

> [Home](#) > [Maastricht Convention Bureau goes 2.0](#)

MAASTRICHT CONVENTION BUREAU GOES 2.0

by Nicolaas Pereboom — last modified Mar 05, 2009 03:44 PM

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Crossmint is helping the Maastricht Convention Bureau to improve its online marketing effectivity.

“Crossmint had developed and implemented the new website of the Maastricht Convention Bureau (www.maastrichtconventionbureau.com). The site has been completely revamped and web 2.0 elements like RSS feeds, social media marketing, online and offline search engine optimization have been added to improve online marketing effectivity.

In addition to advanced Ajax Search the site has a very user-friendly Venue & Service Finder to help visitors of the site to quickly find locations or services suitable for their meeting, incentive, conference or exhibition needs. With a simple click of the mouse they can add their choices to a Request for Proposal form and when submitted automatically copies are sent to the Maastricht Convention Bureau and the selected partners. In addition to general online analytics, statistics tell the Maastricht Convention Bureau exactly which locations and services came up in results, were selected and added to the Request of Proposal.

The partners of Maastricht Convention Bureau, conference and exhibition organisers, hotels, meeting and incentive organisers, event service providers and destination management companies can all maintain their own content and information. Advanced workflow mechanisms make sure that all new and edited content is first reviewed before it is actually published. The site is maintained online in two languages, Dutch and English. Other languages can be added anytime.

The site is part of a larger open source software platform that is offered to Crossmint's customers as a service ('software-as-a-service'). This way the costs for Crossmint's customers can be dramatically reduced since they do not have to pay for high initial investments for hardware, software licenses and storage. In addition Crossmint supports its customers by advising how to use web 2.0 and social media networks to improve their (online and offline) marketing effectivity.



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6	7	8	9	10
13	14	15	16	17
20	21	22	23	24