

The Conference™ The Hague.

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PRESS RELEASE

For immediate release

“The Conference, The Hague”: The Hague Wins 2016 M&IT Awards as Best Overseas Convention Bureau

29 February 2016, The Hague, The Netherlands - The Hague Convention Bureau (THCB) received the Gold M&IT Award for Best Overseas Convention Bureau on the 26th February, a recognition that emphasizes the success of the city’s recent shift in strategy.

“Our focus has always been on being a reliable and flexible partner to all those interested in hosting an event in The Hague, but now we support it with our strong commitment to developing a robust and sustainable partnership network within the city,” said Nienke van der Malen, THCB Director.

“Everybody is enjoying the benefits of a stronger collaboration: the supplier network within the city, organizers of the events and – ultimately – event visitors. It is the case of a whole being larger than the sum of its parts,” she explained.

The M&IT Industry Awards are the UK’s largest and most prestigious recognition programme in the event industry, this year held at Battersea Evolution in London.

“We are overwhelmed to have received such a strong recognition from UK-based event planners that The Hague is leading the way,” said Paul Swain THCB Business Events Sales Manager. “The independent vote- based award underlines our commitment to the UK market, and we are very grateful for all the support that has put The Hague at the top, especially in the face of such strong competition.”

The Hague is closely connected to the UK through several of its economic clusters, especially Finance & Legal, Information & Technology, and Security, and is therefore of great interest to local event organizers. According to The Hague Convention Bureau, this recognition is an important first step in the ambition to make The Hague one of the top 50 event destinations in the world, as outlined in the organization’s strategy for the upcoming three years.

“The timing of the award couldn’t be any better – we just launched our new brand identity, which communicates the uniqueness and the excellence of the city as an event destination,” said van der Malen. “This award really adds to our slogan: The Award. The Conference. The Hague.”

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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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