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ISTANBUL CVB APPOINTS REDMINT FOR EUROPEAN PR

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The Istanbul Convention & Visitors Bureau (ICVB) has appointed Redmint Communications as its public relations agency for the UK, France, Belgium, Germany and the Netherlands.

Redmint's brief will be to promote, publicise and strengthen Istanbul's brand image as a leading congress and meetings destination via a PR strategy.

Istanbul has the capacity to host every type of event, from bespoke incentives to meetings for up to 30,000 delegates. Combined with Istanbul's historic venues, palaces, cisterns and more, it offers meeting planners a variety of options to create outstanding events. Accommodation in Istanbul is both numerous and offers a selection across the spectrum.

Istanbul was ranked eighth in the world by the **International Congress and Convention Association** in its 2013 City rankings, and No.1 for congresses for between 300 and 500 guests.

ICVB general manager Ozgul Ozkan Yavuz (pictured) said: "We are delighted to have appointed Redmint Communications as our public relations agency for the UK, France, Belgium, Germany and the Netherlands. With their MICE experience to date, not to mention vital contacts, we feel confident that they will help take Istanbul into a new phase in its appeal as of the world's top MICE destinations."

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