

MGI Worldwide Member Success Story

Italian based MGI Vannucci & Associati actively promote membership of MGI Worldwide accounting network to market themselves and create new opportunities at major business event.

Pierpaolo Vannucci, partner at MGI Worldwide Global accountancy member firm, MGI Vannucci & Associati has demonstrated how membership of the international accountancy organisation can be used to differentiate your firm and help when seeking new business opportunities in the local market.

'Summer Greeting' marketing event

Held on July 2nd within the stunning gardens of Tuscany's Tenuta Dello Scompiglio restaurant, the 'Summer Greeting' marketing event was arranged by MGI Vannucci to bring together around 70 Italian and foreign entrepreneurs spanning a range of sectors from services and production industries to real estate, alongside a number of already established lawyers, notaries, journalists, real estate agents and bank managers.

It was lively and sociable event with, of course, a good glass or two of fine Tuscan wine! This was enjoyed over a tasty buffet eaten against a performance of jazz music played by a Scottish pianist.

It was the ideal relaxed environment for MGI Vannucci & Associati to consolidate relations with historical customers and to present new customers with the multiple services of the firm.

Significant marketing benefits of belonging to an international network

One of the key messages from the event was to understand the value of belonging to an international network and to promote positive networking between Tuscany and the rest of Italy. Pierpaolo Vannucci explained that the Summer Greeting event allowed the firm to differentiate and present themselves as a cutting-edge studio ready to meet new market challenges.

We are thrilled that the membership benefits of MGI Worldwide are so clear, and would encourage all member firms to actively use their membership to their advantage in the way that Pierpaolo Vannucci has, whenever they have the opportunity.

If you are inspired to use your membership in your marketing activities but are not sure where to begin, please just speak to us and we will be happy to help you.

MGI Europe is part of MGI Worldwide, a top 20 ranked global accounting network with some 5,200 independent auditors, accountants and tax experts in over 260 locations around the world.



"Introducing ourselves as part of a network as important as MGI Worldwide is a plus that sets us apart from our competitors"

Pierpaolo Vannucci

Partner

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MGI Vannucci & Associati is a dynamic professional accounting and tax advisory firm that supports its clients in their business decisions and their personal and professional growth, with a strong emphasis on their values of listening, competence, sharing and growth.

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MGI Europe has 110 office locations in 31 countries and is part of MGI Worldwide, a top 20 ranked international accounting network with more than 5,200 independent auditors, accountants and tax experts in over 260 locations around the world.

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