

## PRESS RELEASE

### Nele Aumann is new head of the HCB's Conventions unit

**Hamburg, 12 March 2018 – Nele Aumann has taken on the role of head of the Hamburg Convention Bureau's (HCB) Conventions unit. As part of her new position, she will be coordinating the unit's team of six in charge of marketing Hamburg as a MICE destination in Germany and abroad. With this, the HCB's executive tier is yet again complete.**

A graduate business economist, Nele has many years of experience in the areas of association management and international congress management, as well as in congress bidding and in marketing Hamburg as a location. In her new capacity, she will be responsible for guiding the unit's business operations – from strategic marketing to target market activities and communication measures.

Nele Aumann has been an integral member of the HCB for more than four years and maintains a strong, reliable network of stakeholders from the science sector and the meetings industry. In her previous role, Nele was primarily responsible for associations as well as clients from the fields of medicine, healthcare, and life sciences. Prior to joining the HCB, she worked as a sales manager with Hamburg Messe und Kongress GmbH and as a project coordinator with the congress agency CPO Hanser Service GmbH. Nele will be reporting directly to the HCB'S managing director, Michael Otremba.

“Together with her team, Nele is going to contribute to raising Hamburg's international profile as an attractive location for conferences and meetings even further,” says Michael Otremba.

#### **The Hamburg Convention Bureau (HCB)**

As a direct subsidiary of Hamburg Marketing GmbH, the HCB combines locational expertise with a broad spectrum of industry-specific knowledge, ranging from B2B meetings, conferences and conventions to large-scale public events. HCB is in charge of marketing Hamburg globally as a congress and conventions location and strengthening Hamburg's profile internationally via highly visible public events.