



## Crossmint helps Maastricht Convention Bureau to embrace Web 2.0 & Social Media

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Last month Maastricht Convention Bureau (MCB) has started using LinkedIn and Twitter after completing a completely new website earlier this year.

This is one of the convention bureaus effectively making use of web 2.0 and social media marketing techniques.

Crossmint has designed and built the site and will educate and support the MCB in applying social media marketing concepts.

Crossmint specialises in web 2.0- and mobile sites and social marketing services for tourism, hospitality, retail, recreation and events and has set up the [MICE 2.0 discussion group](#) on LinkedIn.

The new site will be completely managed online by MCB staff. MCB's partners - over 40 local companies - hotels, conference centres, event organisers etc. - will also have online access to content about their own location and services on the site.

They will be able to manage and edit texts, photo's and video's for MCB to publish on the site. They can also do their own search engine optimization. In this way the content on the site can be instantly updated when needed.

Visitors looking for a nice location can use the intuitive 'venue & service finder' to find information about locations and services for meetings, incentives, conferences or events.

The venue & service finder also allows users to create Requests for Proposals which are then sent to MCB and her partners. All pages, texts, photo's, video's are being optimised for search engines and social media marketing purposes. This has already resulted in better page listings in Google.

The website can be easily extended at relatively low cost with new functionality like blogs, surveys/polls, photo galleries, mobile applications, etc.

The Web has become the most effective promotion- and sales channel in many industries. Having a strong presence in the Web and being able too interact directly with potential customers is becoming more important.

Therefore Crossmint helps MCB to make use of "social media networks" - like for instance LinkedIn, Twitter, Facebook and Tripadvisor - to reach a new and much bigger target group.

You can find MCB under the name "micemaastricht" on Twitter and as a group (MICE Maastricht) in LinkedIn.

Marcel Knols, managing director of Maastricht Convention Bureau: "Crossmint has challenged and inspired us to set up the online presentation of the most attractive business destination in the Netherlands, Maastricht, in an innovative and effective way.

Adequate and real-time adjustments to the presentations on the website of the partners participating in MCB are always and any time possible.

Communicating about the services we offer, the latest news making use of web 2.0 and blog techniques is standard. For a small hands-on organisation with a strong result-oriented focus this is an important contribution for successfully reaching the goals!"

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