

Presentation

Celebrationpoint.

B2B Agency

**MICE Marketing & Events |
Network | Community Building |
Media Offers | Impulses |
Event Management |
Consulting**

Issue 1/25

20
25

A photograph of three business professionals on a stage. On the left, a man in a light blue shirt has his right arm raised in a fist. In the center, a man in a dark suit and pink shirt has both arms raised. On the right, a woman in a white blazer and patterned top has her right arm raised. A large, semi-transparent circular graphic with a purple-to-pink gradient is overlaid on the center of the image, containing white text. In the bottom right corner, there is a white circular logo consisting of concentric lines and a dot.

**«We make you highly
visible
and
successful
in the entire Swiss and
German speaking
markets – and
beyond!»**

Kate, head of agency

Our Services at a glance

Own Events B2B Networking Lead Generation

| As event & networking specialists, we connect potential business partners
| With over 25,000 direct contacts, plus a high indirect reach, we are a leading provider of 360-degree MICE marketing communication in the events & meetings industry – **across Switzerland, Germany and Austria – and beyond!**



360° Content, Graphics, Communications

| Specialized multimedia content to achieve your goals | Strategy development | Storytelling | Relevant for target persona | Flexible use in all channels and for all campaigns

Consulting Project Management Marketing

| Planning | Conception | Design
| Production | Community Development Support | Campaign distribution | Reporting | Print | Online
| Social Media | Events

Branding Appeal Sympathy

| Support setting up or refreshing your CI / CD: Naming | Logo | Appearance | Campaign design | Content planning according to your needs

We are proficient in Swiss German | German | French | Italian | English

Celebrationpoint MICE Media Profile

Also in
the Swiss
Romandy!

Our Target Persona

- Event & meeting planners, project managers & assistants from companies and agencies
- Seminar, conference and congress organizers from associations and foundations.
- Marketing & LiveCom managers, event organizers, managers & multipliers



MICE
Network &
Community
Switzerland

Our Reach

- Database with 30,000 direct contacts
- 15'000+ subscriber
- 3,000+ top contacts to Swiss corporate event managers
- 41,000+ LinkedIn / social media followers

Your and our success Is based on three pillars.

To find and inspire (your new) clients ...

... we organize own business events for networking

- Business lunches
- Business dinners
- Community events
- Inspiration Markets
- Festivals, Webinars

... we design 360° B2B marketing campaigns

- Content
- Communications
- Newsletters
- Social media content
- Email marketing

... we offer event management & marketing support

- Sales calls
- Guest management
- Fam trips
- Event design
- Event management



Our Flagship Events 2024

For the Swiss MICE industry.

BERNEXPO



9 September 2024

Inspiration Market in Bern, at BernExpo hall 2.2. with approx. 100 participants and 30 exhibitors with the motto «New Event dimensions»

[To the gallery](#)



7 November 2024

Inspiration Market in Zurich integrated in the brand-new What's Next Forum with approx. 100 participants and 20 exhibitors. Motto «What's next?»

[To the gallery](#)

Innovative event formats for new, personal contacts!

[Event Calendar](#)



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Our Flagship Event 2025

For the Swiss MICE industry.



20 March 2025

Inspiration Market at The Valley
in Zürich-Kemppital
Approx. 100 participants and 30
exhibitors

[Learn more!](#)

Innovative event
formats for
new personal
contacts!

[Event Calendar](#)



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«Thanks to
Celebrationpoint, I
regularly get new ideas for
my events!

It is definitely a
**network for inspiration,
innovation and relevant
contacts.»**



Testimonials:

What clients, guests & partners say.

«We greatly appreciate Celebrationpoint's strategic advice and benefit from the marketing agency's extensive industry expertise. Celebrationpoint is also a valuable partner for us when it comes to event management. We feel that we are in very good hands here.»

Barbara Aeppli
Directrice
Eulachhallen
Winterthur



«The CP Community events are always very informative and fun. You meet your industry colleagues and have exciting conversations at eye level. Top!»

Janina Bitton
Head bigevent



«The great Celebrationpoint team has once again got to the heart of the matter in the truest sense of the word. Presentation of a great location with "get to know" and delicious catering!»

Andreas Oehninger
CEO & Partner
Crowd4Cash



I'd like to
receive
more
Info!

Our MICE expertise for you: The team looks forward to working with you!



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The Celebrationpoint Family

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