

Dr. Betina Anzilutti
March 22nd, 1967
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Santa Fe, Argentina
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Argentine passport: 18490934 N
Italian passport: EU 042680 V

1-Education

D Degree
I Institution

Secondary

March 1980/December 1984

D Bachelor in communication
I Sagrado Corazón de Jesús - Santa Fe (Argentina)

University

March 1985/December 1990

D Doctor in law
I Faculty of Social and Legal Sciences - National University of Litoral - Santa Fe (Argentina)

Other studies/specializations

D Degree
I Institution

Noun Eventos & Capacitación Ejecutiva

www.nouneventos.com.ar

info@nouneventos.com.ar

@Nouneventos

Youtube.com/noun.eventos

3000 Santa Fe - Argentina

November 1999

- S** IT: Databases, internet & websites
- I** UBA Buenos Aires (Argentina)

August 1998

- S** Business management.
- I** APM Buenos Aires (Argentina)

November 1997

- S** Marketing
- I** American Marketing Association (Argentina)

September 1997

- S** Communication, press and PR
- I** Ph. D R. Aparici /University of Barcelona (Spain)

July 1997

- S** International marketing forum
- I** James Bellini/Magazine Mercado (Argentina)

April 1997

- S** Direct marketing
- I** AMDA (Argentina)

December 1995

- S** International marketing - Euromanagers Forum
- I** EMDS Bruselas (Bélgium)

October 1994

- S** Events
- I** Eurosportello – Chamber of Commerce Udine (Italia)

April 1991

- S** Events organization
- I** European Union UE - Trieste (Italia)

2-Latest academic activities (conferences around the world)
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May 2023

Expo Accesible Barcelona

Barcelona (España)

Participant as:

Speaker: "The importance of the accessibility in the MICE industry"

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3000 Santa Fe - Argentina

May 2023

Masterclass Marriot Panamá #ADifferentView

Panamá (Panamá)

Participant as:

Speaker: "Accessible tourism & events in Panamá"

December 2022

ICCA Latam

Buenos Aires (Argentina)

Participant as:

Speaker: "Accessible destinations"

December 2022

Liberty

Bogotá (Colombia)

Participant as:

Speaker: "Accessibility in the Tourism Industry"

November 2022

San Rafael Convention Buró

Mendoza (Argentina)

Participant as:

Speaker: "Accessible weddings destinations "

September 2022

T&MBForum – Agora Centro de Convenciones

Bogotá (Colombia)

Participant as:

Speaker: "Accessibility in hotels: guests with disabilities "

September 2022

INGUAT National Institute of Tourism

Guatemala City - Guatemala

Participant as:

Speaker: "Accessible events: its importance for the MICE industry"

September 2022

Hotel Camino Real

Panajachel - Guatemala

Participant as:

Speaker: "Accessible events: its importance for the MICE industry"

September 2022

Hotel Camino Real

Antigua - Guatemala

Participant as:

Speaker: "Accessible events: its importance for the MICE industry"

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August 2022

ASEAVYT Association of Travel Agencies of Santa Fe and Entre Rios

Santa Fe (Argentina)

Participant as:

Speaker: "How to design accessible events"

Julio 2022

CECIS Centro de Empresarios

Rio IV – Córdoba (Argentina)

Participant as:

Speaker: "How to design accessible events"

December 2021

Costa Rica Convention Visitors Bureau

San José (Costa Rica)

Participant as:

Speaker: "Costa Rica: the new accessible destination of Latin-American"

September 2021

NUC National University College

San Juan (Puerto Rico)

Participant as:

Speaker: "Disability and events: towards an industry for all"

June 2021

Non Profit Ass. of Accessible Tourism – Park Inn Radisson Hotel

San José (Costa Rica)

Participant as:

Speaker: "The importance of an accessible tourism for the event industry"

June 2021

Non Profit Ass. of Accessible Tourism – The Mangrove Hotel

Guanacaste (Costa Rica)

Participant as:

Speaker: "The importance of an accessible tourism for the event industry"

May 2021

UNAD University

Bogotá (Colombia)

Participant as:

Speaker: "The e-learning as a training tool in the event industry"

September 2020

Travel & Mice Business

Bogotá (Colombia)

Participant as:

Speaker: "Corporate events: the keys of its successful organization"

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3000 Santa Fe - Argentina

August 2020

Latin-American Convention Bureaux

Bogotá (Colombia)

Participant as:

Speaker: "Inclusive venues: toward an architecture for all"

February 2020

Event Industry Show - Santa Fe Convention Center

CDMX (México)

Participant as:

Speaker: "Accessible events: historical evolution and characteristics"

February 2020

10 Years of Noun in México – Uvence Hotel

San Cristobal de las Casas (México)

Participant as:

Speaker: "The event industry in our continent: its future"

November 2019

MITM AMERICAS – Hotel Nacional

La Habana (Cuba)

Participant as:

Speaker: "The accessibility in the MICE industry"

October 2019

Educational Innovation Congress – National Bank of Ecuador

Quito (Ecuador)

Participant as:

Speaker: "The professionals of the MICE sector: the role of the e-learning"

October 2019

TED Talks

Quito (Ecuador)

Participant as:

Speaker: "I am a disabled person: why are you looking at me?"

September 2019

T&MB Forum – AR Convention

Bogotá (Colombia)

Participant as:

Speaker: "Accessible events vs. inclusive events: differences"

August 2019

UIDE International University of Ecuador/Ministry of Tourism

Quito (Ecuador)

Participant as:

Speaker: "Is Ecuador an accessible destination?"

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June 2019

Gerardo Barrios San Miguel University

San Salvador (El Salvador)

Participant as:

Speaker: "The principal keys of a successful event"

June 2019

Convention Bureau of San Pedro Sula

San Pedro Sula (Honduras)

Participant as:

Speaker: "The keys of a successful event"

May 2019

Ministry of Tourism of Jujuy

San Salvador de Jujuy (Argentina)

Participant as:

Speaker: "The ABC in the social events organization"

April 2019

ACCCLATAM Congress - Convention Centers Association of Latin America

San Salvador (El Salvador)

Participant as:

Speaker: "Are the convention centers of our continent accessible?"

January 2019

IBTM The Americas

CDMX (México)

Participant as:

Speaker: "Glosary: the most used words of our industry" (virtual)

December 2018

CIFCO Convention Center

San Salvador (El Salvador)

Participant as:

Speaker: "The ABC of the event industry"

October 2018

Tuluá Chamber of Commerce

Tuluá (Colombia)

Participant as:

Speaker: "Overview: the event tourism in South America"

September 2018

Event Lab

Medellín (Colombia)

Participant as:

Speaker: "Overview: the event tourism in South America"

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3000 Santa Fe - Argentina

September 2018

ISU Universidad

Puebla (México)

Participant as:

Speaker of the masterclass offered to our graduates

September 2018

UFI Latam Conference - Pepsi Center

CDMX (México)

Participant as:

Panel moderator: "Exhibitions in time of crisis"

July 2018

Talent to Serve - Hotel Galerias

Santiago (Chile)

Participant as:

Speaker: "The accessibility in the MICE industry"

June 2018

Costa Rica Convention Center

San José (Costa Rica)

Participant as:

Speaker: "Glossary: the most used words of our industry"

February 2018

Event Industry Show - Santa Fe Convention Center

CDMX (México)

Participant as:

Speaker: "Social events: the most organized in our continent: rankings and trends"

August 2017

Bluevents Congress

Quito (Ecuador)

Participant as:

Speaker: "The role of the professionals event organizers in Latam"

July 2017

La Carlota Meeting

Córdoba (Argentina)

Participant as:

Speaker: "The three steps of the event organization"

June 2017

Red RR.PP.

Santa Fe (Argentina)

Participant as:

Speaker: "Events as services"

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May 2017

Multiplaza Panamá

Panamá City (Panamá)

Participant as:

Speaker: "Events: historical evolution, classification and characteristics"

February 2017

Event Industry Show – Santa Fe Convention Center

CDMX (México)

Participant as:

Speaker: "A complete overview of the event industry"

July 2016

Expobodas – Atlapa Convention Center

Panamá (Panamá)

Participant as:

Speaker: "How to organize unforgettable events"

July 2016

Excelencias Seminars – Hotel Panamá

Boquete (Panamá)

Participant as:

Speaker: "A complete overview of the event industry"

April 2016

Eugenio Espejo Convention

Center Quito (Ecuador)

Participant as:

Speaker: "A general introduction of the event industry"

April 2016

Hotel Ramada

Guayaquil (Ecuador)

Participant as:

Speaker: "The professional event organizer as entrepreneur"

October 2015

Excelencias Magazine – Hotel El Panamá

Panamá (Panamá)

Participant as:

Speaker: "The professional event organizer as entrepreneur"

April 2015

Hotel Ramada

Guayaquil (Ecuador)

Participant as:

Speaker: "The ABC of the event industry"

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August 2014

Politécnico Jaime Isaza Cadavid

Medellín (Colombia)

Participant as:

Speaker "The ABC of the event industry"

August 2014

Expo Eventos – Jockey Club

Lima (Perú)

Participant as:

Speaker: "The event organization as business"

March 2014

Events! Congress – IEU University

Puebla (México)

Participant as:

Speaker: "The professional event organizer as entrepreneur"

December 2013

Expo Calafate

El Calafate (Argentina)

Participant as:

Speaker: "Fairs & Expos: its role in the Argentine economy"

September 2013

Universidad del Sur

Arequipa (Perú)

Participant as:

Speaker: "Social Events: historical evolution"

August 2013

Expo Eventos – Jockey Club

Lima (Perú)

Participant as:

Speaker: "Fairs & Expos: its role in the Latin American economy. Rankings"

June 2013

BiaAxial Magazine

Puebla (México)

Participant as:

Author "I am a businesswoman!"

March 2013

IEU Universidad

Puebla (México)

Participant as:

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Speaker: "The event industry in our continent"

September 2011

Gata TEC

Buenos Aires (Argentina)

Participant as:

Author: "The importance of the training via e-learning in a company"

June 2010

UNICARIBE University

Santo Domingo (Dominicana Republic)

Participant as:

Speaker: "The ABC of the event industry"

March 2009

Secretary of Tourism of Malargue

Mendoza (Argentina)

Participant as:

Speaker: "The 10 keys of a successful event"

May 2008

Villa Elisa Tourism Secretary

Entre Rios (Argentina)

Participant as:

Speaker: "The ABC of the event industry"

October 2007

I.A.P.U.C.O.Congress

Santa Fe (Argentina)

Participant as:

Speaker: "The 10 keys of a successful event"

June 2006

Eventoplus

Buenos Aires (Argentina)

Participant as:

Author: "The 10 keys of a successful event"

March 2006

Expo E-learning Aefol – Fira Barcelona

Barcelona (Spain)

Participant as:

Speaker: "The importance of the training via e-learning in a company"

June 2004

SAFETUR

Museo Sor Dias de Clucellas

Santa Fe (Argentina)

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Participant as:

Speaker: "The tourism industry in the Litoral Region "

June 2004

M+A Report – The exhibition magazine

Frankfurt am Main (Germany)

Participant as:

Author: "Fokus in Sudamerika"

June 2003

International Seminar: Managing successful visitor promotional campaigns

XM UFI Summer Seminar (Unión des Foires Internat. Paris – France)

Svenka Massan Convention Center

Gothenburg (Sweden)

Participant as:

Speaker "How to attract visitors in a recession"

November 2002

8th. AOCA National congress of event organizers (Argentine association of event organizers)

Rosario (Argentina)

Participant as:

AOCA's member

4-Languages**Mother tongues**

Spanish/Italian

Fluent

English

Professional vocabulary (oral)

German

5-Professional experience

- E** Employer
- L** Location
- P** Possition
- R** Responsabilities

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3000 Santa Fe - Argentina

Since February 1998

Founder and CEO of Noun Events & Executive Training (www.nouneventos.com.ar)

The 1st. institute 100% e-elearning in Latin America devoted to the MICE industry with branches in 13 countries of our continent

Events division (some events organized up to now)

- San Rafael One Day Seminar 2022 (San Rafael - Mendoza)
- 1st. Iberoamerican Meeting of Event Organizers 2020
- Fashion Day en Multiplaza Pacific Panamá 2017 (03 editions)
- Fashion Day en Multiplaza Pacific Panamá 2016 (02 editions)
- Congreso "Events!" 2014
- Expo R-energy& IV Biofuel Summit 2009
- Expo Sociedad Rural 2005
- Expo Industria 2004
- Workshop de Industria de la Alimentación 2000
- Seminario "Como organizar eventos con sucesos" 2000
- La empresa de cara al 2000
- Infotecno 1999
- Expo Alimenticia 1999
- Expo Forrajera 1999
- Congreso Federal de Diabetes Mellitus 1999
- Expo Alimenticia 1999
- Expo Forrajera 1999
- Expo Avícola Internacional 1998
- Expo Rio Ciudad 1998
- Seminario Regional de Marketing 1998
- Expo Habitar 1997

Organization of the official presentations of our institute in Latam (by chronological order)

- Guatemala - Guatemala 2022
- San Juan - Puerto Rico 2021
- Santiago - Chile 2021
- San Salvador - El Salvador 2019
- San Pedro Sula - Honduras 2019
- San José - Costa Rica 2018
- Santo Domingo - Rep. Dominicana 2009
- Panamá - Panamá 2016
- Quito - Ecuador 2015
- Medellín - Colombia 2014
- Arequipa - Perú 2012
- Puebla - México 2010

Simultaneously with Noun Eventos & Capacitación Ejecutiva December 2007/December 2009

E Survey Gmbh & Co. (www.survey.info)

Noun Eventos & Capacitación Ejecutiva

www.nouneventos.com.ar

info@nouneventos.com.ar

@Nouneventos

Youtube.com/noun.eventos

3000 Santa Fe - Argentina

- L Buenos Aires (Argentina)
- P Show manager of the South American branch
- R Organization of Expo R-energy – 2009

Simultaneously with Noun Eventos & Capacitacion

Ejecutiva September 2001/March 2002

E Survey Gmbh & Co. (www.survey.info)

L Bielefeld (Germany)

P Show manager

R Organization of the following expos:

- Focus Bath &Kitchen - Bielefeld (Germany)
- ZOW Zuliefermesse Ost Westfallen - Pordenone (Italy)
- ZOW –Zuliefermesse Ost Westfallen - Bad Salzuflen (Germany)
- ZOW Zuliefermesse Ost Westfallen - Madrid (Spain)

(*) ZOW – Zuliefermesse Ost Westfalen/Expos componentes de la industria del mueble

April 1993/December 1996

E Enti Fieristici Italiani/COSMIT

L Udine/Milán (Italia)

P Consultant

R Coordinator of commercial missions for the following Italian expos:

- Salone Internazionale del Mobile - Milán
- Mitech - Milán.
- Interbimall - Milán
- Expocucina - Pesaro
- Expolignum - Pesaro
- Casa Moderna - Udine
- Salone Internazionale della Sedia – Udine
- Triveneto - Verona

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