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Nordrhein Westfalen Will Be Impressed By The Maastricht Convention Bureau

Written by Fabian Stockton
Thursday, 10 June 2010 07:10



Coming week, no fewer than 27 companies in Nordrhein Westfalen (North Rhine-Westphalia is the most populous, and the economically most powerful state of Germany), all of which are meeting planners, will receive visits from the Maastricht Convention Bureau and 12 "competing colleagues" from Maastricht & surrounding area.

With their renown red polo shirts and professional presentations, they will impress the German planners and show them how attractive and nearby Maastricht & surrounding area is for all kinds of professional meetings.

This initiative and tactic of the Maastricht Convention Bureau and partners has proven to be successful on several occasions.

"Earlier this year, we visited 35 Dutch companies in just one week, the upcoming week Nordrhein Westfalen will be our goal," states Tamara Weide, Sales Manager Meetings & Incentives of the Maastricht Convention Bureau.

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"We will all be 'crossing' throughout this area of Germany to show planners of meetings, conventions and incentives, how attractive and nearby Maastricht & surrounding area actually is."

"It is a perfect way to impress the German planners: together with our partners, we pay planned visits to corporates and associations which organise meetings on a regular basis. By doing this as a group, wearing our famous red polo shirts, we are able to present Maastricht & surrounding area as varied as it is."

"And the planners are more than happy to welcome us in their office; due to the fact that we visit them as a group, they get a broad presentation of the meeting, incentive and convention possibilities with just one visit. They really experience these visits as unique."

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