

Première: Berlin Convention Office at Meetings Show in London

- **Special feature: tape-art map for visitors to explore and interact with Berlin**
- **BCO partners with Berlin hotels, venues, and agencies to present Berlin as meetings destination**

Berlin, 12 June 2017 For the very first time, the *visitBerlin* Berlin Convention Office will be taking part in The Meetings Show London, the most important gathering for the British meetings industry.

Between 13 and 15 June, experts from the Berlin Convention Office and representatives of ten selected hotels, venues, and agencies will be showing all that Berlin has to offer at Stand E500. In addition to the city's classic offerings, the stand will feature current trends and the latest hotels and locations to join the strong network of providers that ensure the success of any every event in Berlin. The day before at the Barbican Centre, 160 associations will assemble at the Association Meeting Conference where the *visitBerlin* Berlin Convention Office is one of the main partners.

"Berlin is one of the world's leading cities for conventions and meetings. In London, we will be informing visitors about the latest developments in the Berlin meeting and events market", says Heike Mahmoud, Director Conventions of the *visitBerlin* Berlin Convention Office. "Berlin is inspiring and one of the European epicentres of the Tape Art movement. Our modern Berlin map in a tape-art style will draw in visitors by giving them room to express themselves creatively, while we and our partners demonstrate just how much customers can benefit from our expertise, network, and services for their next event."

Modern Tape Art, Berlin Style: Interactive City Map at the Exhibition Stand

One special feature at The Meetings Show stand will be an interactive Berlin map which will use adhesive tape and a carpet knife to create a map in the street art style known as Tape Art. The map will not only visitors where they can find BCO partners, but also some of the most popular spots in the city. And those who have visited Berlin before will be invited to mark their favourite spots on the map with Polaroids and to pass on tips to other visitors. The Berlin city map will thus take on a design of its own and become a one-of-a-kind masterpiece.

New service for event planners: convention.visitBerlin.com

The BCO is also presenting a new website at London **convention.visitBerlin.com**. It offers a variety of tools that make it an essential tool for event planning. The **Meeting Guide Berlin** is integrated into the new site. This extensive search engine lists some 360 offerings which event planners can select from for optimal, easy planning of their next meeting, convention, or incentive.

The **Convention Kit** is also available at convention.visitBerlin.com. It is comparable to a shopping basket on e-commerce sites: planners can put the information they need to plan, organise, and execute their events into the kit and then download it directly for later reference. They have access to an extensive selection of Berlin-related images and texts, restaurant recommendations, convention statistics, and presentations about the German capital, among other highlights.

Press Information



Also new is the **Meetings Calendar** that lets users filter events by scheduled dates and industries through 2020. The calendar also contains selected Berlin highlights for the coming year. The new **BerlinMeetings** blog provides inspiration and practical tips for event organisers.

Another new service from the BCO is the **Berlin Speakers Pool** which helps event organiser find suitable high-calibre speakers, local experts, and moderators for their programme to further ensure successful and inspiring events.

The future is open for discussion in Berlin

Berlin is international, creative, and open-minded and inspires and attracts talent from all over the world. The city is now considered a major centre for science and start-ups in Europe and is a sought-after location for events that deal with the global future. Berlin's MICE industry not only offers high-quality service, it is also closely linked to the city's technology and science scenes. These include world-renowned universities, more than 22 technology parks, and some 2,000 start-up companies. This environment makes the city an ideal venue for future-orientated events.

Berlin partners at the meetings show in London:

- [AMANO Grand Central](#)
- [Ameron Hotel Abion Berlin](#)
- [andel's by Vienna House Berlin](#)
- [Axica](#)
- [Centrovital Hotel * SPA & Sport * Health center](#)
- [Crowne Plaza Berlin City Centre](#)
- [Ellington Hotel Berlin](#)
- [InterContinental Berlin & Crowne Plaza Potsdamer Platz](#)
- [MR Congress & Incentive](#)
- [Tempodrom](#)

More information about Berlin as a meeting destination: convention.visitBerlin.com.

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"Inspiring the world for Berlin." With this mission, Berlin Tourismus & Kongress GmbH, operating under the *visitBerlin* brand, has been promoting Berlin globally since 1993 as a tourism and congress metropolis. Berlin now has more visitors than ever before. In 2016, Berlin recorded around 13 million guests and 31 million overnight stays. Berlin is also extremely popular for meetings and congresses – for over ten years, it has been one of the top 5 cities for international association conventions. As a tour operator, Berlin Tourismus & Kongress GmbH, a private sector company, also offers hotel accommodation and issues the Berlin WelcomeCard, the city's official sightseeing pass. visitBerlin operates the Berlin Tourist Info Centres and the Berlin Service Center available on +49 (0)30-25 00 25. On visitBerlin.com, Berlin's official tourism website, Berlin visitors can find all the information they need about every aspect of their trip to the city. Find out more about visitBerlin on about.visitBerlin.de

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