.samo.it](http://www.samo.it)

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# SAMO EXCELLENCE ACADEMY

By several years Samo Group created **Samo Excellence Academy**, a learning, updating, training and coaching centre, aiming to excellence through the definition of specific learning paths and initiatives; customers, architects and opinion leaders are the people which these activities are addressed to, to create value or **increase relationships**: Samo Excellence Academy is a research forge dedicated to all categories involved in the bathroom furniture market, who could have a dialogue with highskills people from Samo organization or from the cultural and academic italian set.

The excellence research is always open and the results are tangible and appreciated by customers. Also in the field of design, Samo, which is leader in the bathroom furniture market, promotes this cultural exchange; image, shape, experience and experimentation become the real topics of this **Samo Excellence Academy** wants to become the cultural promoter of the discipline that today is the main interest of architects, designers, communicators and market actors.

“...blend experiences through the different actors of bathroom furniture industry allows the development of “widened knowledge” necessary to win the daily challenges”

## ✂ Addressees

Addressees cluster are 3, to whom learning and updating paths are dedicated:

**A:** customers and their sales organization

**C:** architects, designers and design studios

## ✂ Learning sessions: some topics

- \*Samo choices; \*Design Evolution; \*Trend and lifestyle;
- \*Analysis of market scenarios and bathroom furniture trends;
- \*Evolution of bathroom furniture industry roles;
- \*Communicational process in the shop;
- \*Visual merchandising; \*Design concept: from idea to product;
- \*Deepenings about technical subjects linked to the shower.

## ✂ Locations

Samo Excellence Academy develops its activity in 2 company spaces that allow products to express themselves in the best way:

- **Emotional room** with its big arena, that could hosts all participants in a prestigious, relaxing, technological and leading way space
- **Excellence centre**: a leading way learning and updating centre, addressed to market operators, businessmen, installers to broaden different subjects related to the bathroom in particular to the shower.

## ✂ Timing

All the meetings lasts the whole day.  
Works will start **at 9,00 and will end at 17,30**



# PARTECIPATION FORM

PLEASE, fill out this form in its entirety to participate

Name .....  
Surname .....  
Company name .....  
Role .....  
Customer Reference.....  
Street .....  
Postal code .....  
City .....  
Tel ..... Fax .....  
Mobile .....  
e-mail .....

Select the preferred date of meeting

**A** (dedicated to customers and their sales organization)

- ☐ 27 February
- ☐ 27 March
- ☐ 29 April
- ☐ 27 May
- ☐ 24 June
- ☐ 2 October
- ☐ 25 November

**C** (dedicated to architects, designers and design studios)

- ☐ 20 March
- ☐ 29 May
- ☐ 8 July
- ☐ 28 October
- ☐ 9 December

Signature (privacy).....  
(Authorize the use of my data under D. Lgs. 196/2003)

Calendar I° semester 2014																		
CLUSTER	January			February			March			April			May			June		
A (Customers and their sales organization)						27			27			29			27			24
C (Architects, designers and design studios)								20							29			
Calendar II° semester 2014																		
CLUSTER	July			August			September			October			November			December		
A (Customers and their sales organization)										2					25			
C (Architects, designers and design studios)	8											28				9		