

Berlin, Germany:

Rendez-vous With a Global Metropolis



50 local providers, around 150 buyers from across the globe and a convention destination with countless opportunities – that is the recipe for success of Meeting Place Berlin. From 7 to 11 July 2011 the highly diverse destination Berlin will once again delight decision-makers from the MICE industry. The international workshop is being staged for the sixth time by the Berlin Convention Office of visitBerlin. This event is under the patronage of Berlins Governing Mayor, Klaus Wowereit.

In order to present Germany's leading convention metropolis in a personal and individual fashion, participants already have an opportunity to chat to local providers on the **"Meet Professionals Day"**. Representatives of Berlin hotels, convention centres and unusual locations will be on hand to promote their special offerings.



The **"Meet Berlin Day"** in turn is completely devoted to the city on the river Spree. An impressive tour, enabling all participants to experience first-hand the many different sides to the German capital. The focus here is on art, culture and Berlin's alternative scene. The highlight of Meeting Place Berlin 2011 will be enjoying a concert at the Classic Open Air Festival on Gendarmenmarkt.



Furthermore, the offering of Meeting Place Berlin has been extended to include **"Berlin Active"**, a theme evening, for the first time. In 2011 the participants will have an exclusive opportunity to visit the capital's future main airport Berlin-Brandenburg shortly before it opens its doors to the public at large. **"Meet Around"** encompasses, together with presentations, site inspections of venues in the German capital.

Every two years the Berlin Convention Office extends an invitation to Meeting Place Berlin in order to attract new events to the German capital. The multi-day workshop is held in cooperation with visitBerlin Partnerhotels e.V. and Berlin Preferred Agencies. It has made a name for itself as a platform for decision-makers in the field of meetings, conventions and unusual locations.

If you are interested, please register until May 27th at:

<http://www.meeting-place-berlin.de/en>

