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New website for the Austria Center Vienna

The Austria Center Vienna's new website specifically addresses the needs of organisers, exhibitors and visitors while focusing increasingly on digital communications which are key in times like these. An interactive presentation of the various rooms and halls, levels and event concepts is the centrepiece of the new site.

www.acv.at

The congress and event industry is facing unprecedented challenges due to the coronavirus crisis. In many cases, congresses are planned several years in advance. However, at present it is not possible for organisers to conduct site inspections due to international travel restrictions. But to support them as they plan upcoming events, it is more important than ever for organisers to have virtual access including the best possible overview of the destination, the location and the range of services on offer. In times like these, maintaining a dialogue with all target audiences is crucial. Which is why the new Austria Center Vienna website increasingly focuses on digital communications. From organisers and exhibitors to participants, the content is always tailored to the specific audience. Additional services will be digitised in future.

Digital organisation: rooms, virtual levels and event concepts take pride of place

The combination of 24 halls, 180 meeting rooms and more than 26,000m² of exhibition space and networking areas gives the Austria Center Vienna a unique advantage on the international stage. A separate online area has been created where these spaces are presented alongside key facts and figures, room plans and images showcasing what is possible at the venue. Easy-to-navigate level plans complete the picture, enabling organisers to complete highly realistic online tours of the site.

Apart from its overall attractiveness, one of the key factors that influences which venue to choose is the way that it collaborates with the wider destination. And again, Vienna has a lot to offer in the respect whatever the time of year – as illustrated in various videos and suggestions on the site.

Over recent years, the Austria Center Vienna has increasingly specialised in out-of-the-ordinary event concepts, which is particularly interesting for corporate meetings. As part of this drive, the new site shares specific ideas with organisers, outlining possible configurations for their events.

Tailored to participants and exhibitors

Participants are more interested in some aspects than others: they want to know how to get to the Austria Center Vienna, what is going on at the venue, where they can go for a meal or refreshments, what hotels are available and what Vienna has to offer. And the new content section of the site responds to this need. The website also caters to another target audience, exhibitors, with specific information on areas such as deliveries, services and exhibitor guidelines.

Mobile devices increasingly important

To reflect the move towards increasing digitalisation, pictures and videos play a prominent role in the design format. At-a-glance information is presented in the form of key facts, pictograms and short texts. The responsive design has been optimised for use on mobile devices, which is a key criteria for customers, participants and exhibitors at the venue. The site was built by Vienna-based web agency functn GmbH.

About IAKW-AG

Internationales Amtssitz- und Konferenzzentrum Wien, Aktiengesellschaft (IAKW-AG) is responsible for maintaining the Vienna International Centre (VIC) and operating the Austria Center Vienna (ACV). The Austria Center Vienna is Austria's largest conference centre, with 24 halls, 180 meeting rooms, and some 26,000m² of exhibition space, and is one of the top players on the international conference circuit. www.acv.at

Contact

IAKW-AG – Austria Center Vienna

Claudia Reis

Deputy Press Officer

Tel: +43-676-3199523

Email: claudia.reis@acv.at