

Germany has its own Oscars for MICE: They call it Location award

BERLIN, GERMANY, June 6, 2016 /EINPresswire.com/ -- MICE short for Meeting, Incentive Industry, Congress and Events is the "bread and butter" of the travel industry in many countries and regions around the globe. The most important travel and tourism exhibitions including IMEX in Frankfurt underline Germany's importance.

For Germany corporate meetings are known to show a lot of creativity, they are unique, often environmental friendly and well organized. The German MICE industry is well established and events made in Germany vouches for quality worldwide.



From corporate meetings in smaller romantic venues to having access to some of the largest and most sophisticated convention centers in many German cities, this country serves as a magnet for domestic and international event planners.

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Location Award

Germans were always fascinated by Hollywood Oscars, and now the German MICE industry has its own version of it. They celebrate in Berlin and named it “Location Award.”

Its all about best cities or places for meetings and conventions, it's about the most unique hotels offering meeting space. From stylish to nostalgic, 300 locations in Germany are competing for the most unique venue.

Here are current award categories :

- Hotels with meeting space
- Location for conventions and meetings venues
- Event location offering a unique experience
- New meeting venues
- New ideas and new concepts

if you are a professional player in the meeting and incentive industry, as an expert in destination planning you now have the opportunity to evaluate and vote for your favorite MICE location and venue in Germany.

Here is how it works: If you are an event planner, please register at www.location-award.de/registrierung-voting

You may select up three locations or venues in each of the five categories.

The three locations with the highest number of points per category will be nominated for the 2016 Location Award.

A jury of experts will decide who the final winners are, given a catalogue of criteria.

Votes conclude the end of German business day July 15, 2016

All participating event planners have a chance to win three VIP tickets for two to attend the final Gala on October 17, 2016 in Berlin. Tickets include a one night stay. Such tickets cannot be purchased.

Venue for the award ceremony will be at the Weshafen Event & Convention Center known also as WECC in Berlin. This location is known for its futuristic and stylish rooms. It's a perfect venue for a special occasion.

Location awards is encouraging all meeting planners worldwide with first hand knowledge of German MICE venues to cast their vote. Venue operators may compete and vote as well.

More information can be found at www.location-award.de

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