

## **"Impossible to beat?"**

*It's now the second time that Meusburger has held its tool, mould and die manufacturing congress at Bregenz Festival House. The company was seeking an "ideal platform for networking" for experts from the industry. Its objective was successfully supported by Kongresskultur project leader Eva-Maria Feuerstein and by the location itself, as Darina Giesinger, event manager at Meusburger, explains.*

### ***Why did Meusburger return to Bregenz Festival House after its industry gathering in 2016?***

Bregenz Festival House went down well last time, quite simply. It's an elegant location as well as cool. Our customers liked being close to the lake. A decisive factor was also the good cooperation with the Kongresskultur Bregenz team. For example I was in contact a great deal with project leader Eva-Maria Feuerstein. On the basis of the feedback from last year we began to explore the possibilities for this year's event.

### ***You were looking for a platform for networking. Was that goal accomplished?***

Yes, absolutely. It was exactly as we had envisioned it. And as our guests had, too, apparently. The exhibitors in particular got back to us to say they'd been able to make lots of new contacts and the event had been really worth it for them.

### ***And this in spite of the fact it was a fairly packed programme...***

That's right. We had 44 exhibitors and 340 representatives from various companies and sectors in the German-speaking countries. On top of that there were 13 expert presentations, a panel discussion, a visit to our headquarters and a programme of accompanying events including a boat trip. Nevertheless everyone still had time to take a look at the exhibition, find the information they needed, and compare notes with each other.

### ***How was that possible?***

The generous breaks between the items on the agenda were helpful. They led to some good conversations. And in the accompanying events the atmosphere was always relaxed. In the evening we organised a networking party and for it we borrowed a couple of gambling tables from the Casino where everyone could try their luck and win prizes. That was an experience for all of us and everybody was on the move. Then for the dinner there were only bar tables and people would change places several times.

### ***What was Kongresskultur Bregenz able to contribute?***

Project leader Eva-Maria Feuerstein assisted us from an early point and made everything possible. For instance, we wanted to divide up the talks among several rooms and not have them one after the other in the same room, as we did in 2016. That way everybody was able to put together their own agenda according to their interests, and was always on the move through the building and kept meeting different people. The exhibitors also got suggestions at an early stage about where and how to present themselves to best get into contact with people. The Kongresskultur Bregenz team also told us who to turn to for additional furniture. There were many small things altogether that contributed to the event being a success.

For instance, our ship wasn't able to moor at the jetty in front of Bregenz Festival House because the water level was too low. Eva-Maria then suggested everybody walk round to the harbour. So nobody would get lost, she rustled up some umbrellas that had a big M for Meusburger on them and two ladies led the way with them, like tour guides – a nice detail that was fun for everybody!

***What's planned for next time?***

The main challenge for 2019 will be how to top that! Bregenz Festival House is already booked. The question we're debating at the moment is whether we want to stay on the same scale or make it bigger. I'll get some input from Eva-Maria and her team about that soon. They know exactly what it's possible to do and always have great ideas.

*The interview was conducted by Daniela Kaulfus (Pzwei.Pressearbeit).*