



**G.T.O. ENTERTAINMENT** ★

## YOUR GUIDE TO EVENT PLANNING IN GERMANY

... AND PLANNING CONFERENCES,  
INCENTIVES AND MEETINGS TOO

With this little guide we would like to give international event clients and event planners a brief overview of Germany as an event destination with all its multi-faceted options.

This guide will briefly address event venues, meetings, tradeshows, entertainment, incentives and regulations.

### GERMANY - QUITE DIVERSE

Germany's landscape is very diverse, both geographically as well as from a cultural point of view. Every greater region proudly cultivates and displays its own individual tradition. With so many facets Germany offers a large variety of event-related possibilities from historic to modern, rural to urban, nature to high tech.

### EVENT VENUES

With their long history Germany's cities and landscapes give you almost unlimited choice of event venues:

If you strive to make history yourself, then one of the many historic castles and medieval fortresses might be a perfect place to host your event. Young and modern businesses on the other hand may opt to party at a state of the art penthouse or one of the really sexy night clubs with plush lounges and sensual illumination. Then again a cozy country house with home-made cuisine will be an excellent choice for your traditional German experience.

For the very special event experience many German cities provide unusual venues such as museums, race tracks, open places with high-class festival tents or temporarily abandoned buildings.

Whatever it is that you desire, there are numerous interesting venues in Germany equipped to hold smaller and major events.



Historic (Photo: Tucher Castle, by U. Niklas)



Modern (Photo: Marquee Club)



Traditional (Photo: Burgwächter)



Special (Photo: old public pool area)



## MEETINGS AND CONFERENCES

If your reason to come to Germany is a business meeting or a conference with international colleagues, partners and investors, ideal places come in all shapes and sizes.

Depending on the number of attendees you can start with a small meeting room at any mid-level hotel all the way to large halls at convention centers that hold a few thousand people.

The largest variety of conference rooms can be found where you might least expect them, such as in football stadiums, university auditoriums, art galleries, even zoos, movie theaters and historic castles - all furnished with modern conference equipment.

Naturally any other venue, including company buildings, can be equipped with rental conference technology so you will not have to leave your German "home".

## TRADESHOWS

Germany is the home of many internationally acclaimed trade shows such as the IAA (automobile), CeBit (IT), IFA (consumer electronics), the Toy Fair and many others. However, the country also offers a number of smaller but very targeted niche shows and therefore becomes an interesting place for smaller companies to present themselves as well.

When planning additional promotion for your tradeshow booth, please review the organizer's terms to see if any such activities as serving beverages, flyer distribution or entertainment acts are allowed.

## INCENTIVES

Whether you consider Germany your ultimate destination for team-building incentives or you just need a little distraction from a long meeting - besides the regular in-house team activities you can take advantage of many special outdoor incentives that are closely associated with the country's respective regions:

Canoeing on one of Germany's many creeks, quad biking, horseback riding - or a little more sophisticated activities such as beer-mug curling, playing with real excavators, a nocturnal guide through the catacombs and enjoying an evening with Bavarian games - there's a lot you can do in about every part of the country.

## CATERING

German cuisine reflects the diversity of the country's culture and tradition. Next to their traditional specialties catering companies and theme restaurants also serve international dishes, vegetarian cuisine, finger food or flying buffet.



In-house conference (at Company's premises)



Conference Room (Photo: Meistersingerhalle)



Booth in Germany (Photo: Mega)



Monster Excavators (Photo: Seibold)



Cooking Pot Curling (Photo: Demuth)



Catering (Photo: Lourens)



## ENTERTAINMENT IN GERMANY

Entertainment in Germany ranges from traditional to international. While brass music, folk dances and even yodelling are a given, most musicians perform international songs of all styles. Acrobats, magicians and mimes normally do not need any language to communicate with their audience and thus appeal to any internationally diverse audience.

Many German entertainers speak fluent English and occasionally French or Spanish. All things considered international guests can easily follow and enjoy a well organized entertainment program in Germany.

## LEGAL REGULATIONS

A few things to consider when organizing events, meetings and parties in Germany\*

### Organizing Permits\*

Events, parties or concerts that are open for the public have to be reported to the local authorities against a fee. Parties with bidden guests are considered private (closed session) and any such fees only incur in rare exceptions.

Small private parties, meetings and lectures do not have to be reported in most German cities.

### Insurance\*

It is always good to have (international) liability protection in case either one of your guests gets hurt or causes damage to any event equipment or the event venue itself.

Besides that liability rests on the operators and owners of an object, such as the operator of a venue or the provider of rental equipment.

### Performing Rights Organisation\*

The performing rights organisation in Germany is GEMA. It collects fees on behalf of the composers of music that is being used during an event, e.g. by a live band, a DJ or as background music. Private parties are exempt from fees, however, GEMA considers business partners 'strangers' and thus may classify certain business events as 'non-private'.

Your local event planner will help you clarify this issue and find the best rate for you. Clubs and discotheques often have blanket licenses with GEMA and may offer you to use them.



Bavarian Brass Band (Photo: H. J. Scheffauer)



Dancers (Photo: C. Bevans)



GEMA Form

\*) This shall in no way be considered legal counsel. This is for informational purposes only. The author of this informational brochure is not a lawyer. For binding legal counsel please consult a lawyer who specializes in German law.



## REGULATIONS CONT'D.

### Taxes\*

The current sales tax rate in Germany is 19%. If you hire a German event service provider to render his services on German soil then sales tax will have to be charged by the service provider (no reverse charge procedure becomes effective).

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## COMING TO GERMANY?

If you are coming to Germany and look for an experienced partner to help organize your event, meeting, incentive, conference or tradeshow appearance we will be happy to help you.

**Please give us a call or send us an eMail...**



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### **Some of our references include:**

Siemens, Qatar Petroleum, Continental, Biomérieux, Viking Cruises, UniCredit, City of Vaduz (Liechtenstein), German Red Cross, Children's Hospital Zurich a.o.

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*Thank you!*