

## PortAventura Convention Centre hosts SEAT's largest training event for the third time



**More than 4800 commercial consultants from the sales and after-sales departments of more than 35 countries have gathered for 4 weeks at the PortAventura Convention Centre to mark the launch of the new SEAT Tarraco.**

**12 December 2018.** - PortAventura Convention Centre hosts SEAT's Central Launch Training for the third time, bringing together more than 4800 participants. Under the slogan **#Whynotnow**, this event focuses on training members of its commercial network to mark the launch of the new SEAT Tarraco.

From 19 November to 15 December, attendees participate in the event in daily groups of approximately 240 people and take part in various training activities and workshops in the different rooms of PortAventura Convention Centre, which have been adapted for the occasion according to the needs of the brand, creating workspaces and room to exhibit the new vehicle.

PortAventura Business & Events has made available to the participants its convention centre —site of the plenary session and different workshops—, its catering services and its parking areas, which have been used for the set-up and cleaning of the vehicles, as well



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as the starting point for the SEAT Tarraco test drives. Accommodation for the attendees is provided in Hotel PortAventura, opened exclusively for this training event.

Júlia López, Brand Experience Manager for SEAT has highlighted that **“The main challenge this year has been to transform the spaces and develop the event concept so that participants enjoy a totally different, motivating and impactful experience”**.

Laura Valdeolivas, Director of PortAventura Business & Events, commented **“It has been a very rewarding experience for us to work with the SEAT team for the third time in a training event of such magnitude. Customer loyalty is one of our main objectives”**.

## About PortAventura Business & Events

Everything a company needs to turn any event into a complete success is within your reach at PortAventura Business & Events: PortAventura Convention Centre is spacious, versatile and fully equipped with cutting-edge technology and 18 multi-functional rooms with the capacity to hold up to 4,000 people at the same time within a surface area of 14,000 m<sup>2</sup>. Four 4-star hotels and one 5-star hotel (Mansión de Lucy) with a total of more than 2100 rooms throughout the resort. High-quality onsite catering facilities, at over 30 restaurants. Ferrari Land, a new venue for special events. PortAventura Park, a leisure park with different theme areas that can be reserved exclusively for your enjoyment. Golf and Team Building activities and shows – all immersed in the charm of a Mediterranean setting.

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