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### ENN Late Breaking News

**Belgian, Dutch and German Planners of Coporate Meetings and Conventions Call Maastricht Approach Unique**

6/25/2009 - From June 8th-25th 2009, the Maastricht Convention Bureau (MCB), together with 14 organisations from Maastricht & surrounding area, visited over 75 Belgian, German and Dutch planners of corporate meetings and conventions. The planners were all, without any exception, very pleased with how MCB and partners in Maastricht and surrounding area work together to promote this destination. The planners mentioned the word "unique" on several occasions.

"Everyone welcomed us with open arms. The planners thought it to be very special that suppliers from Maastricht & surrounding area came to promote our destination as one team, even wearing the same red polo shirts. They did not receive such visits from any other destination," says Tamara Weide, Sales Manager Meetings & Incentives of the MCB. "We got a lot of compliments about the fact that 'competitors' came to visit them together. By doing so, the planners got a broad and clear idea about what Maastricht and surrounding area has to offer them. We made sure the teams were as varied as possible, so that the planners were, during just one visit, informed by, for example a convention bureau, a hotel, an events company and a special party & dinner venue. In short, everything one needs to know when preparing a meeting or convention. This works just fine, as the number of requests for proposals we took home with us proves. During and after our visits, planners are quite interested in having their next meeting at our destination. And this pleases not only the planners, but our partners and us as well. It was the first time for us to do a sales drive in this manner, but as far as we are concerned, certainly not the last!"

For more information, go to [www.maastrichtconventionbureau.com](http://www.maastrichtconventionbureau.com).

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**"MY OWN PEOPLE  
 CALLED ME A  
 TRAITOR"**



John Burns couldn't believe what he was hearing. When the vice-president of business development for Switch - a St. Louis-based experiential marketing firm- decided to take out an ad in Corporate EVENT magazine, he was greeted like Benedict Arnold. "They actually called me a traitor for using print ads to promote an experiential marketing company."

But the results spoke for themselves...

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