



## Beatrice Dormans and Gunnar Souren new board members Maastricht Convention Bureau

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NEWS / NEWS

Beatrice Dormans, Director of **Maastricht Events Company** and Gunnar Souren, General Manager of **Crowne Plaza Maastricht**, have joined the board of the **Maastricht Convention Bureau (MCB)**. The Maastricht Convention Bureau is a foundation which promotes Maastricht & surrounding area as a destination for conventions and corporate meetings. Partners of the foundation are: **MECC Maastricht**, Maastricht Tourist Office, Hotels and Supporting companies (other MICE service suppliers). Beatrice Dormans will represent the supporting companies, Gunnar Souren will represent the hotels.

### Beatrice Dormans & Gunnar Souren

Beatrice Dormans, 34 years old, thinks of her board membership as a challenge. She would like to develop initiatives in order to generate more visits to Maastricht & surrounding area, together with other partners of the Maastricht Convention Bureau: "the key to success is cooperation!" She is looking forward to being the go-between with the partners on the one hand and the general board of the Maastricht Convention Bureau on the other.

Gunnar Souren, 41 years of age, is also happy to become a board member: "Thanks to my many years of experience in and knowledge of the hotel business and especially the Maastricht convention industry, I hope to be able to add a valuable contribution to pursue the goals of the MCB."

Next to Dormans and Souren, the MCB board members are: R. Stevens (independent chairman), R. Hanssen (for MECC Maastricht) and N. Bos (for the Maastricht Tourist Office). The director Marcel Knols, Sales Manager Meetings & Incentives Tamara Weide, Sales Manager Conventions Sonja Speth and MICE Coordinator Katja Otten take care of the daily business.



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