

## Press release

### Berlin event venues pioneer “going digital”

While all of Germany is abuzz about going digital, Berlin event locations are at the forefront of the movement. Events at Brandenburg Gate, the Spree river or the Kreuzberg district can be planned online with Eventmachine Meeting’s platform. In Germany’s capital, automation is not a foreign word any more.

It’s no wonder - for years Berlin has been the top destination for meetings and events. Also most German start-up companies have their headquarters there, says KPMG’s “German Startup Monitor 2017”. Is this creative Berlin air crucial for venues being especially innovative?

The bar is set high for AXICA’s event professionals: “The best thing I’ve ever done!”, says US star architect Frank O. Gehry about AXICA’s prestigious property directly next to Brandenburg Gate. “We always provide the best service for our clients - offline and online. Also in the meetings business going digital is the future,” explains CEO Marc Mundstock. “The team at AXICA is always evolving.”

Especially hot event venues have to improve their efficiency to meet clients’ digital impatience. “Each day we write many quotes. And this is not just since we have won the German location award,” explains Fabian Lau, CEO of Spreespeicher. “That’s why we automate - we simplify all processes and secure a real competitive advantage.”

But also Berlin’s unconventional venues are going digital. Prospects can plan creative workshops in Kreuzberg district directly on Studiogarten’s website. “Marketing, sales, implementation - for a smaller venue this can be a lot” says Tom Baerwald, owner of Studiogarten. “Automated, instant quotes are a huge relief for us.”

About eventmachine meeting:

Eventmachine Meeting is the first turnkey event planning and quoting platform. Seamlessly embedded in the supplier’s own website, Eventmachine Meeting is the smartest solution for hotels, venues and providers of meetings, seminars and events.

Website: [www.eventmachine.xyz/en](http://www.eventmachine.xyz/en)

Product demo: [www.eventmachine.xyz/en/demo-conference-configurator](http://www.eventmachine.xyz/en/demo-conference-configurator)

Telephone: +49 (0)40 386 29 000

Email: [service@eventmachine.xyz](mailto:service@eventmachine.xyz)

About AXICA:

Three things make the venue AXICA stand out: the location directly at Brandenburg Gate and in direct proximity to the government; the extraordinary architecture of Frank O. Gehry; and the diverse team of dedicated event professionals that plans and implements ambitious events with energy and inspiration. “Expect The Unexpected.”

Website: [www.axica.de/home.html](http://www.axica.de/home.html)

Event planner: [www.axica.de/event-planner.html](http://www.axica.de/event-planner.html)

About Spreespeicher:

Spreespeicher is the award winning venue at Berlin's East Harbor. Located in the middle of hip Friedrichshain's media quarter, modern design elements meet old industrial charm in this historic grain storehouse. Spreespeicher was awarded with 1st price in the category "Exceptional MICE venue" at Germany's "Location Award" in 2017.

Website: [www.spreespeicher-events.de/en/start-page/](http://www.spreespeicher-events.de/en/start-page/)

Event planner: [www.spreespeicher-events.de/en/meeting-conferenceroom/](http://www.spreespeicher-events.de/en/meeting-conferenceroom/)

About Studiogarten:

Studiogarten Berlin offers the perfect setting for smaller workshops, seminars or team events in a creative private atmosphere. Located within the "Bergmannkiez", the location is urban and cosy at the same time. An insiders' tip amongst Berlin's unconventional locations, with winter garden and green roof terrace overlooking Kreuzberg's roof tops.

Website: [www.studiogarten-berlin.de](http://www.studiogarten-berlin.de)

Event planner: [www.studiogarten-berlin.de/angebot/](http://www.studiogarten-berlin.de/angebot/)

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