



**Monica Colombelli** founded **SEO** (Sporting Events Organisation ) 17 years ago in Bologna, Italy and moved the headquarters to London in 2005.

In this time SEO has been working in different areas:

- Organisation of medical conferences in the USA
- Management of historic venues in Bologna for organisation of corporate events during the trade fairs
- Organisation of bicycle tours for champagne and wine degustation in France and Italy
- Management of the Sailing Class Mumm 30 including the organisation of regattas
- Turnkey services for people affiliated with Formula One such as teams, media, corporates, sponsors and individuals.