

REFERENCES

Ms. Żaneta Berus who runs a consulting company In2Win has been a member of the Event Industry Association since 2015. For two terms she held the honourable position of a Board Member in this prestigious organisation associating organisers, locations and service providers.

Żaneta Berus has become known as an extremely dynamic, positive-thinking person with extensive contacts and market knowledge, which comes in handy in the daily functioning of the association.

For over 25 years, Ms Żaneta Berus has been active in the MICE sector (congresses, meetings, fairs, events), in particular, she is recognisable in the trade fair environment and, thanks to her experience, she moves smoothly on the Polish and international markets.

Thanks to her activities on international markets, SBE became a member of the prestigious international association IAEE (International Association of Exhibitions and Events), and signed agreements with that organization and with the IEIA (Indian Exhibition Industry Association), which gives the association and its members greater recognition not only in Poland, but also on the international arena.

Żaneta Berus and her company In2Win have been active in the prestigious IAEE for many years and she is a licensed lecturer of the association's CEM (Certified in Exhibition Management) programme.

Żaneta Berus eagerly gets involved in various social campaigns (such as ELFY), helps the event industry - together with other SBE representatives she works in the Meetings and Events Industry Council which consults with the government on the possibilities of supporting the MICE industry. She is also a lecturer of the Event Management programme run by SBE at the University of Warsaw.

For her activities for the local government and her contribution to the promotion of Poland, Żaneta Berus received the Silver Cross of Merit, the second most important state decoration, awarded by the President of Poland. Also the event industry has appreciated her involvement. She was honoured with the MP-12 title as the best venue manager in the Supplier-Venue category. Żaneta Berus also received an industry distinction - the "Personality of the Year" title in the "Facility Manager" category, and the "Distinguished Service to Tourism" badge awarded by the Ministry of Sport and Tourism.

Management Board of the Event Industry Association

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