

## Sweeping success

The ITB MICE Forum kick-off and MICE Hub and MICE Night events could not have been better. Quite simply, a perfect match.

■ **Great response.** The New York Room was full – or better packed – in ITB Congress Hall 7.1a, the venue for the MICE Forum. All seats were taken by experts from the fields of meetings, incentives, congresses and events as well as by a surprisingly young audience, some of whom even preferred to stand. Their stamina was rewarded. Firstly, by an interesting keynote held by Dr. Christina Buttler, Director Business Development Healthcare at MCI Germany. She clearly demonstrated, how to engage even conservative target groups in interactive formats.

A related topic, the “festivalisation of events”, was followed by a very lively discussion with a representative of CEBIT Hannover, Hartwig von Saß, as well as Christian Lohmeier of the Munich-based start-up company Bits & Pretzels and Henrik Bollmann of Messe Westfalenhallen Dortmund.

Culture is by no means a lost cause at events but its emotional power and vibrancy, generates a much higher level of attention and

awareness, as Hans-Conrad Walter, founder of Causal clear in his lecture on its effectiveness. Prof Dr Hans Rücked an exciting topic for every event planner. The Dean of th of Tourism/Transport at Worms University of Applied Scienc onstrated, how to measure the success of an event in a sc workable manner. In practice, say the experts, this is still too little space in event routines.

**Meeting of experts.** If the focus of the Forum was more c listening, the so-called “MICE Hub” right next door offerd for a very intimate exchange of ideas, one-on-one conve and intensive networking. This was another instant succes VDVO team, offering a perfect meeting place for industry and exhibitors.

The MICE Night in the elegant British atmosphere of th International Officers’ Club Berlin was undoubtedly a pre a special kind. Head of ITB, David Ruetz himself, also contri this. He offered the guests a first highlight by taking to th before giving his official welcome speech. “The conce worked,” said VDVO Chairman Bernd Fritzes, taking sto year’s event – and he didn’t just mean the long party night.

punkt für Branchenexperten und Aussteller gelungen.

Eine Premiere der besonderen Art war zweifelsfrei die „MICE Night“ in der britisch-gediegenen Atmosphäre des nahe gelege-

nen Internationalen Offiziersclubs Berlin. Dazu trug der Leiter der ITB, David Ruetz, höchstpersönlich bei. Er bescherte den Gästen ein erstes Highlight, indem er vor seiner offiziellen Begrüßung den Abend

stimmungsvoll am Klavier eröffn Konzept ist wirklich aufgegangen. zierte Bernd Fritzes, Vorstand der des VDVO – und meint nicht lange Partynacht.

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