

US Reader Award for Berlin Congress Advertisers

Pinnacle Award presented for the fourth time to the Berlin Convention Office of *visitBerlin*

Berlin, 18 May 2011 The Berlin Convention Office (BCO) of *visitBerlin* has again convinced the readers of the US magazine "Successful Meetings": it has just been presented with the Pinnacle Award 2011 in the category "Convention & Visitors' Bureaus". BCO has been recognized for the fourth time in a row for its excellent support of US meeting and convention customers.

"The Pinnacle Award is for me like the surprise visit of an old friend: you do not expect him and are then all the more pleased to see him. And in the run-up we have of course made major efforts to maintain this friendship", says *visitBerlin* CEO Burkhard Kieker. "This distinction also proves that our decision to bundle the entire American acquisition on site was absolutely right."

The US agency Marketing Challenges International, Inc. has been marketing the meeting and convention destination Berlin on behalf of BCO in North America since January 1, 2011. Apart from American associations, which have already been covered by the agency for little less than two years, the focus is now also on event and incentive agencies.

Additional information on the laureate of the Pinnacle Awards 2011 is available on the website www.convention.visitBerlin.de.

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