

NICOLA VIDALI – CREATIVE PRODUCER/BUSINESS DEVELOPMENT

Nicola has been involved in prestigious marketing and communication projects in three continents for important national and international organizations since 1988. In 1993 Nicola founded Esperanto Inc. *the Art of Communication*, a USA-based firm where, as CEO and creative director of the company, he created communication campaigns/events and marketing tactics for industrial, commercial and cultural applications. On January 2004 he merged into IGroup Int'l, and later in Moden Atlanta (MA). In recent years Nicola has shifted his career and interests to become involved in educational, sports, social, and civic engagement initiatives with a range of organizations where he brings his entrepreneurial ability to connect the dots across fields and disciplines, with both creative vision and concrete logistical integration.

Event Marketing - partial list

Italian Trade Commission Five days with Italy (1988) – Dubai / Abu Dhabi
Italian Trade Commission - Sistema Italia Exhibition (1990) - Sao Paolo
United Nations Pavilion (1992) - Genoa
United Nations Pavilion (1993) - Taejon South Korea
The Weather Channel Exhibit Booth - Atlanta / Chicago/ LA
Delphi Automotive Exhibit Booth - Detroit
Demag Rapistan Exhibit Booth - Chicago
Italian Olympic Committee "Casa Italia" VIP hospitality center (1996) - Atlanta
Checkfree Corporation Incentive Meeting & Trade Show - Atlanta/San Francisco
Starlight International GALA Evening - Paris
New Media Invision Awards GALA - San Francisco
Atlanta Conv. & Visitor Bureau Annual Convention (1998) - Atlanta
MedcenterDirect.com Trade Show Programs - Chicago/Atlanta/SF
Italian Trade Commission Yachting Made in Italy Program - Ft. Lauderdale FL (1998/'99)
America Museum Natural History Millennium Party (2000) - New York City
Tivoli Software Annual Conference - Nashville/ Lisbon
Italian Trade Commission Serenissima Awards Ceremony - New York City
Milan Fashion Group *Life in I Style* Event MKTG Program (2001) - New York City
Sviluppo Italia Turismo Tourism Program Design & Planning
Starlight International Annual Convention & GALA Event - Orlando
Deutz Usa Trade Show Program - Las Vegas
Roberto Cavalli GALA Event at the MET - New York City
Nike International Convention (2005) - Portland
Nike/Micheal Jordan Corporate Party (2006) - Houston
IAFF Film & Conference Series Event - Atlanta
Italian Trade Commission Biotech/Nanotech Brand/Tradeshow Campaign (2006/7/8) – USA
UCINA Int'l Boat Show Program, (2008) - Fort Lauderdale
Lufthansa Sky Chef Corporate Event (2009) Barnsley Garden Resort
Modern Atlanta (MA) Multidisciplinary Event Program (2010) – Atlanta
ETIKA Start-up and projects development - Atlanta
RE-GENERATION Initiative Start-up consulting, Emory University (2011) - Atlanta
Atlanta ContactPoint NPO Start-up, and R&D for PlayDay and Pullman Yard projects (2012)

Museum & Arts Center – partial projects

American Museum of Natural History Permanent Exhibit (1999) - NYC
The Moody Gardens Permanent Exhibit - Galveston TX
LORD/Lunny Communications Permanent Exhibit Ryad – South Arabia
Italian Trade Commission Aristocratic Artisans - NYC
The Spy Museum Permanent Exhibit - Washington
Oklahoma Memorial Center Permanent Exhibit - Oklahoma
Wright Brother Aviation Center Permanent Exhibit (2004) - Dayton OH

Nicola has developed and successfully delivered more than 250 projects, worldwide.

"I was privileged to work directly with Nicola Vidali in two important projects in Italy and in South Korea. I have no hesitation to recommend Nicola for any task commensurate with his professional skill and considerable abilities in the field of multimedia production and related project management. I have continued to seek the professional advice of Mr. Vidali in his new enterprise, Esperanto, Inc." **Jan Ralph**, Chief of Communications Services Section, United Nations - Department of Public Information

"Mr. Vidali's creative ability is brilliant. He not only possesses the necessary technical understanding of sophisticated systems to engineer ideas, but also has the great skill to communicate with people on all levels. His goal is always to deliver superior service and he achieved it, receiving unsolicited praise from our clients after every job."

Jeffrey S. Brickman Former Senior Director OGILVY/MATHER ADVERTISING

"A lot goes into the production of hosting 1,600 people for an extravaganza such as we produced; and without your help and guidance, the event would not have been nearly as successful." **Judy Claxton** Vice President - Operations ATLANTA CONVENTION & VISITORS BUREAU (Atlanta, GA)

"Many who attended our recent national show in New Orleans and Anaheim raved about our new exhibit booth. Even our competitors had to admire the incredible visual impact. Thank you for your patient work and for ensuring that our marketing/selling message was creatively captured." **Marian Sachs** Exhibit Manager - THE WEATHER CHANNEL (New York)

Nicola Vidali (born in Sestri Levante on January 1963)

- Studied Business and Economics at the University La Sapienza Rome (1983/1988)
- AIESEC program in marketing and communication (Saatchi & Saatchi, Unilever, IBM, Procter & Gamble), University La Sapienza, Rome Italy (1986/87)
- Active in the local community with volunteering task of various kinds (education, sport, culture & civic engagements)
- Languages: Italian (native), English (fluent) – Spanish and Portuguese (basic level)
- Google him* to find more

Nicola (first on L) at the inauguration of the United Nations Pavilion in South Korea (1993)

