

Size: 4.156 characters (incl. spaces) **Responsible:**

642 words

57 lines

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PRESS RELEASE

(press 2022)

Congress initiative releases new promotional video: “The answer is Leipzig!”

Last year, the congress initiative “Feel the spirit ... do-it-at-leipzig.de” launched a variety of programmes to help restart the congress industry. This gave rise to a promotional video entitled “Leipzig: Because (almost) everything is just right”, which presents the diversity and cosmopolitanism of the city of Leipzig. In addition to offering excellent value for money and very good transport links, Leipzig is also popular thanks to its unrivalled cultural and sporting offerings. The video portrays an authentic image of a trade fair city that stands out from the typical clichés and its competitors.

A second promotional video entitled “The answer is Leipzig” was released in January 2022. It presents the “why?” in an entertaining way: what distinguishes Leipzig as a congress city? With its trendy scene, young people and urban meeting places, Leipzig is an outward-looking city with its feet firmly on the ground. The new video is intended to consolidate precisely this positive image and dispel potential prejudices: Leipzig captivates people, and Leipzig is simply different.

Leipzig also offers excellent facilities for incentives, congresses and conferences, with the Leipzig Trade Fair, the Congress Center Leipzig, the Kongresshalle am Zoo Leipzig and many other venues. In addition, Leipzig’s hotel infrastructure is among the most modern in Europe. Leipzig’s central location and easy accessibility by rail, but also the links to Leipzig-Halle Airport make the city an even more enticing venue for events. Also key to Leipzig’s

success as a city of trade fairs and congresses are the excellent networks between science and business, plus a large number of higher education and research institutions.

Volker Bremer, Managing Director of Leipzig Tourismus und Marketing GmbH, said: “Taken together, these factors are decisive criteria for associations, agencies, professional societies and companies when choosing Leipzig as the venue for their event. It is fantastic that all of the congress initiative members have pulled together to promote Leipzig as a location. This friendly and constructive cooperation is an important building block for our continued success.”

Just like the first one, the new video “The answer is Leipzig” was shot by the Leipzig agency Pitch This.!. It features not only local residents and the agency’s own staff, but also partners from the congress initiative. They all help bring the video to life and ensure its authenticity, and include Antje Reichstein (The Westin Leipzig) and Ronald Kötteritzsch (Congress Center Leipzig). Filming took place in and around Leipzig, including at the Leipzig Trade Fair, in the Paulinum, on the Karl Heine Canal and at Porsche Leipzig.

Oliver Bender, Creative Director at Pitch This.!, said: “We wanted to show Leipzig from a different angle and at the same time have viewers glued to their screens. For this, we needed an approach that used powerful imagery, but one that stood out from the crowd. That’s why there are no drawn-out drone shots and interchangeable images – rather a concentrated load of facts, spiced up with entertaining snapshots.” The challenge during filming was to illustrate certain facts. Due to the pandemic, it wasn’t possible to film any events. The agency therefore opted for crisp animations by Richard Bößert, shifting certain content out of its context.

“The answer is Leipzig” is permanently available on the LTM YouTube channel (www.youtube.com/LeipzigTourismus) as well as on other profiles and websites. The promotional video will also be used at trade fairs and congresses, as well as for communication campaigns carried out in cooperation with partners such as the German Convention Bureau (GCB) and the City of Leipzig Office for Economic Development.

The congress initiative “Feel the spirit ... do-it-at-leipzig.de” is a network of around 50 partners, including congress and event venues, conference hotels, service agencies, local PCOs and mobility partners. They work together to promote Leipzig as a place to meet, supporting event planners and cooperating closely on the organisation and implementation of events of all formats and sizes.

Further information: www.do-it-at-leipzig.com

Communication channels for the video “The answer is Leipzig”

www.linkedin.com/company/leipzig-tourismus-und-marketing-gmbh

www.youtube.com/LeipzigTourismus

twitter.com/LeipzigTourist

Hashtags:

#meetLeipzig

#doitatLeipzig

#darumLeipzig

#LeipzigTravel

Concept and production: Pitch This GmbH

www.instagram.com/pitchthis.official/

www.linkedin.com/company/pitchthis

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