

MAXI | movie mice | NIGHT



ARE YOU READY TO MEET THE WHO IS WHO OF THE GERMAN MICE SCENE?

After our successful tour in 2018 and 2019 the third edition of the „maximice movie night“ is ready to start. Let's go on tour and network with the best pre-qualified event planners in the most important MICE cities in Germany.

Be part of it and kick start your MICE Sales for next season with us!

YOUR BENEFIT & ADDED VALUE:

- three fully organized evening events in the three MICE hotspots of Germany
- strongest MICE network in Germany
- access to all key players and hidden champions of the event industry
- only qualified planners
- a successful and accepted format

YOUR AGENDA TO MEET THE WHO IS WHO OF MICE:

28.01.2020 Cologne
29.01.2020 Düsseldorf
30.01.2020 Munich

YOUR INVESTMENT:

EUR 4.000 EUR net + travel package (early bird rate – sign in until SEP 30th 2019)
EUR 4.800 EUR net + travel package

a concept created by

maxi
mice

in cooperation with

dstinations
DANIELA STEIMEL

the 2019 promo poster for the „maximice movie night“



Mr. & Mrs. Mice

MAXIMICE PRESENTS A DESTINATIONS & MAXIMICE PRODUCTION A DANIELA STEIMEL & MARKUS LÜTHGE FILM „MAXIMICE MOVIE NIGHT“
SPARTING TERRE BLANCHE (FRANZ), 7PINES (USA), HOTEL CAMIRAL (GERMANY), FIRMAMENT (GERMANY), JUMEIRAH (UAE), TURNBERRY (SCOTLAND), GRÄFLICHER PARK (GERMANY), TRUMP INTERNATIONAL DOONBEG (UKRAINE), PALAZZO NAJADI (ITALY)
PRODUCED BY DANIELA STEIMEL & MARKUS LÜTHGE
© 2019 MÜNCHEN | 10.04. FRANKFURT | 11.04. DÜSSELDORF

the 2019 partners of the „maximice movie night“ who enjoyed a successful tour

DANIELA STEIMEL • MARKUS LÜTHGE

TOP GUN™

 **maximice** | movie
night





maxi | movie mice | n i g h t

THE IDEA & CONCEPT:

The stars of the night? You and your product!

Chose a blockbuster like James Bond, Mission Impossible, Star Wars, Toy Story or whatever movie fits best and become an actor, director and producer all in one person. Use the story to shoot your own handmade video with your smartphone, Go Pro or any other device. You can be as much creative as you want to be. Make it unique. Use different scenes & settings to guide the audience through your product or service and give them an emotional link. This will surely put a smile on their face!

For more images of our 2019 tour see our album:

https://www.facebook.com/pg/maximice.de/photos/?tab=album&album_id=2305409579697729

YOUR SALES OPPORTUNITIES & ADDED VALUE:

The short film will be your ice-breaker and personal touch you give your product. This will help you getting in touch and staying in the planners minds. It's simply a different approach to give the planner a new perspective of your product.

During the networking session you can work with your presentation on laptop, ipad, brochures or whatever you like. The stage is yours.

WHAT WE NEED FROM YOU:

- This video of HOTEL CAMIRAL (shot for our tour in 2019) is a brilliant example and is a perfect inspiration of how it can look like and has an effect
<https://www.facebook.com/maximice.de/videos/839331229752869/>
- a 2-3min video filmed with your product in a blockbuster scenery

THE DON'TS:

- no rollups or banners for the events



THE WOLF OF CAMIRAL STREET

