

Excellent convention marketing in the USA

Berlin Convention Office receives "2010 Pinnacle Award" for the third time

Berlin, 28 June 2010 The Berlin Convention Office (BCO) has won the "2010 Pinnacle Award" presented by the American journal "Successful Meetings" for the third consecutive time. The award winners are selected once a year by the magazine's readers. BCO put on a convincing performance in the category "Convention Bureau International" thanks, amongst other things, to the wide spectrum of its service offerings.

Burkhard Kieker, CEO of Berlin Tourismus Marketing GmbH, comments, "We are really delighted to have won this award for the third consecutive time. It shows that our meeting and convention activities on the US market, further strengthened since the beginning of the year with the opening of our own office in New York, are having a positive effect".

The Pinnacle Award for Convention Offices is one of the most highly regarded prizes for the convention industry in the USA. The journal "Successful Meetings" has presented awards for some 20 years now to national and international convention offices. Last year Visit Denver and the Glasgow City Marketing Bureau ranked amongst the award winners.

To find out more about the Berlin Convention Office of Berlin Tourismus Marketing GmbH, visit the website www.berlin-convention-office.de.

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