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### meetings, incentives, conferences & events news

*Jun 24, 2009 Belgian, Dutch and German planners of corporate meetings & conventions: "Maastricht approach unique"*

From June 8th-25th 2009, the Maastricht Convention Bureau (MCB), together with 14 organisations from Maastricht & surrounding area, visited over 75 Belgian, German and Dutch planners of corporate meetings and conventions. Successfully: these planners were all, without any exception, very pleased with how MCB and partners in Maastricht & surrounding area work together to promote this destination. The word "unique" was mentioned by the planners on several occasions.

"Everyone welcomed us with open arms. The planners thought it to be very special that suppliers from Maastricht & surrounding area came to promote our destination as one team, even wearing the same red polo shirts. They did not receive such visits from any other destination," says Tamara Weide, Sales Manager Meetings & Incentives of the MCB. "We got a lot of compliments about the fact that 'competitors' came to visit them together. By doing so, the planners got a broad and clear idea about what Maastricht & surrounding area has to offer them. We made sure the teams were as varied as possible, so that the planners were, during just one visit, informed by, for example a convention bureau, a hotel, an events company and a special party & dinner venue. In short: everything one needs to know when preparing a meeting or convention. This works just fine, as the number of requests for proposals we took home with us proves. During and after our visits, planners are quite interested in having their next meeting at our destination. And this pleases not only the planners, but our partners and ourselves as well. It was the first time for us to do a sales drive in this manner, but as far as we are concerned, certainly not the last!"

Note for editors:

For more information, please contact Tamara Weide, Sales Manager Meetings & Incentives of the Maastricht Convention Bureau, telephone number +31 (0)43 328 08 38. Our internet address is [www.maastrichtconventionbureau.com](http://www.maastrichtconventionbureau.com).

We would appreciate it very much if you, when you decide to publish the information mentioned in this press release, let us know and/or send us a copy.

With its products, services and expertise for many years, the Maastricht Convention Bureau is the intermediary to promote convention and meeting visits to Maastricht and surroundings. The goal of the MCB is to make a structural contribution to the economical development of Maastricht and surroundings. The MCB office is situated in the historical Dinghuis building in Maastricht, where the Maastricht Tourist Board is located as well.

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