

FIFA World Cup Finals in Berlin



Case Study: VIP Lounge
Event: FIFA World Cup Finals in Berlin
Space used: entire venue
Number of Guests: 250



More than one billion people worldwide watched the finals of the FIFA World Cup held in Berlin's Olympic Stadium in July 2006, either on television screens or in public viewing areas. The mood, atmosphere, and emotions, which created a new image of Germany, were driven from Berlin into the world.

The Hotel Concorde Berlin was very proud to be the 5-star hotel chosen host the 200 VIP guests of one of the main World Cup sponsors. Their guests enjoyed a full week in Berlin with a spectacular program around the finals.



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Highlights were an exclusive welcome night in the hotel Concorde as well as the Special Lounge that was created in the Concorde ballroom and of course the World Cup finals itself. The Concorde ballroom was converted into a relaxed lounge with different seating areas and large screens, a bar as well as several entertainment areas including table soccer. All VIP guest were invited to use the lounge throughout the day and for get-togethers in the evening.

The management as well as the Concorde meeting and events team worked closely together with the sponsor to provide this glamorous setting for the VIP guests. The event organizer was given utmost support 24 hours a day to guarantee perfect service in all areas. Daily meetings ensured that all 150 Concorde staff members were up to date.

The event was held over a span of 10 days and was the first key event to be held in the Hotel Concorde Berlin, which opened in November 2005.

