

PRESS RELEASE
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AXICA
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AXICA: GERMANY'S FIRST OFFICIALLY CERTIFIED EVENT LOCATION

Do you really need a certificate of quality and what are you trying to say with it? The answer is a loud „yes indeed“if you are serious about giving your customers peace of mind on issues such as health and safety, due diligence and legal contractual requirements and the same is true too for your guests attending events.

In December 2013 a team of 13 experts from the Association of German Event Organisers arrived in Berlin to put the AXICA, as the first event location of its kind in Germany, through its paces and see if it could fulfill their rigorous requirements. But before the actual testing began consultant and lecturer Kerstin Klode updated the gathered audience by giving a talk within the inspiring atmosphere of the Plenum on the subject of “Regulations concerning places of assembly”. Afterwards the AXICA was literally placed under the microscope. The 24 page detailed questionnaire covers 51 criteria spread over 10 categories ranging from the building and equipment, security standards , organisational structure, service standards and sustainability.

Nina Ostheeren, Asst. Director of Events, Catering and Sales as well as responsible for CSR for the AXICA had to undergo the interview procedure and explain furthermore about the AXICA check list system and internal AXICA trainings. „It was very rewarding to realize just how high the standard is already set here in the AXICA.“ Said a delighted Nina Ostheeren. „Though of course there are always areas where we can improve upon, such as lockable covers for the three phase power sockets, to name an example. We see this as the first stage in our on-going process of continual improvement and not as an end in itself. “

Under „Certified Event Locations“ there is a category for „Special Event Locations“; that is assembly rooms and event locations which possess special, unique or original characteristics. The majority of such locations were not originally conceived for the hosting of events.

The Association of German Event Organisers, which has more than 600 members, has reacted positively to the results of a questionnaire recently highlighted in the „trends analysis“ paper published by fellow institution the degefest in which members recognized the need for an independent and objective assessment in order to help event planners make informed decisions about the where to host events. The main focus is firmly placed on the safety and quality of the location and its services. The categories tested correspond to the demands made from professional clients (organisers and end users) as agreed with the association together with corporate planners and event agencies. The testers comprise of a group of highly experienced event planners and managers. The certificate is awarded by the Association of German Event Organisers in co-operation with other associations active in the branch.

Being awarded the certificate signalizes that the location has been objectively and independently checked by a team of professionals and has achieved sufficient points in all criteria. Locations with the seal of approval “Certified Event Location” can be booked with a clear conscience and peace of mind.

Further information can be obtained by visiting www.certified.de.

THE AXICA

is Berlin’s most exclusive conference and convention centre. The Berlin branch of the DZ BANK, which was designed by star architect Frank O. Gehry, combines organic forms, high quality materials and surprising details, creating the perfect site for conferences, conventions, award ceremonies and galas for up to 600 persons. The AXICA team accompanies every event from the idea to the performance and realises technical, decorative and culinary concepts in the house of the DZ BANK at the Pariser Platz as well as caterer in further selected locations in Berlin.

For more Information visit: www.axica.de

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