

Meeting Place Berlin – An event that brings people together

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At Meeting Place Berlin, from 2 to 6 July 2015, the German capital is presenting itself to 150 national and international top event planners. Together with Berlin's meeting industry partners, the visitBerlin Berlin Convention Office will be providing information about trends and new developments in the city.

Heike Mahmoud, Director of Conventions at the visitBerlin Berlin Convention Office: „*Meeting Place Berlin is an excellent way for our customers to experience our city as a diverse meeting and convention destination. The personal exchanges during the event bring people together and provide incentive to further develop what Berlin has to offer to our customers.*“

Trabi Safari and neighbourhood tour: comprehensive general programme

The opening night in the AXICA Convention and Conference Centre offers the ideal setting for a first get-together in a pleasant atmosphere. Located directly at the Brandenburg Gate, this building is impressive with its unusual architecture, offering a first glimpse of the city's modern meeting and conference landscape.

On the following days, the decision-makers of the world's major associations, organisations, companies, and convention agencies will meet 50 Berlin suppliers from the MICE industry in two workshops at the newly opened Westhafen Event & Convention Center (WECC). The suppliers include hotels, locations, and service providers. The WECC is the appropriate place for an intensive exchange: The former warehouse presents Berlin's dynamics and variety of offbeat locations.

In addition to the workshops, site inspections will present the latest conference hotels and city venues. Varied incentives will provide unforgettable Berlin experiences: for example, Nostalgic East Berlin fun awaits the participants on the Trabi Safari. No other vehicle in Berlin attracts more attention to itself, and at the same time suits the city and its history better.

City tours will lead beyond known paths and well-known attractions such as the Brandenburg Gate and the Berlin TV tower. The tours will explore the city's different neighborhoods. Along the way, in streets with small restaurants, shops and parks, Berlin will reveal its truly distinctive character. At the „farewell party,“ the participants will enjoy a cocktail in Beach-Mitte – one of the largest beach bars in the capital – in the typical relaxed Berlin summer atmosphere.

Enthusiastic participants

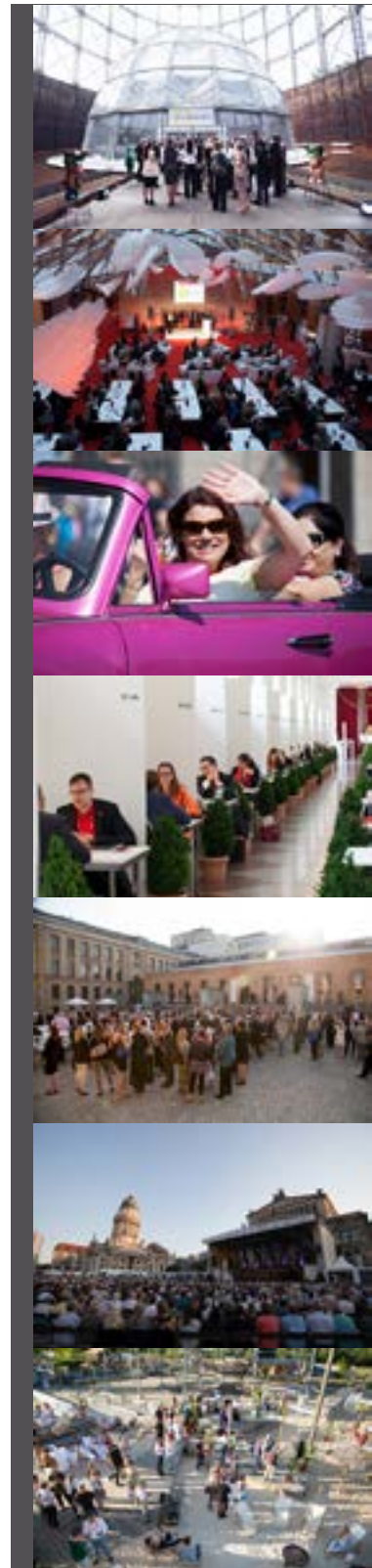
Meeting Place Berlin is organized every two years by the visitBerlin Berlin Convention Office along with its city-wide partners. Since 2005, Meeting Place Berlin has developed into an internationally known event, generating enthusiasm among past participants. Feedback has included: „Thanks for fantastic days in Berlin. I have learned a lot, seen interesting meeting locations and new parts of Berlin“, the representative of a medical association from Sweden summed up. And an Italian incentive organizer added: „I often join fam trips (for 15 years more or less) but this had been really different and top level in terms of programmes, menus, venues and excursions proposed.“ And a convention organiser from Israel was thrilled: „The Meet Berlin Team showed highest professionalism and it was a pleasure attending the event.“

Berlin – an internationally sought after convention destination

The figures speak for themselves: 131,200 events, 10.93 million participants, and 7 million hotel stays in 2014. This makes Berlin one of the leading convention destinations. Worldwide Berlin ranks among the top 5 sites for association conventions: The German capital occupies fifth place in the latest ICCA statistics.

Share the greatest impressions from Meeting Place 2015 – from 2 July on Twitter: #mpberlin. More information and registration at meeting-place-berlin.com.

Learn more about the Berlin convention metropolis at convention.visitBerlin.com.



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