

Young bloggers discover the convention metropolis Berlin

With the pilot project “Berlin Scout 2012” two students blog about the German capital

Berlin, 18 September 2012 Three days, two students, one blog: tomorrow the pilot project “Berlin Scout 2012” will start. Christine Keppler and Judith Blöcker of the International University Bad Honnef will discover the meeting and convention site Berlin. On www.cim-scout.de/berlin/en/ they will post up-to-date reports on their experiences.

“We have deliberately decided in favour of this personal and quick communication form in order to address meeting planners from all over the world”, says Heike Mahmoud of the *visitBerlin* Berlin Convention Office, who has initiated the project in cooperation with the specialist magazine CIM – Conference und Incentive Management. “They experience the convention and science location Berlin through the eyes of young graduates, and we are convinced that their enthusiasm will be infectious”.

On 19 September the Berlin Scouts will attend the world exhibition InnoTrans 2012 on the Berlin fair grounds. They will learn about the event management of the former airport Tempelhof and interview the sales manager of the location, STATION Berlin. On the second day, the “Medical-Historical Charité Museum” and the “Max Planck Science Gallery” will be on the programme, amongst others.

There will be a surprise for the final on 21 September. The bloggers are not aware of the Berlin cultural highlights and the insiders’ tips which can be discovered. Every hour they will receive new destinations and missions that they must fulfil, permanently accompanied by the readers of the blog.

Twitter users have the possibility to follow the hash tag #Berlinscout. They will be provided with constantly updated information and can contact the organisers.

(1,836 characters)

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“We know Berlin.” Berlin Tourismus & Kongress GmbH, which operates under the brand *visitBerlin*, has been promoting the travel destination Berlin under this motto around the world since 1993. The Berlin Convention Office of *visitBerlin* markets the German capital as a convention metropolis. As a tour operator, the private company offers various travel packages and issues the official tourist ticket, the Berlin WelcomeCard. *visitBerlin* operates three Berlin Tourist Infos. The Berlin Service Center (tel. ++49 (0)30-25 00 25) informs about the full range of services of Berlin. visitBerlin.de

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