

die mbw.

Your Experts for Events

Digital.
Hybrid.
Präsenz.





About us

mbw – your agency for events, digital communication and media production

When it comes to realising business events in person, virtually or hybrid, we are the right partner. Professional support and passion go hand in hand with experience and reliability – for more than 35 years.

Our state-of-the-art **hbw ConferenceCenter** in the Haus der Bayerischen Wirtschaft is the perfect location for all events, from annual general meetings to press conferences.

Do you want to get your message out to the world via livestream or take your event to the next level with digital media?

No problem with us.

In our brand new in-house green screen studio, we not only produce 'just' moving images, but also create customised virtual worlds - for your video statements, product presentations and much more.

Portfolio

Everything from a single source

We don't just advise, we also create, organise and implement. From the initial idea to the smooth running of the event or live streaming from our green screen studio: we are at your side for every project with know-how, expertise, state-of-the-art technology and passion.

We find individual solutions for you and create unforgettable experiences together.

Producing memories that last –
that's what drives us.

Our conference centre for

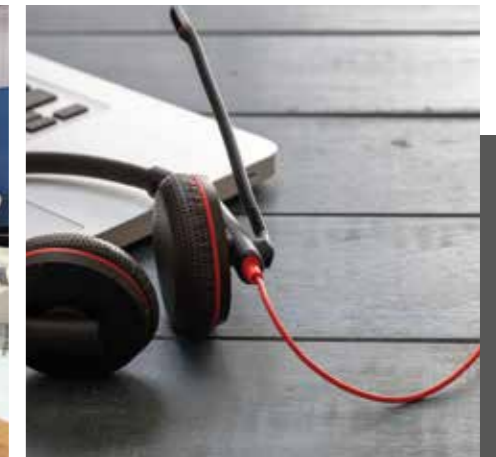
- Annual General Meetings
- Press conferences
- Conventions
- Events

Our studios

- Green screen studio
- TV studio
- Audio studio

Our further services

- Streaming
- Webinare
- Webcast
- Podcast
- Film
- Communication training



Haus der Bayerischen Wirtschaft

Conference centre

Our agency is located in the hbw | Haus der Bayerischen Wirtschaft. There, in the heart of Munich, we operate a conference centre with state-of-the-art streaming technology.

We plan and support your event in (almost) all sizes and, above all, in every conceivable media setting. The best infrastructure, a central location in the heart of Munich and state-of-the-art technical equipment make the hbw ConferenceCenter the perfect venue.

Would you like your presentation to be recorded or would you like to stream your conference live? All areas of the hbw ConferenceCenter are equipped with excellent trans-

mission technology so that your event can take place in person, as a hybrid or purely virtually.

The event area on three levels includes conference rooms with digital technology, fully equipped meeting rooms and an exclusive conference area with panoramic views. Concentrate on your guests - we will take care of everything else!



See for yourself
and come visit us!



ConferenceArea
large and prestigious

On the ground floor, three halls for 50–225 people and a 280 square metre foyer are available for your event.

The Europasaal is our largest event room and is equipped with the most technical finesse. A 45 square metre panoramic screen for multiple projections, surround sound and four interpreter booths are just two of the many highlights.



MeetingArea
comfortable and modern

In our MeetingArea, you can organise meetings, seminars and workshops for 6–55 people in nine different rooms of different sizes. All rooms are equipped with state-of-the-art digital audio and video technology, WiFi and natural daylight – drinks included.



ExecutiveArea
discrete and exclusive

The 6th floor of the hbw is reserved for closed society! Here you can welcome your guests in a discreet atmosphere. Depending on the layout, there is space for up to 60 people in the executive area, which can be reached via a separate entrance. A special treat: the fantastic panoramic view of Munich.

Green screen studio

Where the magic happens

What will it be, Alaska or outer space, wind farm or desert? We can create YOUR virtual setting at the click of a mouse. With our green screen studio, we offer you the perfect setting for state-of-the-art moving image communication – cost-efficient, creative and state-of-the-art.



The Highlights

- PTZ camera with tracking function
- Permanently installed lighting system for uniform illumination
- Several high-performance computers
- Unreal Engine: Software for creating 3D environments in real time
- Customised coving

Your advantages at a glance

- Sustainability by saving (travelling) time and costs
- Flexibility due to production independent of weather and seasons
- Maximum convenience due to central location with car park, catering & co.

Set the trends with us!

Live streamed
or recorded.

- Product presentations
- Tutorials/explanatory videos
- Recruiting clips
- Video statements
- Lectures

- Webinars & webcasts
- Talk rounds
- Photo shoots
- Media- and communication trainings

TV studio

You have the message, we bring it to the world



If you prefer real backgrounds and settings, we can broadcast your message to the world via our TV studio.

Perfectly suited for

- Interviews
- Expert talks
- Discussion panels
- Media training
- Greetings
- and much more

50 square metres of studio space, three HD camera trains, teleprompter, perfect lighting and an excellent team – these are the ingredients for your successful project.

Audio & Podcast

Set an acoustic exclamation mark

Podcasts are the medium of the moment – and your chance to present yourself and your topics in the best possible light with comparatively little production effort. We develop and produce your podcast from A-Z.

We offer

- Consultancy, format development and conception
- Editorial support and scripting by experienced journalists
- Recording in our own recording studio
- Post-production
- Packaging elements, music beds, jingles, mastering
- Professional speakers and voice-over artists

In our in-house recording studio, crystal-clear sound quality and the purest sound worlds are guaranteed.



Streaming

More reach in real time –
go live with us

The all-round carefree package for your event

Whether it's a conference, press conference or annual general meeting, product presentation or panel discussion - we can also realise any event virtually or as a hybrid.

If your objective is to generate more reach and more participants, streaming is the method of choice. Our maxim: you concentrate on the content, we take care of everything else.

- Advice on conception, implementation and follow-up
- Connection of speakers who are not on site
- Production and recording of video sequences
- Chat rooms for personal exchange
- Customisable streaming platform in your corporate
- Recording of the event for social media
- Direct exchange and get-together with participants

Webinars & Webcast

A professional appearance at all levels

Webinars and webcasts are now as commonplace as face-to-face training or meetings used to be. However, the requirements are often underestimated. A consistently professional look is a must.

High flexibility & predictable costs

- Flexible number of participants
- Independence of location – no travelling time and costs
- Greater reach through live streaming or on-demand retrieval
- Precisely calculable and reduced costs compared to face-to-face events

We not only set you in the right light, but also think about the right background, the right camera settings, sound quality, belly bands, recording and so on...

You can concentrate fully on your content – we do the rest.



Annual General Meeting

Champions League location for your annual general meeting

Our conference centre in the **hbw | Haus der Bayerischen Wirtschaft** is one of the most frequently booked venues for annual general meetings in Germany. Our team therefore has a high level of expertise and extensive experience. We guarantee compliance with all the necessary formal and legal criteria.

In presence, virtual or hybrid

Invite your shareholders to attend in person or exercise their shareholder rights virtually from anywhere in the world. Or hold your Annual General Meeting purely virtually and reduce costs.

At our premium location in the heart of Munich, we can professionally and reliably implement any option for you.



Events, conventions & press conferences

The best event managers are invisible

You and your guests should enjoy your event to the full. What happens behind the scenes stays there. That is our maxim.

We organise congresses, press conferences, gala events, product launches or trade fairs from A to Z. We always have the big picture in mind and, above all, one goal: visitors who are not just satisfied, but delighted.

Our experienced team is also happy to realise your event as a hybrid or virtual event.

We have the basics...

- Optimum process planning
- Suitable technology for all scenarios
- Ideas for your catering
- Experienced guest registration
- Representative rooms in all
- Central, easily accessible location including parking

... and can also fulfil special requirements

- Simultaneous interpreting
- 0 sound distributor
- Areas for your branding
- Image transmission directly to TV broadcasters
- of all rooms to our studios

Film

Moving images that move

We have mastered the entire repertoire of film production for over 30 years. Image clips, corporate or product films, industrial or explanatory videos, organisations and companies – your film idea is in good hands with us.

Always customised - never off the peg

We are at your side in all phases of production: conception, shooting, editing and post-production. We have all the technical equipment you need in-house:

- Green screen studio
- TV studio
- Audio studio
- Fully equipped edit suite

We are also happy to shoot with our team at your desired location.

Post-production in Munich

Your video has already been shot, but still needs to go into post-production? We can complete your film in our fully equipped edit suite.



Training

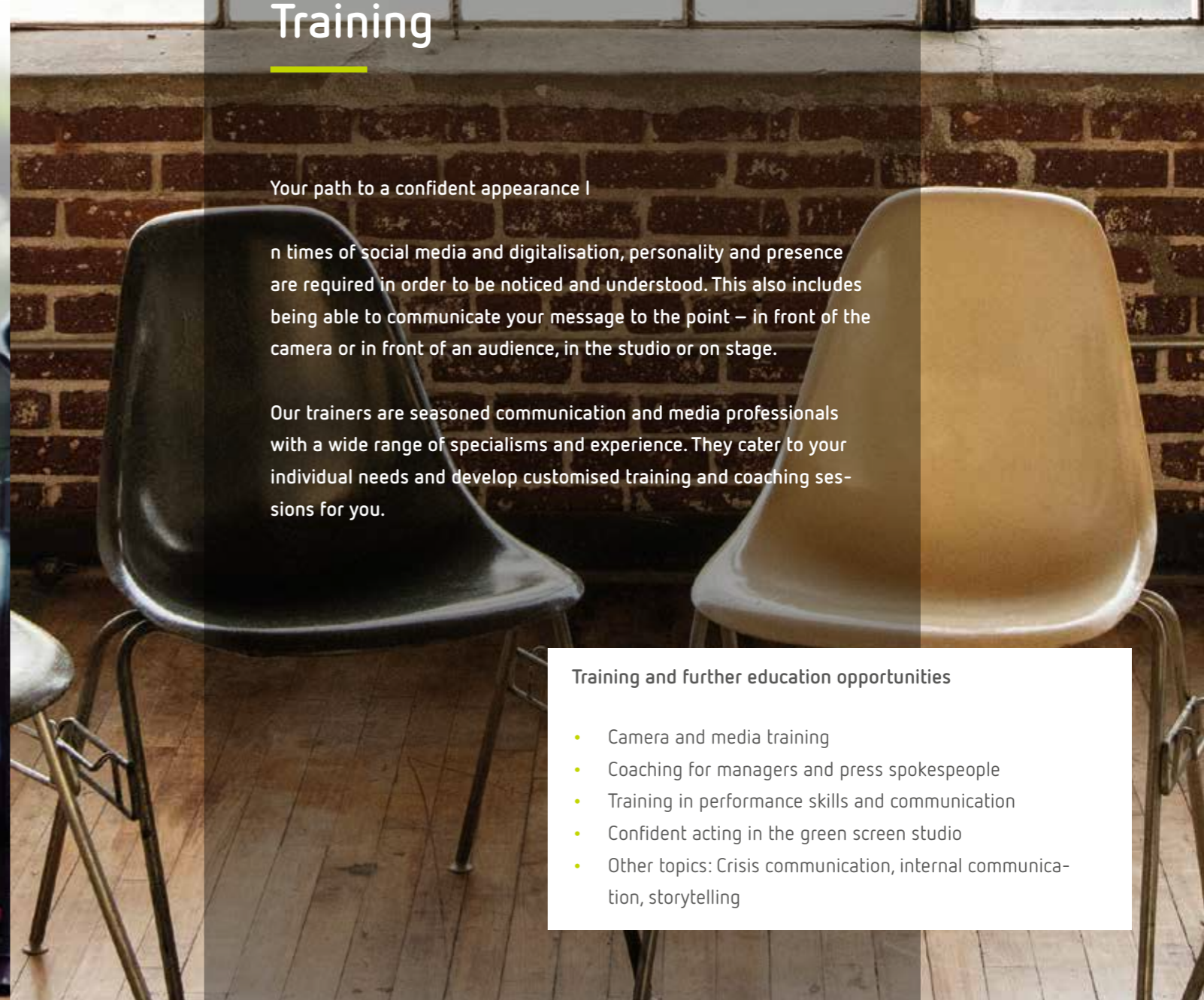
Your path to a confident appearance |

In times of social media and digitalisation, personality and presence are required in order to be noticed and understood. This also includes being able to communicate your message to the point – in front of the camera or in front of an audience, in the studio or on stage.

Our trainers are seasoned communication and media professionals with a wide range of specialisms and experience. They cater to your individual needs and develop customised training and coaching sessions for you.

Training and further education opportunities

- Camera and media training
- Coaching for managers and press spokespeople
- Training in performance skills and communication
- Confident acting in the green screen studio
- Other topics: Crisis communication, internal communication, storytelling



Customer feedback



Greiffenberger AG
Communication training

Due to the many global crises, resilience is becoming increasingly important. Experienced trainers from mbw provide very clear and practical training on the right way to communicate with employees, the press and supervisory boards. Highly recommended!



FORTEC GROUP
Annual General Meeting

It was all marvellous – here
Thanks again to the company for
your support in the preparations
and during the event.



Sparkassenverband
Hybrid press conference

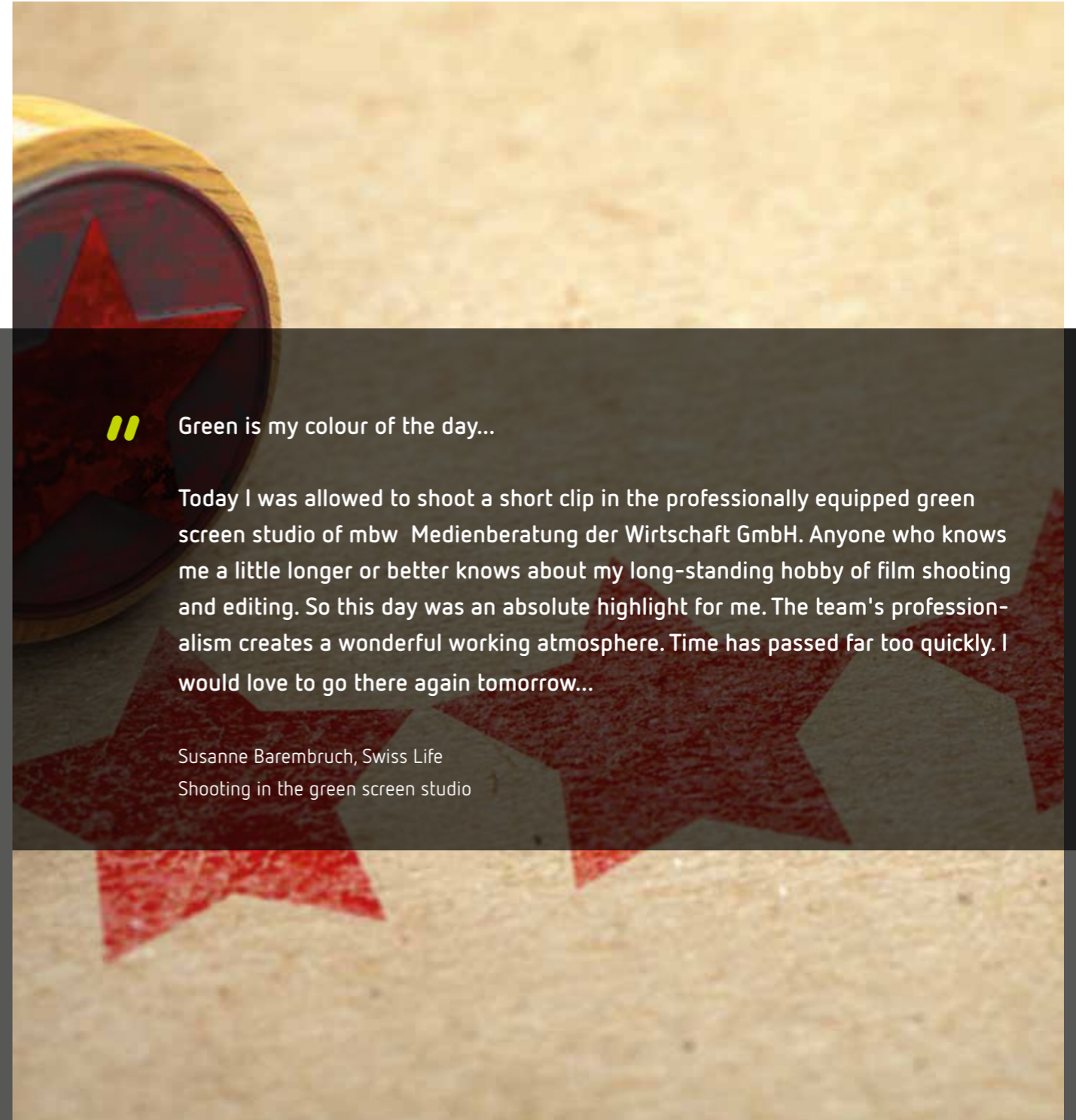
Thank you very much! For the
evaluation and the good and
extremely pleasant support.
Everything went very well. The
professional setting was also
praised by the participants. The
press conference was successful
overall, we are satisfied with the
overall result and will definitely
be coming back to the hbw.



Green is my colour of the day...

Today I was allowed to shoot a short clip in the professionally equipped green screen studio of mbw Medienberatung der Wirtschaft GmbH. Anyone who knows me a little longer or better knows about my long-standing hobby of film shooting and editing. So this day was an absolute highlight for me. The team's professionalism creates a wonderful working atmosphere. Time has passed far too quickly. I would love to go there again tomorrow...

Susanne Barembruch, Swiss Life
Shooting in the green screen studio





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