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MEETING PLANNERS IN MAASTRICHT

[BIZ: Maastricht, October 6]

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If you have any relevant news to share or wish to send comments, please e-mail Stafford Wadsworth, editor@meuse-rhine-journal.com at Meuse-Rhine Journal or send a fax to +(31)(0) 43-4098899.

WADSWORTH & WADSWORTH ASSOCIATES, CONSULTANTS

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MEETING PLANNERS IN MAASTRICHT

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"I had a good impression of the venues I had heard of, but had never actually seen, very nice! So, I thought the site visit to be very useful and informative," says Chantal, who works at Energy Incentives, and who was one of the eighteen Dutch, Belgian and German planners of corporate meetings, incentives and conferences who visited Maastricht & surrounding area to get to know this region as a destination for their meetings.

"During such a site visit we are really able to show our guests the variety in possibilities Maastricht & surrounding area has to offer. People don't have to go very far to have a meeting in attractive surroundings. Therefore, it is important to keep informing and inviting planners from our neighboring countries, especially nowadays, when people don't have a lot of money reserved in their meeting budgets," says Sonja Opreij-Speth, Sales Manager Conventions of the Maastricht Convention Bureau. "During the site visit, we went to several venues and our guests participated in a workshop during which they met with Maastricht Convention Bureau partners we could not include in the site visit program. This way, our guests were informed adequately by representatives of the various meeting, party and dinner locations, suppliers services and other possibilities in Maastricht & surrounding area. This worked very well."

The Maastricht Convention Bureau is a foundation of several companies and service organizations from the MICE industry of Maastricht & surrounding area. Their purpose is to promote Maastricht & surrounding area as a destination for business meetings, in order to let as many MICE organizers as possible have their meetings in this region.

<http://www.maastrichtconventionbureau.com/>