

Career \*\*\* Austria \*\*\* International:

## Elisabeth Hansa strengthens ENITED Business Events team

Austria | International, 14.01.16: With her company 'Elisabeth Hansa Support & Strategy On Demand', the international expert in the field of marketing, sales and congress centre management, is strengthening the ENITED Business Events consulting and management agency team across Europe starting immediately. The 61-year-old from Graz will support management in the area of sales and business development. Hansa, above all, brings her international expertise and network. She has been working in marketing and congress centre management since 1985. Amongst other things, she helped with the successful positioning of the Austria Center Vienna and the Messe Congress Graz, before starting her own company in 2015. For years she has been passing on her knowledge as a lecturer at the Krems ICM University of Applied Sciences, the Modul University in Vienna and the European Cities Marketing summer school.

She has worked on numerous projects with ENITED managing directors Ivo Franschitz and Rosa B. Reyero Miguez, who have been advising organisations, businesses and destinations in 17 countries and 25 towns for over 18 years. Franschitz on Hansa's involvement: "Our industry is a people business. It is dependent on people's actions, on their knowledge, their experience and their communication skills. Elisabeth Hansa brings all of that with her. We are pleased that she is on board and on many new, joint projects."

### Fact Sheet:

#### ENITED Business Events GmbH | Sharing the idea of excellence

Headquarters in Vienna \*\*\* 18 years of success in the market \*\*\* in 17 countries \*\*\* 25 towns \*\*\* over 1,000 business events for market leaders \*\*\* Industries: Pharmaceuticals, medicine, technology, industrial goods, energy, research and science \*\*\* Advising destinations on sustainable market development \*\*\* Member of EMBA | ICCA | PCMA | [www.ENITED.eu](http://www.ENITED.eu)

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