BROGGINI consulting milano - madrid

# *Market Due Diligence in the Sector of Events and Conferences for Executives*

- **Background**: a **group of investors** was studying the acquisition of a leading international organizer of events and conferences for executives

- **Assignment**: BCS completed an extensive Market Due Diligence on the company, using as reference the markets for Executive Education and Corporate Sponsorship
  - Investigated the structure of these two markets in key geographic areas like North America, Brazil and Southern Europe
  - Estimated the size and growth of the niche of “Events and Conferences for Executives”, identifying its main trends
  - Determined the company’s competitive position through a series of interviews to clients and main competitors
  - Analyzed the feasibility of the business plan and explored additional growth opportunities

- **Result**: for reasons not related to the Market Due Diligence, the investors desisted from their intentions and retired from the negotiation process

