



## Meuse-Rhine's Business Biweekly

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### TAILOR-MADE CONVENTION TOOL

[BIZ: Maastricht, July 8]

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The Venue & Service Finder offers a simple search, but a detailed search is possible too as is a refined search within the search results. This way, the planner will get closer and closer to the most suitable venue or service, based on the needs and wishes he has entered into the Venue & Service Finder. When the planner is pleased with his results, he can send an RFP to all the venues and services at once. By offering this tool on its website, the MCB offer planners the possibility to prepare their meeting at any time they like.

The MCB is a trust made up of several companies from Maastricht & surrounding area, all active in the meeting and convention market. MCB's goal is to promote Maastricht & surrounding area as a destination for business meetings and to bring as many meetings to the area as possible.

The Maastricht Convention Bureau developed its new website together with Crossmint. The new website is made in web 2.0. Internationally, this is the first website of a convention bureau that is actually based on web 2.0 concepts and which uses social media marketing. Crossmint helps the MCB with developing social media marketing concepts.

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