



maxi
mice

mice marketing

Germany, Switzerland & Austria

your goal & needs on our playground:

The German speaking market is a very promising market for hotels, destinations and suppliers focused on MICE business. You have to find the right people that are interested in booking your hotel or your service. And you also have to arouse interest and give them the information they really need. All at once? Where can you meet them? How can you approach them and how can you stay in their mind for the next request that could possibly fit your property or service portfolio?

»» We offer solutions that increases your presence in the market, let you meet event planners and also bring them to your destination. Choose a single option or combine our services.
Enter the market and „maximice“ your presence & business.



your advantage: our background, experience and the existing relations & growing network

The meeting & events market is working with ever-increasing levels of expectations and supplier of MICE services have to match and exceed these with the very highest standards of service and facilities. So do we!

» **maximice is your reliable and professional expert dedicated to service. maximice will help your product to generate more business and maximice revenue.**

Knowing bookers, planners and people has never been more important than in the last years within the MICE & hospitality industry. For sure compliance and codes are not making things easier but in the end it is still people business.

» **maximice is your extended arm to get in touch with the planners & bookers and build a long term relationship with return of investment.**

whom to trust?

When making a decision nowadays we more and more trust people we know, people that maybe have experienced a product or a service before, trust opinions and reviews on the internet or listen to experts and professionals. We like to buy from a friend, a person we like to deal with and can trust. This is what maximice is about what our aim is.

maximice is trusted, seen as network, accepted in the market and your opportunity to be successful by being advocated through well known, well connected and experienced people that recommend you and your product to their business contacts.

Your partners are experienced MICE sales people. Make us your ambassadors and get in touch with the right people and built relationships.



Markus:

Sales & MICE experience gained at IHG, Rocco Forte & Disney
founder of maximice

markus@maximice.de

your opportunities & our passion:

Four options to increase your visibility, to get in touch and meet with the planners in Germany, Switzerland & Austria. Each solution with a special focus and added value for your product. Pick what you need or let us know if we can support you with additional information and find the right action for your needs.

maxiroad mice|SHOW

Are you ready to meet our industry friends? Let's go on tour to visit event planners in the big market cities in Germany. Each tourstop will take you to a special location, give you the opportunity to present your product, feature a small exhibition and most important: time to meet our friends in a relaxing atmosphere.

Get connected!

- successful format „movie nights“
- 3 cities in 3 days
- qualified MICE planners only



ROADSHOW:

28. – 30. Januar 2020

Cologne, Düsseldorf &

Munich

EUR 4.000 net + travel package early bird rate - valid until SEP 30th 2019

EUR 4.800 net + travel package



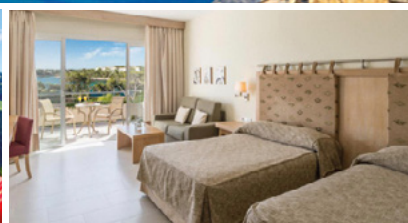
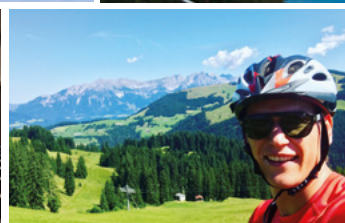
maxi mice|fam trip

Maximice invites up to 10 qualified event planners from GSA to visit your hotel or destination. Use our great supplier network to join up with other suppliers that can benefit your famtrip (Airlines, DMC's, Tourist Boards etc.). Let's make them loose their heart to your product.

- Qualifying of database & contacts to get the right people on board fitting to your needs
- Invitation and participant management
- Professional organisation of program (in cooperation with you)
- Accompany and execution of famtrip

EUR 3.000 net + maximice travel expenses





maximice|experience

This is the instagram of MICE! Your opportunity to reach over 3.000 planners by trusted content of MICE professionals in a structured campaign of 8-10 weeks.

Make us your ambassadors and use our network for focused b2b marketing. You will benefit from maximice on site visit & the analysis and shared knowledge, information and experiences.

Use maximice as a trusted and connected communication tool to share your experience, USPs, specialization and services in three steps.

1. Introduction of upcoming trip and sneak preview via newsletter (3.000 contacts, opening rate in average 25%)
2. Experience and live posting while on site
3. A real conclusion incl a fact sheet with all relevant information via newsletter and website

It is the only MICE recommendation- & influencer-tool on the German speaking market

What do you get:

- Communication to over 3.000 planners via newsletter and social media in three waves
- maximice as an ambassador
- 8-10 weeks of focused b2b mice communication incl two e-shots and the live reporting
- A maximice experience fact sheet to be available via maximice website for two years

EUR 2.000 net + maximice travel expenses

maximice|think tank

Take the opportunity of the since 2013 existing and known content format.

You will meet 25-35 top senior event planners from agencies & corporates and can introduce you and your product and network with them. The think tank informs the planners on topics like insurance, event law, tax and other interesting themes which do support them in their daily routine. A perfect action to meet the right planners. The dates for 2019 will be announced soon.

- Logo implementation in invitation process
- Database of contacts at the event
- Location and F&B included
- Presentation slot at the workshop

EUR 2.000 net + your travel expenses



your actions

The market is waiting for you - let's get it on!

Company
Contact
Position
Address
E-Mail

maximice

Markus Luethge

Managing Director

Alte Tölzer Str. 1, 82544 Deining, Germany

markus@maximice.de



maxiexper
mice|lence

- The instagram of MICE! Communication to over 3.000 planners in GSA via newsletter and social media in three steps: Intro, live report & summary
- Fact sheet „maximice experience“ to be shared via newsletter and available via maximice website for two years

EUR 2.000 net + maximice travel expenses



maxiroad
mice|SHOW



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EUR 4.800 net + travel package



maxifam
mice|trip

- 6-10 of potential planners into your product
- Invitation and participant management
- Consulting, organisation & accompany of program (in cooperation with you)

EUR 3.000 net + maximice travel expenses



maxithink
mice|tank

- Logo implementation in invitation process
- 25-35 high/quality participants
- Presentation slot before workshop
- Data of confirmed participants

EUR 2.000 net + your travel expenses

Invoicing Address:

Company
Attn. to
Address
E-Mail
VAT Nr.

Herewith I confirm the interest in the following activity / activities with maximice and ask for detailed information and conditions.

For Partner:



Markus Luethge
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