

AC Forum

KEY DATA

CLIENT

Reed Messe Wien GmbH

TIME PERIOD

November 2018 -
January 2019

LOCATION

Vienna, Austria

WEBSITE

messecongress.at

SERVICE

Service Design

✓ **Consultation**

✓ **Organization**

Keynotes

✓ **Hosting Services**

DOMAIN

Arts & Culture

Sport

Gastronomy

Culinary Arts

✓ **Fairs & Exhibitions**

Events

Other Services

SCOPE OF SERVICES

- Designing the optimal guest experience
- Planning of the color, furniture and decoration concept
- Selection of the culinary accompaniment and a break service concept
- Coordination with all service partners
- Scheduling and operational implementation support

PROJECT DESCRIPTION

The Associations Conference Forum returned to its founding location in Vienna for its 20th anniversary. At Messe Wien, we were responsible for the hospitality concept under the motto "fit for future", and we oversaw communication with all of the partners and supported the Congress center team in scheduling and implementing the schedule on site.

In the course of this project, we developed a color and decoration concept and added simple but effective accessories and plant accents. In addition, we selected the right furniture and created an innovative room concept.

We used our vast experience to turn a large-scale hall into several rooms. The decoration, background music and the women's and men's kits offered in the restrooms rounded out the feel-good atmosphere.

To turn the breaks into something special, the participants were able to take home their own personal souvenir photo magnet and mix their own shakes on the smoothie bikes in keeping with the fair's motto. A 60-meter long table was set up in the mall for lunch, with the main focus on the decoration and on the appropriate choice of dishes and tableware. Our concept helped Messe Wien put itself in its best light for its customers. The guests were thrilled.

„Christine Friedreich and her team are hospitality experts. Their experience, creativity and professional support in designing a hospitality concept contributed to a highly-successful customer event“

Martina Candillo — Head of Congress & Eventmanagement