



# SAMO EXCELLENCE ACADEMY

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

PROGRAM  
I° e II° Semester  
2018



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*THE WORLD OF KNOWLEDGE IS A BOOK AND  
WHO DOESN'T TRAVEL READ ONLY A PAGE OF THIS  
(SAINT AGOSTINO)*

# 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 highskilled 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 main topics. Samo Excellence Academy wants to become the cultural promoter of the branch of knowledge that today is the main interest of architects, designers, communicators and market actors.

## 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

- Emotional room with its big arena, that could host all participants in a prestigious, relaxing, technological and leading space

- Excellence centre: a leading 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 last the whole day.

Works will start at **9,00** and will end at **17,30**

## CALENDAR I° SEMESTER 2018

CLUSTER	February	March	April	May	June
<b>A</b> (Customers and their sales organization)		22	26	24	21
<b>C</b> (Architects, designers and design studios)		29		29	

## CALENDAR II° SEMESTER 2018

CLUSTER	July	September	October	November	December
<b>A</b> (Customers and their sales organization)			18	27	
<b>C</b> (Architects, designers and design studios)	10		25		11

## 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)**

22 February

22 March

26 April

24 May

21 June

18 October

27 November

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

29 March

29 May

10 July

25 October

11 December

Signature (privacy) .....

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