ICEF Berlin Workshop
November 4 - 6, 2018

Venue
InterContinental Berlin
Budapester Strasse 2
10787 Berlin
Germany
Tel    +49-30-26020
Fax    +49-30-2602 2600
Email  ►berlin@ihg.com
Website ►www.berlin.intercontinental.com

ICEF GmbH
Am Hofgarten 9
53113 Bonn, Germany
Tel: + 49 228 201 19 0
Web: www.icef.com
Hotel Accommodation

Hotel InterContinental, Berlin

Rates
We are pleased to offer you the following preferential rates at the InterContinental Berlin, where the workshop will be taking place:

- Superior room (single/double): € 195
- Deluxe room (single/double): € 244
- Junior Suite (single/double): € 284
- Superior Club (single/double): € 305

Above rates are per room, per night and include VAT and service charges. Breakfast is not included.
The Superior Club room category includes executive lounge access with the following benefits: separate check-in, buffet breakfast, lunch and dinner snack buffet as well as complimentary drinks.

Bookings
Preferential rates are available for bookings from November 1 (check-in) to November 10, 2018 (check-out), subject to room availability. For bookings outside this period the regular room rates become applicable. Rooms can be booked until October 14 and will be allocated on a first-come, first-served basis.

Check-In / Check-Out
Earliest possible check-in time is 15:00 and latest check-out time is 12:00 noon.

Amenities
The InterContinental Berlin’s spacious superior rooms are characterised by light and friendly colours. Complimentary high-speed internet is available. The hotel also boasts an impressive 1000 sqm spa with sauna, hamam and whirlpool as well as a fully equipped fitness centre.
Further information on the Hotel InterContinental Berlin is available at ►www.berlin.intercontinental.com.

Pullman Berlin Schweizerhof

Rates
The Hotel Pullman Berlin Schweizerhof offers the preferential rate of € 159 (superior category) for a single room or € 169 for a double room per night. The rate includes VAT. Breakfast is not included.

Bookings
The preferential rate is available for bookings from November 1 (check-in) to November 10, 2018 (check-out), subject to availability. For bookings outside this period the regular room rates become applicable. Rooms can be booked until October 4 and will be allocated on a first-come, first-served basis.

Check-In / Check-Out
Earliest possible check-in time is 14:00 and latest check-out time is 12:00 noon.

Amenities
The Pullman Berlin Schweizerhof is located opposite the InterContinental Hotel. Further information on the Hotel Pullman Berlin Schweizerhof is available at ►www.pullmanhotels.com.
**Hotel Accommodation**

**Crowne Plaza Berlin**

**Rates**
The Crowne Plaza Berlin offers preferential rates of € 139 for a single room and € 149 for a double room per night. Rates include VAT and breakfast.

**Bookings**
The preferential rate is available for bookings from November 1 (check-in) to November 10, 2018 (check-out), subject to availability. For bookings outside this period the regular room rates become applicable. Rooms can be booked until October 4 and will be allocated on a first-come, first-served basis.

**Check-In / Check-Out**
Earliest possible check-in time is 14:00 and latest check-out time is 12:00 noon.

**Amenities**
The refurbished Crowne Plaza Berlin is within 7 minutes walking distance to the Hotel InterContinental. Alternatively, ICEF has arranged a shuttle bus service to bring you from the Crowne Plaza Hotel to the Hotel InterContinental during the workshop. A timetable will be available closer to the event. Further information on the Crowne Plaza is available at [www.crowneplazaberlin.com](http://www.crowneplazaberlin.com).

**Pestana Berlin Tiergarten**

**Rates**
The Pestana Berlin Tiergarten offers preferential rates of € 142 for a single room and € 152 for a double room per night. Rates include VAT and breakfast.

**Bookings**
The preferential rate is available for bookings from November 1 (check-in) to November 10, 2018 (check-out), subject to availability. For bookings outside this period the regular room rates might become applicable. Rooms can be booked until October 4 and will be allocated on a first-come, first-served basis.

**Check-In / Check-Out**
Earliest possible check-in time is 15:00 and latest check-out time is 12:00 noon.

**Amenities**
The Pestana Berlin Tiergarten is conveniently located within 5 minutes walking distance to the Hotel InterContinental. Further information on the Pestana Berlin Tiergarten is available at [www.pestana.com](http://www.pestana.com).

**Holiday Inn Express (Berlin City Centre-West)**
The Holiday Inn Express Berlin City Centre-West is within 6 minutes walking distance of the Hotel InterContinental, and offers rates starting from € 73 for a single or double room per night. The above rate includes VAT. Breakfast is not included. Visit the Holiday Inn Express’ [online booking system](http://www.holidayinexpress.com) to make a reservation.
Hotel Accommodation

**Motel One Berlin-Tiergarten**

The Motel One Berlin-Tiergarten, within 10 minutes walking distance of the Hotel InterContinental, offers rates starting from € 69 for a single room and € 84 for a double room per night. The above rates include VAT. Breakfast is not included.

Visit the Motel One Berlin-Tiergarten’s [online booking system](#) to make a reservation.

**Motel One Berlin-Upper West**

The Motel One Berlin-Upper West, within 8 minutes walking distance of the Hotel InterContinental, offers rates starting from € 79 for a single room and € 94 for a double room per night. The above rates include VAT. Breakfast is not included.

Visit the Motel One Berlin-Upper West’s [online booking system](#) to make a reservation.

Please refer to the [hotel map](#) for the locations of the hotels.

**Discounted Fares on Skyteam Official Alliance Network**

We are proud to announce that we have chosen SkyTeam as our Official Alliance Network for air travel. By booking and buying your airline ticket via the dedicated link below, you will benefit from:

- **Savings** – take advantage of exclusive discounts of up to 15% in both Business and Economy Class.
- **Convenience** – book the most convenient itinerary online with any of the 20 SkyTeam member airlines.
- **Reward Miles** – earn miles on your frequent flyer programme of a SkyTeam member airline and save on your future travels.
- **SkyTeam network** – travel to the event from virtually anywhere in the world with over 16,270 daily flights covering more than 1,050 destinations in 179 countries.

To book your air travel, visit [this page](#) or [www.skyteam.com/globalmeetings](http://www.skyteam.com/globalmeetings) and enter our Event ID: 3933S
**Visa Requirements**

Germany is part of the borderless region known as the Schengen area and visa requirements vary by nationality. For most nationalities a visa is not needed for stays of up to three months. To enter Germany a passport valid for at least three months beyond the period of stay is mandatory. Please check the regulations with your respective embassy as soon as possible. To find out more about country-specific visa requirements visit [The German Ministry of Foreign Affairs](https://www.bfd.mfa.de).

ICEF offers visa support which provides you with a letter of invitation for the duration of the workshop and company documentation required for your visa appointment.

If you wish to request this service, please send an email to [visasupport@icef.com](mailto:visasupport@icef.com).

**Discounted German Rail Tickets**

Deutsche Bahn is pleased to offer discounted event tickets if you travel to the ICEF Berlin Workshop by train. The price for a one-way ticket from any German railway station to Berlin is EUR 49,50 in the second and EUR 79,50 in the first class.

Tickets, which are valid between November 2 and November 8, 2018 are subject to availability and need to be booked at least one day prior to your departure date. Please note that the event ticket is only valid for the connection you have selected and booked in advance.

To reserve your ticket, please [click here](https://www.reserveyourticket.com).

**Arrival in Berlin**

**Tegel Airport (TXL)**

Tegel is situated approximately 8 km from the city centre, which can be reached in approx. 20 - 30 minutes.

**Bus service** X9 offers you a fast connection into the city centre. It stops only at the main underground stations. Nearest bus stop to the venue is Zoologischer Garten from where you can either walk (approx. 10 minutes) or take bus service 200, in the direction Michelangelo Strasse. After a few minutes the bus stops directly in front of the Hotel InterContinental, at Budapester Strasse. Tickets are available from vending machines at the bus stop or can be bought on the bus at the rate of €2.80.

**TAXI** 20 min driving distance to the Hotel InterContinental. The fare by taxi is around €20.
Arrival in Berlin

Schönefeld Airport (SXF)
Schönefeld is situated in the southeast of Berlin, approximately 20 km from the city centre. The airport is connected with the city centre by Airport Express Trains RE7 and RB14 that run from/to Zoologischer Garten every half an hour with a journey time of approx. 30 minutes. Train tickets cost € 3,40 for zone ABC. Alight at Zoologischer Garten from where you can either walk (approx. 10 minutes) or take bus service 200, in the direction Michelangelo Strasse. After a few minutes the bus stops directly in front of the Hotel InterContinental, at Budapester Strasse.

Further information on Berlin’s airports can be found at ►www.berlin-airport.de/en/.

Berlin Central Station (Berlin Hbf)
Berlin’s main railway station is located in the city centre. The city train (S-Bahn) connects the main station to the stop Zoologischer Garten in only 6 minutes. From there you can either walk (approx. 10 minutes) or take bus service 200, in the direction Michelangelo Strasse. After a few minutes the bus stops directly in front of the Hotel InterContinental, at Budapester Strasse. The bus ticket costs € 2.80 for zone AB.

Forwarding of Promotional Material

Delivery Date
Your materials for the ICEF Berlin Workshop should arrive on or after Wednesday, October 31 in Berlin (but not before) to allow you sufficient time to check if your packages have arrived and been delivered correctly.

Please contact a courier of your choice.

Package Preparation
When calculating the amount of promotional materials to send to Berlin, please bear in mind that you will have a maximum of 38 pre-scheduled meetings plus other meetings outside workshop hours that may be arranged. Please refer to the ►Shipping Instructions & Delivery Label for detailed information, customs requirements and a delivery label template.

Delivery Label
Please use the delivery label with the hotel’s address provided by ICEF. Please place copies of it on the top and on the side of each parcel you send to ensure correct delivery. Clearly print in bold letters on your package(s) your organisation’s / company’s name, your workshop table number, if available, and the total number of pieces comprising your delivery. Some agencies may prefer to receive your information by e-mail or mail either prior to or after the event (see also the paragraph “Follow Up” at ►ICEF Workshop Procedures: Guidelines for first-time Participants).

You can also upload documents into Marcom eSchedule PRO and make them available to agents prior to the event. You can upload up to five files with a maximum size of 5 MB for all files.
Scheduling Meetings

Scheduling Meetings Prior to the Event
Approximately 8 weeks prior to the event you will receive access to the Marcom eSchedule PRO online meeting scheduling system. Marcom eSchedule PRO allows you to select potential partners according to geographical origin, programmes, or date of inclusion in the system, and to send personalised meeting requests.

Please note that the deadline for confirming / requesting meetings is November 2, 2018, 12:00 noon Berlin time.

If you are using Marcom eSchedule PRO for the first time, we recommend to have a look at the ►Getting Started Information or have a look at Marcom’s ►video tutorials.

Scheduling Meetings During the Event
In case your meeting schedule is not full at the close of Marcom eSchedule PRO, you will still have the possibility to maximise the number of your meetings through Marcom Onsite, a web-based application that will enable you to schedule last-minute meetings, message other event participants, view onsite workshop information and access your latest schedule. Marcom Onsite complements eSchedule PRO and will open on November 2, once eSchedule PRO closes.

If you are using Marcom Onsite for the first time, we recommend to have a look at our video tutorials (►Introducing Marcom Onsite, ►Basics of Marcom Onsite).

If you prefer not to opt into the last-minute scheduling function of Marcom Onsite, you may also schedule additional meetings through personal contacts between participants in the morning of each workshop day (November 5 and 6) between 08:00 and 08:30.

Your Catalogue Entry

Update Your Company Profile
Once you have logged on to Marcom eSchedule PRO for the first time, you will be asked to edit your profile, which you may change at a later date. It is very important that you take the time to enter your company’s description, as agents will use this information before requesting or confirming meetings with you. Your description will also be used in the ICEF Berlin 2018 Workshop catalogue.

If you wish to add a logo and up to two representatives’ portrait-style pictures, please upload them into your profile. Photos and logos should have the highest resolution possible (without exceeding the max. size of 4 MB). They should be uploaded in JPEG, JPG, PNG or GIF format (please make sure the representative’s name appears in the file name). If your files have a different format, please use an ►image converter.

Please complete your catalogue entry by October 5, 2018 to ensure that your correct company profile is included in the catalogue.
Collecting Your Badge and Welcome Pack

Onsite workshop registration will take place on Sunday, November 4, 2018, from 09:00 to 21:00 at the ICEF hospitality and registration desk located in the InterContinental’s main lobby. There you will receive your registration package including your badge, a print-out of your meeting schedule as well as an electronic version of the workshop catalogue (USB). Participants arriving after the registration period stated above can register on Monday, November 5, 2018 from 08:00 onwards.

As the workshop is a protected trading environment, anyone not wearing a badge may not be admitted into the workshop area. Please also understand that for the same reason we cannot allow non-registered family, friends or staff to enter the workshop halls.

If you are new to ICEF Workshops, please have a look at the ►ICEF Workshop Procedures: Guidelines for first-time Participants with further useful event information.

Meeting Tables

Meeting tables will be accessible as of 08:00 on Monday, November 5, 2018.

Each meeting table (120cm x 80cm) will be covered with a white or blue table cloth and will have access to an electricity outlet. Table signage with name and logo of each institution will be provided.
Exhibition Booths

Exhibition booths will be accessible as of 09:00 on Sunday, November 4, 2018. All booths will be furnished with standard equipment according to their size. A form to book additional equipment is available here. Order deadline is September 28, 2018.

Seminars

Recognising the importance of market trends and their impact on student enrolments, the first day of the ICEF Berlin Workshop is dedicated to seminars and industry presentations. Seminars provide invaluable information and the latest research on market trends. The programme includes an introductory session on How to Maximise your ICEF Workshop Experience. Industry Presentations give institutions the opportunity to showcase their product offerings and unique selling features to a captive audience. A full programme overview is available here.

Networking Breakfast, Refreshments and Lunches

On Sunday, November 4, a sandwich lunch will be served between 12:30 and 14:00.

On November 5 and 6, a light continental networking breakfast will be served between 08:00 and 09:00 in the Wintergarten and in the Marlene Bar. Snacks and refreshments are available on both days from 09:30 - 11:30 and from 15:00 - 18:30. Buffet lunch will be provided from 12:00 to 14:30 in various locations throughout the hotel.

Please note: For additional flexibility and to accommodate individual schedules, coffee breaks and lunch times have been extended. We recommend to block at least one break slot in the morning and one in the afternoon and to allow a minimum of two time slots for your lunch break.

Sponsors Lunches, Refreshment Breaks

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<thead>
<tr>
<th>Sponsor First-Timer Lunch, November 4</th>
<th>Sponsor Lunch, November 4</th>
<th>Sponsor Lunch, November 5</th>
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<tr>
<td>BERLIN SCHOOL OF BUSINESS &amp; INNOVATION</td>
<td>COSTA DEL SOL MÁLAGA</td>
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<td>Sponsor Australia New Zealand Networking Lunch, November 4</td>
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<td>NORTHERN TERRITORY</td>
<td>THE TERRITORY AUSTRALIA</td>
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### Evening Networking Receptions

**Welcome Reception**  
Sunday, November 4, 2018, 19:00 to 22:00 in the Pavilion of the Hotel InterContinental.

**The ICEF Berlin Workshop Party**  
Monday, November 5, 2018, from 20:00 onwards in the Wintergarten and Marlene Bar.

The dress code for both receptions is smart casual. Please note that participants not wearing their workshop badge may not be admitted.

### Sponsors Reception, Party

**Welcome Reception, November 5**  
COQUITLAM SCHOOL DISTRICT  
St. George’s University  
THINK BEYOND

**Workshop Party, November 6**

### Tours and Excursions

For booking one of the tours and excursions before and after the event, please refer to the [Tour and Excursion Booking Form](#) and return it as indicated to Bex Sightseeing who will handle all tour arrangements prior to October 26, 2018.

If you are interested in visiting the opera, a concert or the theatre whilst in Berlin, please contact the concierge in the Hotel InterContinental. The concierge desk also has a list of recommended restaurants and bars and will be able to assist you with reservations.

### Berlin - General Information

Berlin is the capital of Germany and one of the country’s 16 federal states. With a population of around 3.5 million it is Germany’s largest city. Divided during the cold war, its 18th century Brandenburg Gate has become a symbol of reunification.

**Quick facts:**  
*Language:* German. English is widely spoken.  
*Time zone:* GMT + 1 hour.  
*Climate:* Temperatures at the end of October are between 5 and 10 °C. Rainfall can be expected.  
*Currency:* Euro (€). Credit cards are widely accepted. See this link for the latest rates: [www.x-rates.com](http://www.x-rates.com).
Berlin - General Information

Taxis: Taxis can be hailed on the street or you can call the following number: (+49-30-) 20 20 21 22 0 (service in English).
Public Transport: Berlin has an extensive public transport system. Trains (S- and U-Bahn) as well as buses run at regular intervals from 05:00 until 01:00. The cost for a single ticket, valid for one trip within the city centre (Zone AB), is € 2,80. The nearest station to the Hotel InterContinental is Zoologischer Garten. Further information on Berlin’s public transport system can be found at www.bvg.de.

Electricity: 230 volts.
Plug type: Plugs have two round pins. Please bring your own adaptors, if necessary.

More information about Berlin can be found at www.visitberlin.de/en.

If you have any questions prior to the workshop, please do not hesitate to contact me by phone on +49-228 201 19 38 or email to ffestersen@icef.com.
We look forward to welcoming you to Berlin!

Kind regards,

Frauke Festersen

Frauke Festersen