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## MAASTRICHT CVB'S VENUE &amp; SERVICE FINDER

13 July 2009

The screenshot shows the homepage of the Maastricht Convention Bureau's Venue & Service Finder. The header includes the MCB logo and a search bar. Below the header, there's a large image of a bridge over water. The main content area is divided into several sections: a 'HOME' section with a blue background, a 'VENUE & SERVICE FINDER' section with a blue border and buttons for 'Education / meeting', 'Dinner / night', 'Overnight stay', 'Business conference', and 'Adventure travel'; a 'NEWS AND EVENTS' section with a small image and text; a 'REFERENCES' section with a small image and text; and an 'EVENT PLANNING TOOLKIT' section with a small image and text. The footer contains social media icons for LinkedIn, Facebook, and Twitter.

The last few months, the **Maastricht Convention Bureau (MCB)** totally renewed its website [www.maastrichtconventionbureau.com](http://www.maastrichtconventionbureau.com). The **Venue & Service Finder**, which visitors will immediately be able to access via the home page, is a free tailor-made tool to find the most suitable meeting venue, party or dinner location, catering, transportation, hotel or social programme.

The Venue & Service Finder offers a simple search, but one can do a detailed search as well and even refine within the search results. This way, the planner will get closer and closer to the most suitable venue or service, based on the needs and wishes he has entered into the Venue & Service Finder. When the planner is pleased with his results, he can send an RFP to all the venues and services at once. By offering this tool on its website, the MCB offer planners the possibility to prepare their meeting at any time they like.

The new website is made in web 2.0. Internationally, this is the first website of a convention bureau that is actually based on web 2.0 concepts and which uses social media marketing. MCB makes use of "social media networks" - like for instance **LinkedIn**, **Twitter**, **Facebook** and **Tripadvisor** - to reach a new and much bigger target group. You can find MCB under the name "micemaastricht" on Twitter and as a group (MICE Maastricht) in LinkedIn.