

BERLIN

let's go



A man in a dark suit stands on a stage with his arms outstretched. Behind him is a large, five-pointed star-shaped light fixture with many small lights. The background is a red curtain. The entire scene is framed by a dark, textured border.

“You are crazy, my child. You must go to Berlin.”

Franz von Suppé, 1800

WHICH BERLIN VIBE SUITS YOU?

LET'S ROCK THE CITY!

Alexanderplatz

COWORKING SPACE

FASHION

COFFEE CULTURE

"You are crazy, my child. You must go to Berlin." Franz von Suppé, 1800

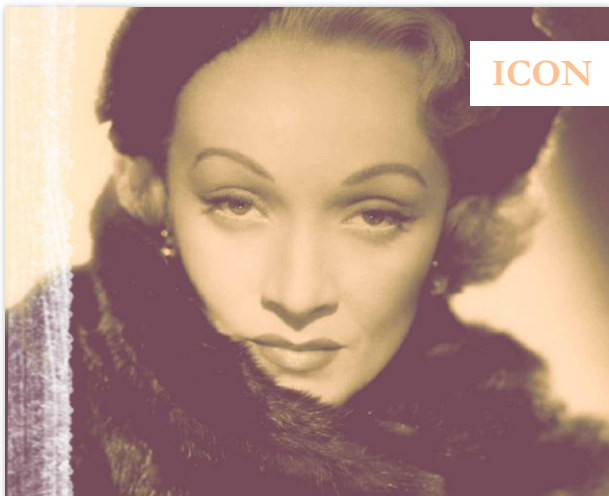
STREET FOOD

COOL BIKES

STREET ART

PARTIES

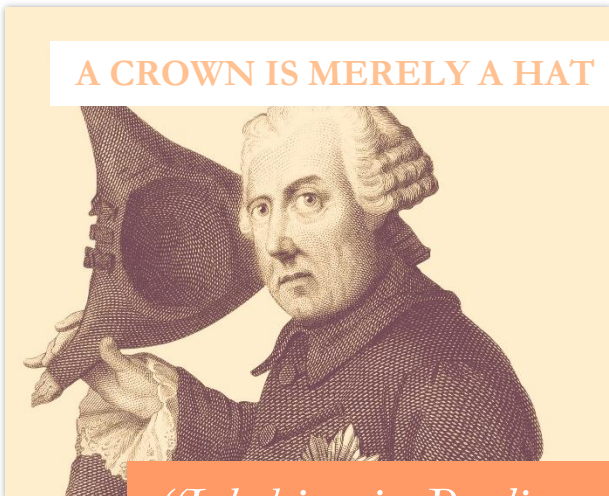
WOULD YOU ALSO BE INSPIRED BY BERLIN?



ICON



KISS BY THE WALL



A CROWN IS MERELY A HAT

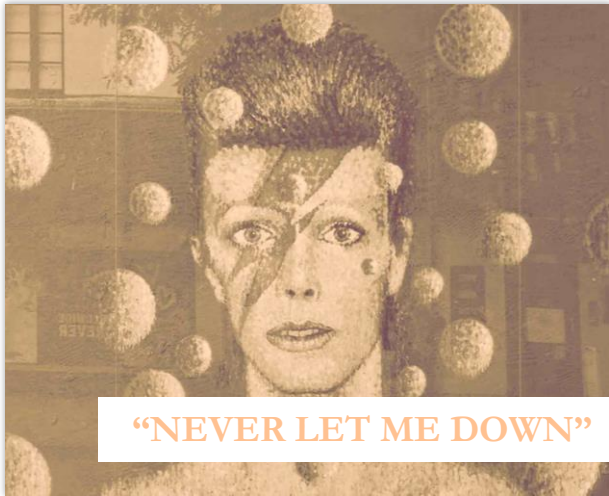


LOOK INTO CULTURE

“Ich bin ein Berliner...” John F. Kennedy, 1963



PHILHARMONIC STAR



“NEVER LET ME DOWN”



...LIKE EVERYONE



FAMOUS RED CARPET

BERLIN ARCHITECTURAL ICONS...

WHERE DO YOU SEE YOURSELF?



"Berlin, the greatest cultural extravaganza that one could imagine" David Bowie, 1970



INCENTIVE & EVENT STREET ART MADE IN BERLIN



TAPE ART - DESIGN YOUR OWN STAGE



A4 CANVAS



DESIGN YOUR BAG



CONTAIN IT!



SKATE THE CITY



INCENTIVE

INCENTIVE & EVENT

MUSIC CINEMA – ART MADE IN BERLIN



INCENTIVE & EVENT

THE SKY, THE SPREE RIVER, THE PARK - MADE IN BERLIN



EVENTS MADE IN BERLIN



SOUND – LIGHT – IMAGE



RECORDING



TRANSFER



GROUP INTELLIGENCE



CONCEPTION



SPEAKERS



STAGE



BERLIN CABARET, SKYLINE OR BOAT...
WHERE DO YOU SEE YOUR NEXT MEETING?

BERLIN FOOD & GOURMET

EXCITING SCENES - WE MAKE IT HAPPEN!



GOURMET WITH A VIEW



FOODTRUCK



BRUNCH



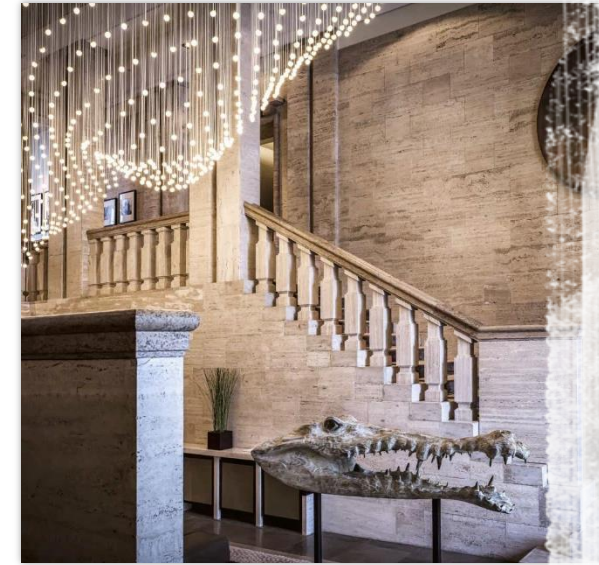
DECORATION & SET UP



BERLIN SPECIALTY

ECO FRIENDLY, CRAZY, CHIC, BUSINESS OR CLASSIC

UP TO LUXURY BOUTIQUE BERLIN HOTELS



YOUR STORY

MR CONGRESS & INCENTIVE GMBH

- Office in Berlin & Munich
- 25 passionate international coworkers
- With 300 events a year, operating since 1993
- Medical congress department
- Trustful network of partners in Germany & Europe

IMR

Experience



LEARNING EXPERIENCE BERLIN ARCHITECTURE & ECO MOBILITY

- 3 days / 2 nights
in BERLIN
- 30 to 50 guests
e.g. from the
construction





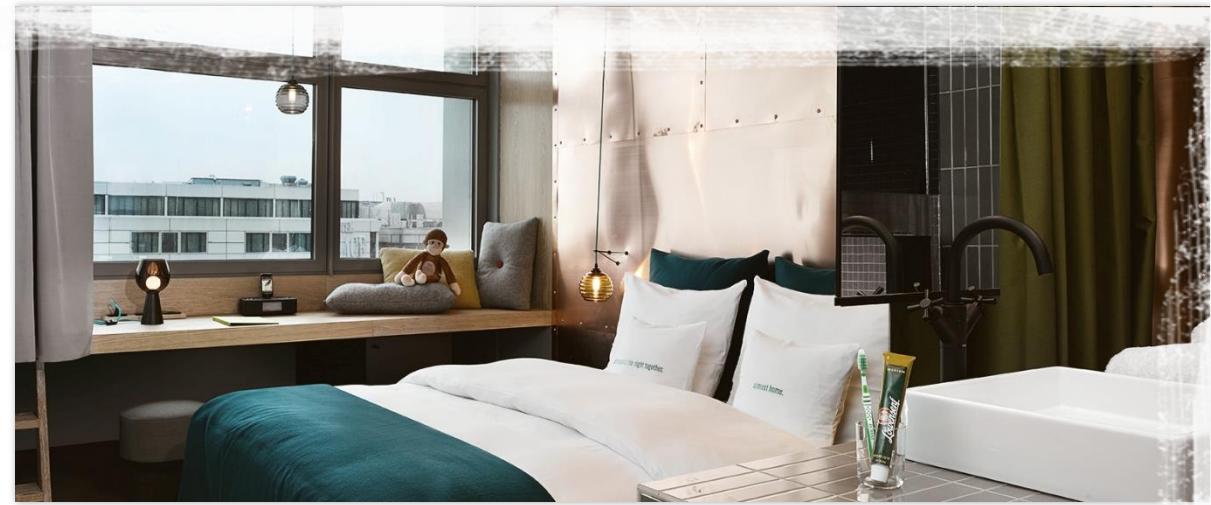
BERLIN

ARCHITECTURE & ECO MOBILITY

From the roaring twenties vibrant city to a devastated metropolis, from the Bauhaus to the modern architecture, Berlin is facing new challenges now as in regards to its urban development and the way the population is shaping the city. Curious? Let's talk, meet with the experts and share experiences.

PROGRAM BERLIN ARCHITECTURE & ECO MOBILITY

	TUESDAY	WEDNESDAY	THURSDAY
MORNING	Individual transfer with public transport & guide to your hotel	Networking day & meeting with Berlin start ups involved in eco mobility projects	Visit of a city rejuvenating project West Berlin mixed with sustainable construction
LUNCH	Get together & lunch at the hotel, departure for meeting	Lunch at the campus	Lunch at concept store restaurant
AFTERNOON	Opening session with speaker "Berlin Mobility Act" Meeting on a solar boat	Departure with electro cars for Berlin Architecture Tour with specialized guides	Individual transfer to the airport
DINNER	Dinner "Berlin for the locals"	Dinner at the Reichstag	



25hours Hotel Bikini Berlin - www.25hours-hotels.com

ROOMS: 149

MEETING: 1 conference suite for up to 100 attendees

LOCATION: Berlin City West next to the famous Berlin Zoo

EXTRAS: Monkey Bar and Neni Berlin Restaurant on the roof top



DAY 1

BERLIN ARCHITECTURE & ECO MOBILITY

MORNING

Individual transfer with public transport and guide to your hotel

LUNCH

Get together and lunch at the hotel
Departure for meeting

AFTERNOON

Opening session with speaker
“Berlin Mobility Act”
Meeting on a solar boat

DINNER

“Berlin for the locals”

BERLIN

Mobility Act



DAY 1

BERLIN ARCHITECTURE & ECO MOBILITY

Berlin plans to become safer, more mobile and climate-friendly. In a growing metropolis like Berlin, this can only succeed if the strengths of all forms of mobility - i.e. bus, rail, bicycle, car, pedestrian traffic - are taken into consideration. Eco mobility, i.e. pedestrian traffic, bicycles and public transport, has a particular role to play here because all these forms of mobility are very efficient in their use of space. The Berlin Mobility Act will create a basis in law which takes account of all interests. This is without precedent in Germany. The way we move within the city also somehow influences how construction and architectural projects are tackled!



DINE IN STYLE



MOVE & MEET



APPETIZING BRAIN FOOD



DAY 2

BERLIN ARCHITECTURE & ECO MOBILITY

MORNING

Networking day & meeting with Berlin start ups involved in eco mobility projects

LUNCH

Lunch at the campus

AFTERNOON

Departure with electro cars for Berlin Architecture Tour with specialized guides

DINNER

Dinner at the Reichstag



EUREF CAMPUS

Over the last 15 years, Berlin has established itself as a major startup hub in Europe. The morning sessions will be dedicated to meetings with startups involved in eco mobility in various forms such as traffic jams reduction, inefficiency leading to wasted time and associated economic and environmental costs.



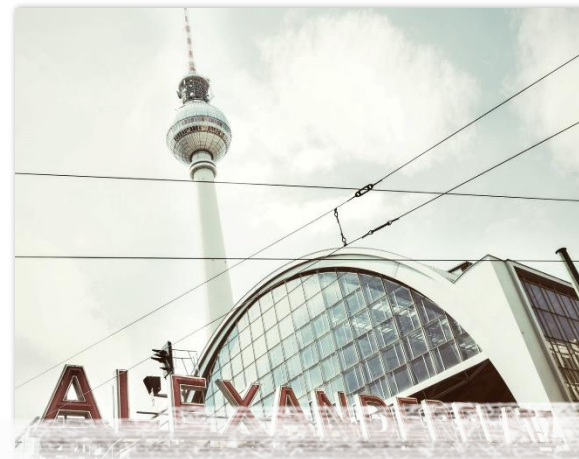
The event is taking place in a 5.5-hectare urban quarter, a home base for companies working in the fields of energy, sustainability and mobility. Ecologically and economically sustainable solutions have transformed the offices and science campus.

At the end of the session, the attendees will get on board of electro cars for a city tour.



THE REICHSTAG

The guides specialized in architecture will be on board to show the main architectural features of the city and how history shaped and is still shaping Berlin today! The dinner will be in the famous restaurant situated in the Reichstag with a fantastic view over the city.





DAY 3

BERLIN ARCHITECTURE & ECO MOBILITY

MORNING	Visit of a city rejuvenating project West Berlin mixed with sustainable construction
LUNCH	Lunch at the Super Concept Store restaurant
AFTERNOON	Individual transfer to the airport



DAY 3

Bikini Berlin is the first concept mall in Germany, with exciting boutiques, flagship stores and restaurants. You can find high-quality fashion and shoes here, as well as modern design - not the big chains. There are around 20 wooden modules known as pop-up boxes, where shops and young start-up businesses can temporarily present their products. This means you'll always discover something new. The mall and the large terrace look out over the monkey enclosure in the Berlin Zoo.





From Berlin to Munich, from Hamburg to Stuttgart, from Cologne to Frankfurt:

“WE ARE MAKING A DIFFERENCE“

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