

Site EMEA Forum: an extraordinary Berlin Experience

International incentive and travel executives come to Berlin to meet “green” / Berlin Convention Office of *visitBerlin* supports as a Lead Partner

Berlin, 12 June 2012 The international network Site Global – Society of Incentive & Travel Executives – stages its European conference, the EMEA Forum, in Berlin. It will take place at the ICC Berlin and hotel Scandic Berlin from 18 to 20 June 2012. Participants from 19 different countries, for example Russia, Argentina and the USA, are expected.

“This is a unique opportunity for us to present Germany’s capital and its extraordinary programmes and locations”, says Heike Mahmoud, head of the Berlin Convention Office of *visitBerlin*. “The participants will also experience Berlin’s green side - from nature to eco-friendly services.”

Visitors to the Site EMEA Forum stay at the Scandic Berlin Potsdamer Platz. The hotel is awarded with the Nordic Swan eco-label for its environmental friendly services. They will also attend a project at Berlin’s Princess gardens and plant raised beds for a good cause: Social Berlin facilities are decorated with the finished works later on.

The education program will be about keeping the motivation industry up to the challenges of the forthcoming future. One keynote speaker is the well-known international banker Lode Beckers. He will give a lecture on “The Euro – Its Infancy and its Adolescence – Implications for Incentive Travel and Meetings”.

Another Site EMEA highlight is the evening event on 19 June at former Tempelhof airport. It is organised by the Berlin Convention Office of *visitBerlin*, a close co-operator with Site Global for several years. Site Germany was, amongst other things, a consultant for the elaboration of the new online offering “BerlinCentives”. It allows organisers quick and free-of-charge access to extraordinary Berlin events on the website www.convention.visitBerlin.com.

Registration for the Site EMEA forum is possible at www.site-germany.de.

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