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PRESS RELEASE

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Congress initiative “Feel the spirit... do-it-at-leipzig.de” promotes congresses, conferences and events in Leipzig:

Restart with new video

“Leipzig: Because (almost) everything is just right”

In Leipzig, the congress initiative “Feel the spirit...do-it-at-leipzig.de”, which has around 50 members, has been working on a plan of action in recent months to prepare for the congress industry’s new beginning. In this context, it has produced a promotional video lasting around three minutes which offers an original take on the sheer diversity found in the city of Leipzig. From the Gewandhaus and Leipzig Opera, to the Monument to the Battle of the Nations and taking a Porsche for a spin – in addition to well-known attractions, the video also presents a light-hearted look at Leipzig’s trendier side. Featuring people from a variety of contexts and ethnic backgrounds, it shows that typical prejudices have no place in Leipzig.

Leipzig is cosmopolitan and modern – it’s simply different. A vibrant city with so much to offer arouses curiosity and is an attractive venue for companies and associations. That is why the video also mentions important criteria – such as the city’s excellent public transport system, how easy it is to cross the city quickly, and the excellent value for money. A destination’s positive image is still a crucial decision-making criterion for event organisers, especially when preparing social programmes and incentive trips.

Volker Bremer, Managing Director of Leipzig Tourismus und Marketing (LTM) GmbH, explained Leipzig's rationale as follows: "We deliberately wanted to stand out from the style and emotionalism seen in the videos produced by other congress cities. We portray Leipzig as an authentic city, don't take ourselves too seriously, and play with the typical clichés shown at the beginning of the video. The fact that the members of our congress initiative have consciously chosen the balancing act between progressive city and a partly conservative target group, is a testament to the self-confidence and fantastic cooperation in Leipzig."

The new video "Leipzig: Because (almost) everything is just right" was shot by the Leipzig agency Pitch This.!. Apart from the voice actress Mai Doung Kieu, who is known for appearances in a range of TV productions, the people shown are mainly amateur actors, including many friends of the agency Pitch This.!. Creative Director Oliver Bender said: "We want this video to make emotions tangible without being overly sentimental. But we also want to make statements and leave a mark. At the end of the day, it's about the different people who make our Leipzig such a unique city."

The video "Leipzig: Because (almost) everything is just right" can be streamed now on the LTM YouTube channel www.youtube.com/LeipzigTourismus, is being shared by congress initiative members on their social media profiles, and will be presented at trade fairs and conferences. Another video is in the works: it will showcase the unique offers and possibilities for congresses, conferences and events in Leipzig. The videos are part of the communication campaign that will accompany the restart of Leipzig's congress industry in the coming weeks and months. Close cooperation with the German Convention Bureau (GCB) is planned, including a summer campaign, the 360° Leipzig exhibition hall project, "Destinations in Motion" with the GCB's Racing Reporter in Leipzig, and participation in the LOCATIONS Mitteldeutschland trade fair on 21 July 2021 in Leipzig.

About the "Feel the spirit... do-it-at-leipzig.de" congress initiative: If you're organising a national or international congress, Leipzig's unique team spirit is what makes the city an ideal meeting place. The congress initiative is a network of around 50 partners, including congress and event venues, conference hotels, local PCOs, service agencies 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

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Communication channels for the “Leipzig: Because (almost) everything is just right” video (selection)

www.instagram.com/leipzigtravel

www.facebook.com/leipzigtravel

twitter.com/LeipzigTourist

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

www.youtube.com/LeipzigTourismus

Hashtags:

#LieblingsLeipzig

#LeipzigTravel

#darumLeipzig

#meetLeipzig

#doitatLeipzig

Concept and production: Pitch This GmbH

www.instagram.com/pitchthis.official/

www.linkedin.com/company/pitchthis

www.facebook.com/pitchThis.Official