

## PRESS RELEASE

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# ITB MICE Forum: where convention and event industry experts exchange knowledge

**The leading industry association VDVO is the official partner of the MICE event – a wide-range programme of lectures – MICE Hub and MICE Night networking events**

Creating a festive atmosphere at events, evaluating events and how to manage diverse audiences – these are just some of the topics which the ITB MICE Forum will be examining at this year's ITB Berlin Convention. The forum targets visitors representing the Meeting, Incentive, Convention and Event industry and will take place on 8 March 2018 in the Convention Hall 7.1a (Room New York 2) from 10.45 a.m. to 2.45 p.m. The Association of Event Organisers (VDVO) is the official partner of the MICE event.

The MICE Forum programme will feature numerous lectures and presentations by experts. Against the backdrop of growth in interactive event formats, **Dr. Christina Buttler, director of Business Development Healthcare at MCI Deutschland**, will talk about how to manage conservative audiences who are unwilling to participate in such formats. Afterwards, discussion will focus on creating a festive atmosphere at events. The idea is to move away from conventional and rigid concepts. Instead, planners are aiming more for the general effects of informal encounters and a relaxed atmosphere.

In his lecture focusing on 'Culture', the cultural marketing expert **Hans-Conrad Walter and founder of Causales** will highlight the importance of an emotive and spirited attitude. In his view, participants making an active contribution to events are an important factor. Presentations by experts will round off the lecture series, including **Prof. Dr. Hans Rück, dean of the Faculty of Tourism and Transport Studies at Hochschule Worms**. He will look at in-depth and practical ways to measure an event's success, something which at present takes place regularly only in one-third of cases.

Representatives of the MICE industry at the ITB Berlin Convention will also have an opportunity to attend networking events. Taking as its slogan 'Meet the MICE Minds', the VDVO will introduce industry experts and exhibitors at the MICE Hub, a special display area. Located in-between the Business Travel segment and MICE Forum plenum, the MICE Hub is easy to reach for trade visitors.

This year the MICE Night, an exclusive event, will celebrate its debut. Messe Berlin and the VDVO will extend an invitation to come to the International Club Berlin, which is within easy walking distance. There, representatives of the industry can meet others in an informal atmosphere and discuss the day's topics. Registrations for the event will be accepted at [ITB.VDVO.DE](http://ITB.VDVO.DE). Members of the VDVO can take advantage of preferential access and free admission.

For more information on MICE topics at the ITB Berlin Convention please visit [www.itb-convention.com/ITBBerlinConvention/Segments/MICE/](http://www.itb-convention.com/ITBBerlinConvention/Segments/MICE/).

### About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2018 will be taking place from Wednesday, 7 to Sunday, 11 March, and from Wednesday to Friday will be open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2017 a total of 10,000 companies and organizations from 184 countries exhibited their products and services to around 169,000 visitors, who included 109,000 trade visitors. Parallel with the show the ITB Berlin Convention,



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#### Additional information:

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the Leading Travel Industry Think Tank, will be held from Wednesday, 7 to Saturday, 10 March. Zambia is the Convention & Culture Partner of ITB Berlin 2018. The World Tourism Cities Federation (WTCTF) is Co-Host of the ITB Berlin Convention. Ctrip.com International, the German Federal Ministry for Economic Cooperation and Development (BMZ) and the Ministry of Culture and Tourism of the Republic of Turkey are Platinum Sponsors. Admission to the ITB Berlin Convention is free for trade visitors, media representatives and exhibitors. More details are available at [www.itb-berlin.com](http://www.itb-berlin.com), [www.itb-convention.com](http://www.itb-convention.com) and at [ITB Social Media Newsroom](#).

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