

The Associations World Congress in Berlin sees more than 400 participants in attendance

The congress for international association representatives celebrated a successful premiere in the German capital

Berlin, 12 April 2016 Leading representatives from international associations attended the 18th Associations World Congress in Berlin, the first held in the city, from 10th to 12th April. It was by far the most successful event to date with more than 200 association clients taking part. Amongst other topics, participants at the Estrel Berlin discussed what role events will have for the association in future and how to make the most of opportunities in the digital world.

“Over the years, Berlin has proven to be one of the best places in the world for holding congresses. Association congresses play an important role here. The Associations World Congress was an excellent opportunity to showcase the unique atmosphere international associations can enjoy in our city,” said **Heike Mahmoud**, Director Conventions of the *visitBerlin* Berlin Convention Office. “Outstanding cooperation with our partners and close ties between science and research are two particular strengths Berlin has to offer.”

“The chance to host upwards of 200 senior specialists from professional, trade, medical and scientific associations was clearly an opportunity not to be missed. Under the motto ‘Charge up! Berlin 365/24’ the guests of the 18th Associations World Congress were able to experience the various ways in which holding their future event at the Estrel Berlin would energize their programs,” **Diane Pentaleri-Otto**, International Sales Manager at Estrel Berlin, added.

The Associations World Congress saw specialists present workable solutions and strategies based on examples that have proven to be successful in practice. Topics included methods for using social media effectively to communicate with association members and exploring opportunities for getting members more involved in association work. Held at the AXICA, a congress centre designed by the award-winning architect Frank O. Gehry, the “Berlin dinner” gave the 400 participants and exhibitors the opportunity to do some extensive networking in wonderful surroundings close to the Brandenburg Gate. The congress was also supported by the *visitBerlin* Convention Partner e.V., the Conference & Touring event agency, Messe Berlin and the *visitBerlin* Berlin Convention Office.

Associations meet in Berlin

Hosting more than 135,000 events in 2015, Berlin is one of the most important cities for conferences and congresses worldwide. Over the years, the number of association events held in Berlin has continued to rise: the capital currently ranks 4th in the world for association congresses; in fact, one in five events held in Berlin today is organised by an association. This market has become important for the city's economy.

For more information on the congress destination Berlin, please visit convention.visitBerlin.com.

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- Conference & Touring, www.dmcgermany.de
- AXICA Conference and Meeting venue, www.axica.de
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