

The ConferenceTM The Hague.

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PRESS RELEASE

For immediate release

“The Conference, The Hague”: The Hague Launches Event Marketing Series on YouTube

20 September 2016, The Hague, the Netherlands - Earlier this month, The Hague Convention Bureau (THCB) launched its Event Destination Marketing series on YouTube with the aim to pool together expert information on the developments in event management and marketing. The series will feature interviews with professionals from various industries whose work, research or experience adds new insights into how our industry is shaping today.

"Event industry spans over so many professional fields and we feel that it is essential bring in knowledge that can leverage this multidisciplinary," said Nienke van der Malen, director of THCB. "By looking outside our closest circle of influence, we will continue advancing as an event destination and hopefully inspire others as well". The first episode of The Hague Convention Bureau YouTube channel features an interview with Dr Rob Davidson, an established consultant and researcher in the field of MICE marketing. This interview, titled "Understanding Generation Y" discusses the latest developments in the MICE marketing to this exciting and challenging target group. Visit The Hague Convention Bureau on YouTube for more information. You can stay updated about the latest episodes of the Event Destination Marketing series by subscribing to the channel.

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Note for editors

About The Hague Convention Bureau

The Hague Convention Bureau (THCB) is the official marketing organisation for The Hague as a business event destination. Its activity is focused on promoting The Hague as which has a long history of hosting numerous world-class meetings and conferences, and continues its excellence in service provision. THCB offers independent and fully customised support to organizes of corporate and association event, or when planning an incentive travel itinerary, while keeping its services free of charge. With an extensive network of partners, including many leading local venues, hotels, restaurants, caterers, service providers and PCOs, The Hague Convention Bureau is perfectly positioned to act as a gateway to the city. We recognize the symbiosis between the

location and the event: our special relationship with the many public, commercial and educational institutions within The Hague or its vicinity enables us to draw mutual gains and achieve a meaningful and lasting impact both on the city, and within the involved organizations.
www.theconferencethehague.com

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