

ICOMIA WORLD MARINAS CONFERENCE VENICE 2025



VENEZIA
CERTOSA
MARINA
ventodivenezia



ICOMIA
INTERNATIONAL COUNCIL OF
MARINE INDUSTRY ASSOCIATIONS

01. ABOUT



IWMC

www.icomia.org

The **ICOMIA World Marinas Conference** is a specialist marina conference overseen by the **ICOMIA Marinas Group** and held approximately every two years **in a different worldwide location.**

Starting in 1993 the conference has been held across Europe, the US, Australia and Asia and has covered a wide range of topics relating to the longevity and continued success of the marina community.

The event attracts marine professionals from all aspects of the business from marina owners, managers and staff, marina development organisations, technical experts, manufacturers of essential marina products, services and technologies, start-up businesses, media stakeholders, fleet owners and charter agencies.

The ICOMIA World Marinas Conference 2025 will be hosted by Vento di Venezia at Venezia Certosa Marina.



THE ORGANISERS



ICOMIA
The International Council of
Marine Industry Associations

ICOMIA was formed in 1966 to bring together in one global organisation the national boating federations and other bodies involved in the recreational marine industry, and to represent them at international level.



VENTO DI VENEZIA
The local host

VdV, under a public-private partnership agreement with the Venetian municipality, is the developer of the Certosa Island regeneration program.



ARZANÀ
Creative agency

Our heart is in Venice, but our gaze reaches far away.
We are Arzanà: for over 20 years, we have been creating innovative pathways to tell the story of companies and brands through events and communication strategies.

02.

MEDIA KIT



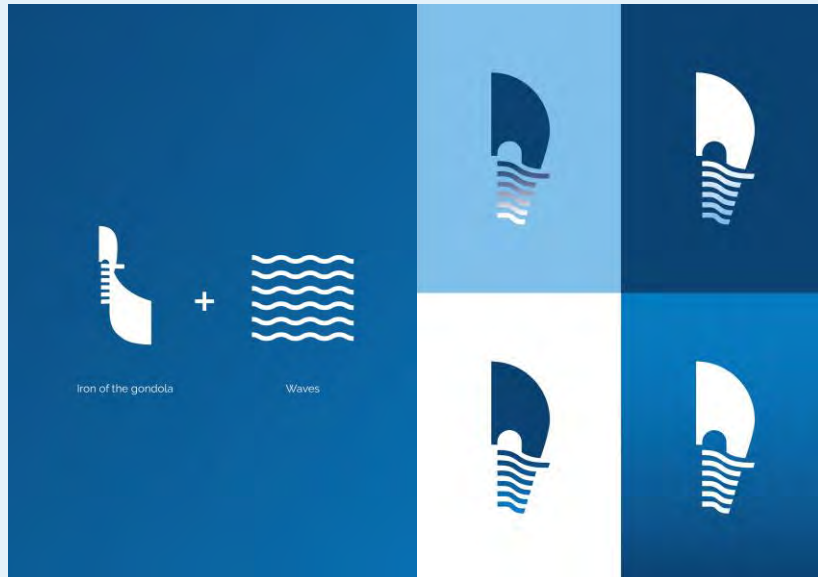


ICOMIA 2025 in Venice combines professional excellence with the city's unique beauty, creating an unforgettable experience. Significant investment has been made in communication and marketing, including a tailored visual identity for IWMC25 to ensure the event is instantly recognizable.

The goal is to deliver a seamless, immersive event that reflects its prestige and engages all stakeholders effectively.

IWMC25 BRAND IDENTITY

The logo combines Venice's iconic "ferro della gondola" with the flowing waves of the sea, symbolising the deep connection to maritime heritage.



ICOMIA
WORLD MARINAS
CONFERENCE
VENICE 2025

The logo graphic consists of a dark blue semi-circle on the left, a white semi-circle on the right, and five white wavy lines at the bottom, all set against a dark blue background.

IWMC25 PARTNER - WEBSITE BANNERS

We encourage all official partners of IWMC25 to add a banner to their websites to highlight their involvement in the conference.



IWMC25 WEBSITE BANNERS

We encourage all official exhibitors, supporters, media partners, and marinas tour and gala dinner partners of IWMC25 to add a banner to their websites to highlight their involvement in the conference.



Exhibitors



Supporter



Speaker



Gala dinner partner



Marinas tour partner



Media Partner

TONE OF VOICE

The tone of voice for the Conference is direct and informative, reflecting its focus on professionals from the marina sector.

The aim is to provide **clear, essential information** to ensure all participants have what they need to engage fully with the event.

CLAIM

Innovation, Collaboration, Transformation is the **official claim** for IWMC25, capturing the core themes of the Conference.

We recommend **always keeping this claim in mind when preparing social media posts**, as it reflects the event's key focus and values.



SOCIAL MEDIA

HASHTAG

In all social media posts, we require the use of the **following hashtags**:

#IWMC #IWMC25 #ICOMIA
#ICOMIA25 #ICOMIA2025
#WorldMarinasConference #Venice
#IWMC25Venice

Hashtags help us identify all our sponsors, speakers, and visitors on the official social media pages.

SOCIAL MEDIA ACTIVITY

Being active on social media is essential. For this reason, we ask that you **follow all the Conference's official pages, like the published posts, and share content whenever possible.**

It is also important to **tag the official accounts** on Instagram, Facebook, and LinkedIn in every post dedicated to the event.

OFFICIAL SOCIAL MEDIA PAGES

 [@worldmarinasconference](https://www.instagram.com/worldmarinasconference)

 [@World Marinas Conference](https://www.facebook.com/WorldMarinasConference)

 [@ICOMIA World Marinas Conference](https://www.linkedin.com/company/ICOMIA-World-Marinas-Conference)

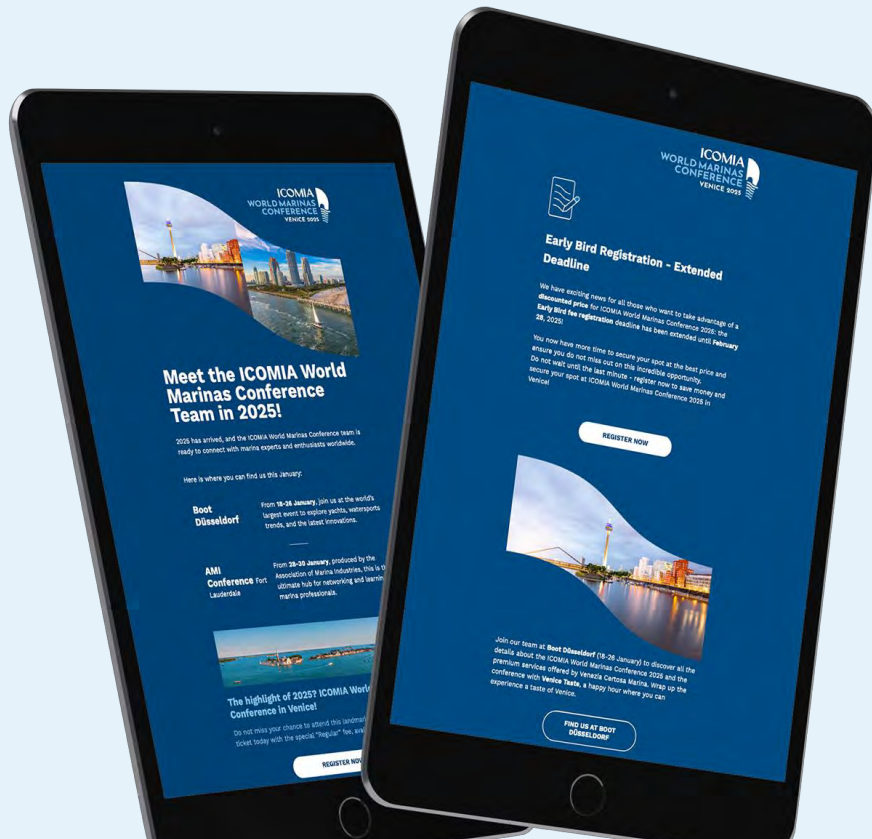
SOCIAL MEDIA

COVER AND PROFILE FRAME

We also invite participants to use the cover provided on their LinkedIn and Facebook pages, as well as the photo profile frame indicating their category.



NEWSLETTER



The newsletter is a key part of the **ICOMIA World Marinas Conference 2025**. It will keep the audience engaged and informed with regular updates, boosting sign-ups and registrations.

It will feature agenda highlights, sponsor and exhibitor presentations, and social media links to increase engagement.

After the event, a recap email with a brief survey will gather feedback from attendees and industry professionals.

ICOMIA WORLD MARINAS CONFERENCE 2025

IWMC25 WEBSITE

www.worldmarinasconference.com

Visit our website to get info and updates on the upcoming ICOMIA World Marinas Conference in Venice.



See you soon in Venice

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