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Belgium

Convention Bureau & Partners To Cause A Hurricane

During the coming week, no fewer than 37 companies in Belgium, all of which are meeting planners, will receive visits from the Maastricht Convention Bureau and 16 "competing colleagues" from Maastricht & surrounding area.

With their renown red polo shirts and professional presentations, they will impress the Belgian planners and show them how attractive and nearby Maastricht & surrounding area is for all kinds of professional meetings.

This initiative and tactic of the **Maastricht Convention Bureau** and partners has proven to be successful on several occasions.

"We have done this twice already this year; in the Netherlands we visited 35 companies in one week and in Nordrhein Westfalen (Germany) we visited 27 companies. The upcoming week, we will be causing a hurricane in Belgium," said **Tamara Piatkiewitz-Weide**, Sales Manager Meetings & Incentives of the **Maastricht Convention Bureau**.

"We will all be 'crossing' throughout Belgium to show planners of meetings, conventions and incentives, how attractive and nearby Maastricht & surrounding area actually is. It is a perfect way to convince the Belgian planners: together with our partners, we pay planned visits to corporates and associations which organise meetings on a regular basis.

"By doing this as a group, wearing our famous red polo shirts, we are able to present Maastricht & surrounding area as varied as it is. And the planners are more than happy to welcome us in their office; due to the fact that we visit them as a group, they get a broad presentation of the meeting, incentive and convention possibilities with just one visit. They really experience these visits as unique."

(Maastricht Convention Bureau)

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