

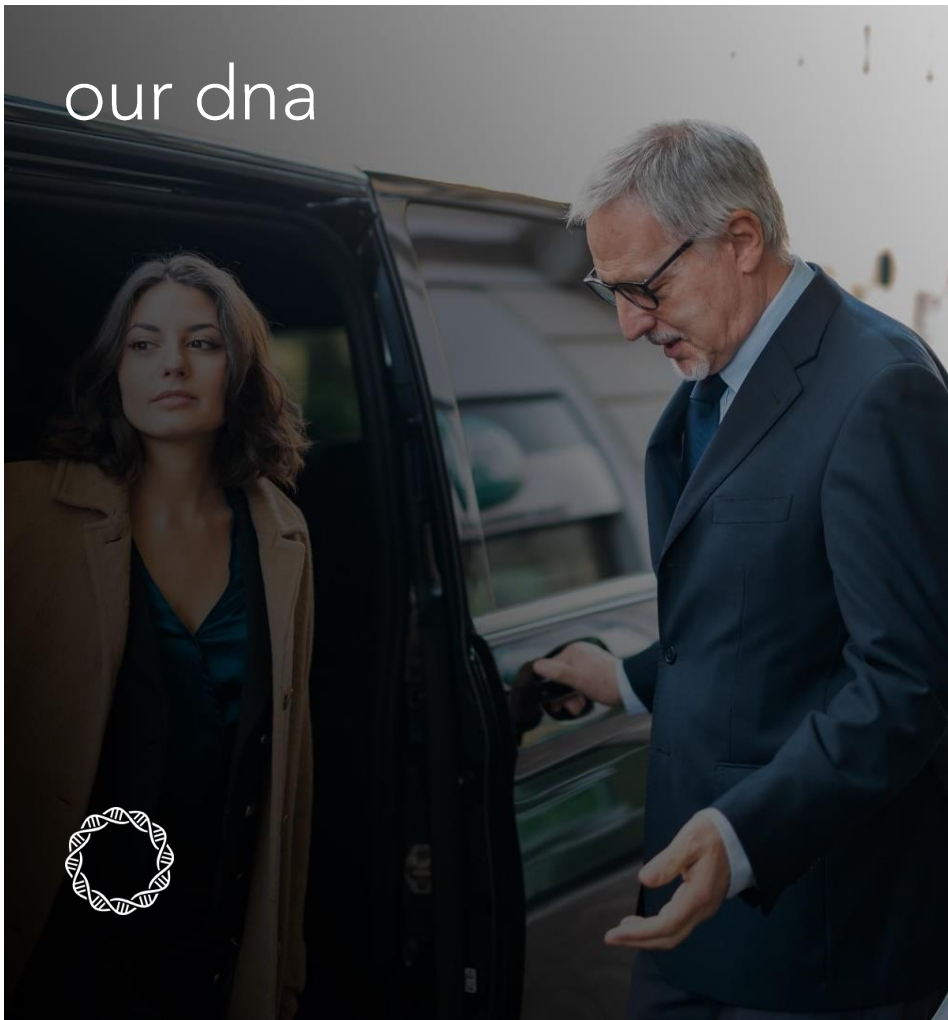
# dna: the **key** to global event success

with dna and bnetwork, experience consistent high-  
end **technology and service** excellence worldwide

**bnetwork** accommodation  
specialist



our dna



# streamlining global event management

high-end solutions for complex challenges

dna (destination network alliance) is a strategic collaboration between bnetwork, leading DMCs, and event management partners across key EMEA destinations.

as event organisers, you can lean on us for high-end solutions tailored to **your most demanding events**, all underscored by our commitment to service excellence and efficiency. We cater to every aspect of your event, from stakeholders such as clients, exhibitors, and attendees, to multi-strand activities like transport, trade shows and offsite events.

dna combines **local expertise**, superior **service** delivery, and bnetwork's proprietary cutting-edge **technology** platforms to provide bespoke and user-friendly accommodation management solutions for city-wide events.

# we are part of your event

dna provides a secure, integrated, and efficient solution in a user-friendly environment

we understand that event organisers aspire to deliver **consistent service excellence** to their stakeholders and attendees, regardless of the event location. With dna, we guarantee this uniformity of top-tier service **across all our destinations**.

our ambitions:

- to provide you with a reliable, efficient, and stable accommodation management solution across all dna destinations.
- to establish a digital environment where our dna destinations offer services on an even playing field.
- to ensure the highest level of responsiveness and service in all dna destinations.

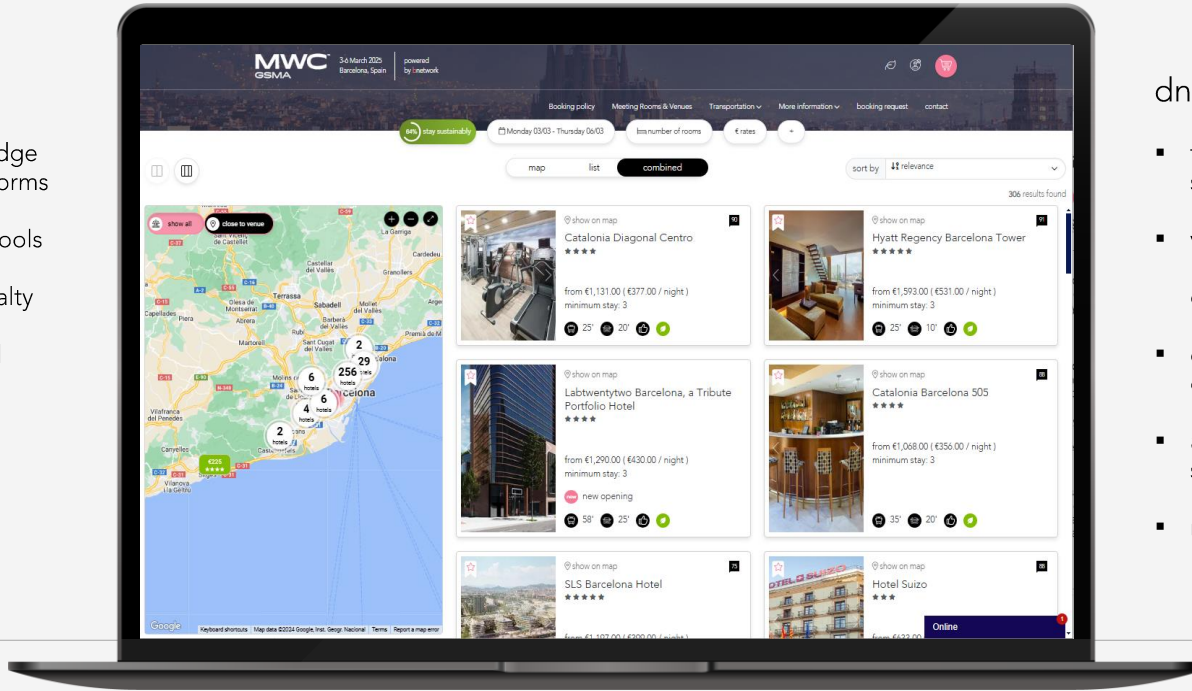


# our commitments

high-end software and service

## bnetwork

- proprietary cutting-edge technology and platforms
- reliable and precise tools
- transparency and loyalty
- flexible technological solutions
- service excellence - anywhere



## dna partners

- the best experts with local solutions
- valuable experience with local services in dna destinations
- creative solutions in changing circumstances
- adaptability with logistical solutions
- responsiveness

we equip the main players  
in the events sector with  
the most advanced digital  
tools to create the **next  
generation** of your events

global reach. local expertise  
**dna partners**



**bnetwork**  
barcelona  
cannes  
london  
madrid  
paris  
singapore  
vienna

**dna**  
berlin – weichlein  
budapest - ims  
denmark – crone & co  
frankfurt - weichlein  
lisbon - voquin  
london - spectra  
morocco - s'tours  
prague - ims  
switzerland - conventus  
vienna - ims  
singapore - destination asia

global reach

**dna** locations





# dna partner locations

local expertise



**berlin**



**budapest**



**copenhagen**



**frankfurt**



**geneva**



**lisbon**



**london**



**marrakesh**



**munich**



**prague**



**singapore**



**vienna**



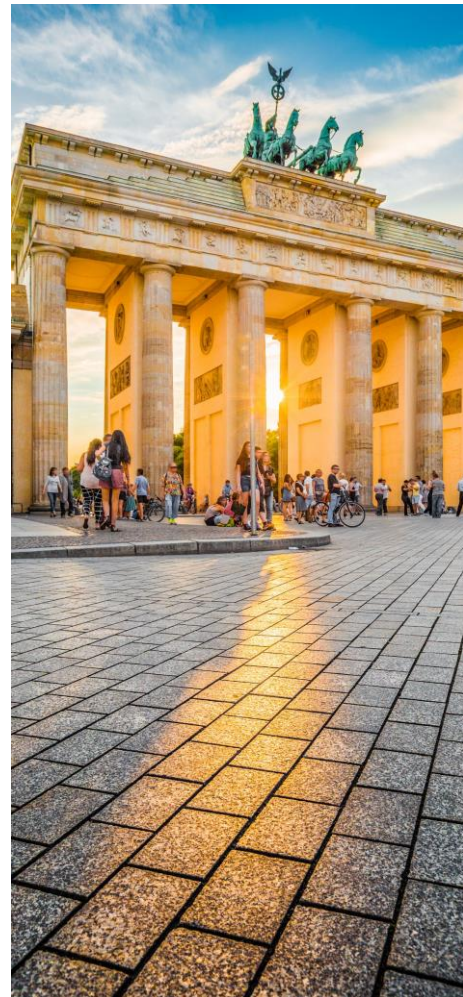
**dna**  
the high-end event solution

# berlin, munich frankfurt

established in munich and berlin since 1956, decades of expertise have transformed weichlein tours + incentives into one of germany's leading destination management companies. They cover major cities including berlin, frankfurt, cologne, hamburg, munich, and stuttgart

## flair and creativity for successful events with weichlein

successful programs for incentives, meetings, and conventions require more than just planning - they demand flair, creativity, and a genuine drive for success. The experienced, multilingual team at weichlein tours + incentives always strives to surpass expectations.







**dna**  
the high-end event solution

# copenhagen

crone & co consistently keep their clients' stakeholders in mind when developing projects, whether they are customers, consumers, employees, suppliers, shareholders, or volunteers

## creating extraordinary experiences with crone & co

they deliver services across various channels and contact points, including event marketing, brand activation, promotional activities, sponsorships, and employee engagement. In addition, they possess significant expertise in conference management, exhibitions, public events, workshops, nudging, and behavioural design.

**Crone & Co**  
EXPERIENCES





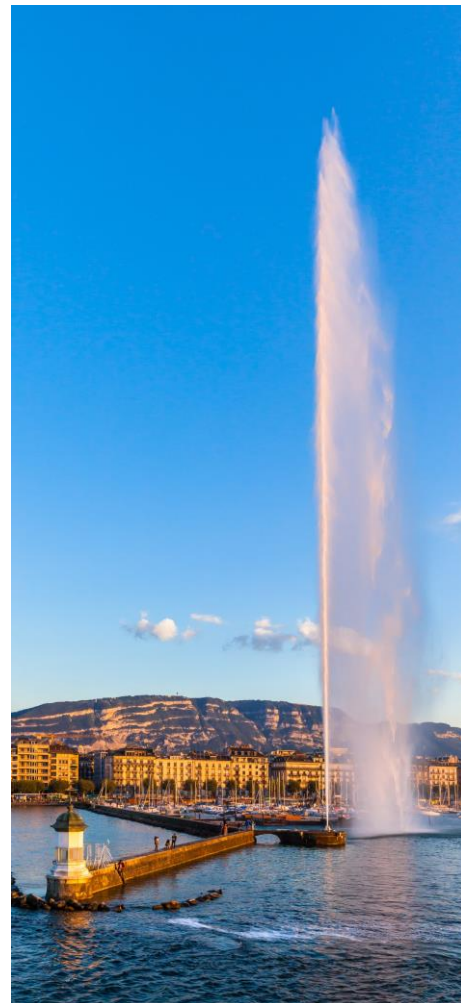
**dna**  
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# geneva

for over 45 years, conventus s.a. has crafted inspiring, flawless travel programs throughout switzerland and its neighbouring locations, showcasing both their commitment and expertise in creating remarkable travel experiences.

## opening doors for you with conventus

with a team of professionals that stands as their greatest asset, every inquiry is meticulously handled, showcasing the beauty and excitement of the destination. The DMC travel team offers imaginative ideas, optimal transport and ground handling solutions, all combined with the best possible rates based on value for money. Moreover, they provide access to exclusive venues and entertainment options that would otherwise be inaccessible.





**dna**  
the high-end event solution

# lisbon

lisbon is the main hub and is well served from europe, africa and the americas by both national and low-cost carriers

**exceptional connectivity and emotions with voqin'**

it also serves as a key gateway from europe to brazil. The airport's unique city location ensures short, time-efficient transfers. Porto, as the second major gateway, offers direct flights to europe, brazil, and africa, providing excellent two-centre options. Faro and madeira, popular for the algarve, both offer a range of direct flights to europe via national and low-cost carriers.

**VOQIN'**  
EMOTIONS CREATORS





**dna**  
the high-end event solution

# london & uk

spectra provides destination management services throughout the UK, with offices in london, england and in edinburgh, scotland

## **tailor-made adventures for all types of taste with spectra**

whether it is indulging in london's luxury shopping, embracing the thrill of white-water rafting in wales, or savouring whisky in scotland, spectra's unique programmes highlight the uk's finest offerings. Our extensive network of partnerships, spanning from country manors to eccentric pop-ups, extends across the entire uk, promising inspiring venues and suppliers.







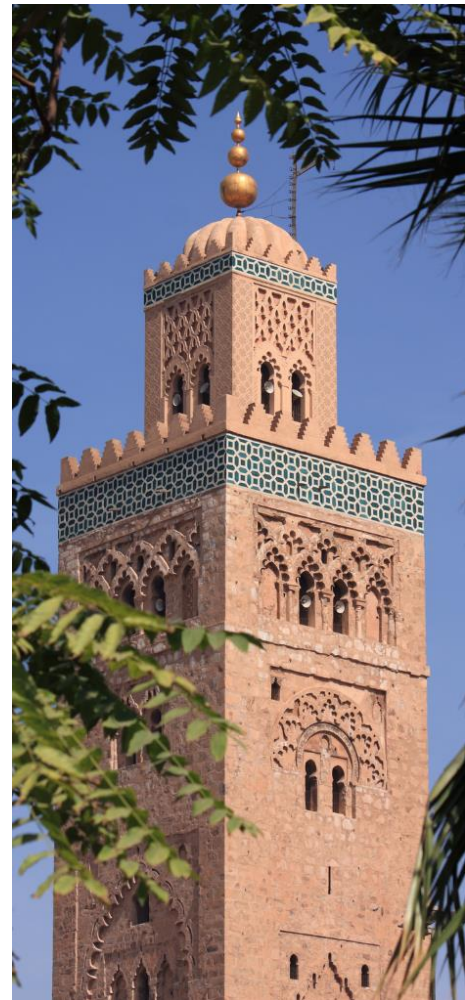
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# marrakesh & morocco

established in 1983, s'tours leverages decades of industry experience to guide their operations. the primary objective is to ensure the success of your journey

## delivering excellence with s'tours

known for consistently delivering exceptional events, time and time again, their local presence and deep understanding of the destination, combined with their high standards and strong partner relationships, position s'tours as the preferred supplier for many of the world's leading event and meeting planners.







**dna**  
the high-end event solution

# singapore

destination asia is a comprehensive destination management company, honing its expertise on operations across east and southern asia

## innovative travel solutions with destination asia

destination asia is a benchmark setter for immersive travel and tailored service, aiding our clients in achieving exponential market growth and positive business development. They offer innovative destination management services to a diverse clientele including incentive houses, cruise lines, convention/exhibition and conference organizers, tour wholesalers and operators, corporate meeting planners, cultural and historical associations, and business travel organizers.





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the high-end event solution

# vienna, prague budapest

ims is the leading destination management company in central and eastern europe. our main office is situated in vienna, austria, and we operate fully-owned branches in budapest, hungary, and prague, czech republic

## curating unique experiences with ims

destination management is more than just crafting a colour palette; it is about curating unique experiences that mirror our clients' corporate ethos and brand persona. With ims, translating individual needs into efficient solutions becomes a seamless endeavour.



**bnetwork** accommodation  
specialist

# thank you



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