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Successful launch of ICM's new newsletter, 360°

- New online newsletter from the International Congress Centre Munich (ICM) delivers topical sector info and service news

Published three times a year, ICM's new online newsletter, 360°, aims to provide an insight into tomorrow's world of congresses, events and meetings. Future researchers and trend scouts will have their say in this new virtual customer medium, alongside customers and partners of ICM. The response to the first edition (1/09) of 360° was positive across the board – readers particularly liked the reports about the ICM team and the key account customers of the International Congress Centre Munich.

The title – 360° – reflects the different perspectives and themes in the congress and meetings business that are covered in the new newsletter, which is arranged in sections called 'Highlights & Trends', 'Congress & Corporate' and 'Insights': "We want to provide up-to-date information and appeal to our customers and partners on an individual and personal level," is how ICM Director Andreas Bisping describes the concept behind 360°.

This new-style newsletter marks the start of a design relaunch of ICM's marketing and communication, to be implemented this year. Further details on the new design are contained in issue 2/09, which is published in mid May 2009 (to register online for 360°, go to: www.icm-muenchen.de). 2/P/bue

About the International Congress Centre Munich (ICM)

ICM, the International Congress Centre Munich, is one of the leading congress and convention destinations in Germany and Europe thanks to its modern architecture and first-rate amenities. Located adjacent to the New Munich Trade Fair Centre, and with a direct covered link to it, the ICM offers planners tremendous flexibility and scope for organising events of all kinds. As an independent profit centre of Messe München GmbH, the International Congress Centre Munich promotes its services and facilities to customers in the German and European meetings, incentives, conferences and exhibitions market. The ICM also acts as a platform for the academic and scientific programmes and congresses accompanying the events held at the New Munich Trade Fair Centre, organised by Messe München.

About Messe München International (MMI)

Messe München International (MMI) is one of the world's leading trade-fair companies. It organises around 40 trade fairs for capital and consumer goods, and key high-tech industries. Each year over 30,000 exhibitors from more than 100 countries, and over two million visitors from more than 200 countries take part in the events in Munich. In addition, MMI organises trade fairs in Asia, Russia, the Middle East and South America. With six subsidiaries abroad - in Europe and in Asia - and with 66 foreign representatives serving 89 countries, MMI has a truly global network.

For **additional information** and **photos** to download, go to: www.icm-muenchen.de

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