

# Bratislava – a Smart Meetings destination

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Bratislava has long lived in the shadow of neighboring Vienna and Prague but today, fresh and full of new energy invites international congress organizers. The image of the **Slovak capital** is shaped by the mighty **Danube** running through it and a city center with welcoming streets and active bars generating a feeling of youthful urbanism that can be felt everywhere throughout

Bratislava's overall infrastructure is **suited to medium-sized congresses** and the city is known as a guest friendly one – you can easily master it on foot and thereby enjoy the historical heritage and energy that greets you with full heart and soul. There are many reasons that make Bratislava a **Smart meetings destination**.

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At the 10<sup>th</sup> Meetings Star Awards that were bestowed within the Conventa trade show, held on 23rd of January 2018, **Bratislava was one of the finalists, with the score of the 4.20** in the **Meeting Destinations**, which are the ones, that can host a maximum of **2,000 congress participants**, offer the suitable infrastructure and aviation connections



If by any chance your meetings in Bratislava allow you to take a bit of time off, here are some

good ideas where to go to take a break. **Some locations** that will definitely impress your congress guests, spaces that offer a different perspective to the onlooker's eye and come with no shortage of vintage props, once written-off pieces of furniture and those small details that create a feel of romantic nostalgia.

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The Convention Bureaus all over the world creatively use the marketing strategies to successfully present their destinations and what better way than with the **use of content marketing**. But as **Nina Erneker**, who was chosen by the readers of Kongres magazine as one of the most influential people in the South East European Meetings industry explained in one of our interviews, it takes a lot more than a good marketing strategy to successfully run a Convention Bureau.

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**Come meet us at IMEX stand G270 to experience a Smart meetings destination.** To book your appointment click [here](#).

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