

## PRESS RELEASE

### **Agency alliance – outstanding added value for Berlin MICE-clients!**

**Berlin, 15 of June 2007** – Berlin Preferred Agencies is a network of 18 leading service providers for meetings, incentives, conferences and events (MICE), founded in 2002.

The primary aim of this unique agency network is to support the Berlin Convention Office (BCO) in promoting Berlin as the top international destination for MICE projects.

The Berlin Preferred Agencies add additional value to the information and procurement services of the Berlin Convention Office – They deliver detailed proposals as well as full range PCO services, location scouting, creative ideas for incentives and side programs and more.

Berlin Preferred Agencies offer Berlin MICE-clients services above and beyond the capabilities of an individual agency:

- A single inquiry gets three different offers from three different experts.
- All agencies are committed to a unique code of honour.
- The joint stamp of quality guarantees a uniform high standard.

Berlin Preferred Agencies do also stand for joint know-how and long standing experience combined with a pool of creativity, best local contacts and sound economic handling. The network is still a unique collaboration in Germany to support the local city marketing in servicing their clients.

All member agencies have many years' experience on the Berlin event market as successful MICE organizers. Most of them are members of national and international trade associations. Their qualified personnel and up-to-date technology ensure a complete professional service which exceeds expectations.

**The latest innovation is the partner pool of almost 20 partners and suppliers from all kinds of services such as top caterers, technical suppliers, event locations, restaurants, airlines and many more.**

**Exceeding Your Expectations – Berlin Preferred Agencies**

[www.berlin-agencies.com](http://www.berlin-agencies.com)

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