

## Iris Lanz new head of the Berlin Convention Office at *visitBerlin*

**Berlin, 23 November 2017** Since 1 November 2017, Iris Lanz (48) is head of the Berlin Convention Office (BCO) at *visitBerlin*. Lanz has been employed at *visitBerlin* for three years. She was the deputy head of the BCO with a focus on corporate clients and new formats.

**Burkhard Kieker**, CEO of *visitBerlin*: "I am pleased to have gained an experienced personality for this challenging position in Iris Lanz. She will work with her team to continue our innovative journey and to further consolidate Berlin's position as the leading international congress location."

In her new role, Lanz is responsible for marketing Berlin nationally and internationally as a congress location. Her main responsibilities include developing service offers, creating and maintaining strategic partnerships, and developing new event formats.

Before coming to *visitBerlin*, Lanz worked as an event and communication consultant for various projects of the state of Berlin and the federal government as well as national and international foundations and companies. Previously, she managed the service and production agency *berlinlocation GmbH* for eleven years as a managing partner. She sold the agency in 2007.

Marco Oelschlegel (43), who has worked in the Berlin Convention Office for twelve years, will be responsible for the national and international congress business and will take over as deputy head of the Berlin Convention Office. Prior to this, Oelschlegel was responsible for the international markets of the UK, France, and Spain, and coordinates Berlin's membership in the international convention network *Best Cities Alliance*.

Iris Lanz is taking over from Heike Mahmoud, who left the company at her own request on 1 October 2017, to focus on new career challenges.

(1,817 characters)

### ***visitBerlin***

"Firing the world up about Berlin." Berlin Tourismus & Kongress GmbH, operating under the trademark *visitBerlin*, has been pursuing its mission of promoting Berlin as a travel and meetings destination around the world since 1993. Berlin's welcoming more visitors than ever. In 2016, some 13 million visitors spent over 31 million nights in the city. Berlin is also very popular as a convention destination. For more than ten years, the German capital has been ranked among the top 5 destinations for international association meetings. As a tour operator, the company offers a wide range of travel packages and also issues the official tourist ticket, the *Berlin WelcomeCard*. *visitBerlin* operates Berlin Tourist Information Offices across the city and the Berlin Service Center, which can be reached by telephone at +49 (0) 30-25 00 25. Visitors can find all they need to know to plan their trip to Berlin on the city's official travel portal [visitBerlin.de](http://visitBerlin.de). To find out more about *visitBerlin*, go to [about.visitBerlin.de](http://about.visitBerlin.de)

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