

April 12, 2021



STRASBOURG PROMOTES DIGITAL AND HYBRID EVENTS

The Strasbourg Convention Bureau is actively seeking companies that plan to organise hybrid events. Until being able to welcome face-to-face events again, the Alsatian capital is developing a wide range of digital solutions for the organisation of meetings or team building operations.

Strasbourg is France's third largest congress city and it has been affected like all other European cities by the Covid-19 crisis. But the city is already preparing its post-Covid era. Strasbourg is already proposing alternative solutions by combining on-site visits for MICE teams with digital content.

Many MICE agencies in Strasbourg now include digital solutions, such as Insolit'Pro, with its brand Insolit'Prod, offering collective virtual activities around the "discovery of Alsace", such as a discovery tour of the Alsatian Wine Route or the Lakes of the Vosges. Other agencies such as Harfang Events, Wave Events or Videlio Events propose state-of-the-art videoconferences with their modular studios and integrated interactivity.

Hoteliers have also strengthened their digital offerings with TV studio quality and interactive conference screens. Among them are the Novotel Strasbourg Centre Halles, the Château de l'Île, the Sofitel Strasbourg Grande Ile or the Hotel des Vosges.

In 2022, Strasbourg will be even more attractive for MICE with the opening of its renovated Exhibition Centre (PEX). Located in the Archipel-Wacken business district, this timber and iron structure was designed by Japanese star architect Kengo Kuma. It will have 26,000m² of covered exhibition space over five halls.

PHOTO: The renovated exhibition centre of Strasbourg PEX will open in 2022 (Photo: SERS.eu)

<https://news.itb.com/2021/04/12/strasbourg-events-go-digital-for-now/>