

Designing international
corporate events with impact

EVENT PLANNER GUIDE 2026



*The most successful international events
are not the most complex – they are
the most intentional. Clarity of purpose,
the right destination and a venue
that enables flow are the only factors
that truly matter.*



HOW TO USE THIS GUIDE

This guide is structured in two distinct halves – by design. The first half outlines objective expert level planning principles: proven frameworks and professional insights that form a clear roadmap for delivering a successful international corporate event – independent of any venue or destination.

The second half shows how Vienna, the world's most popular meeting destination, and the Austria Center Vienna translate these principles into practice, demonstrating how typical planning challenges can be solved at scale through the right destination and venue choices. Read the guide from start to finish to gain a clear, end to end understanding of what truly drives successful international corporate events – and to take away practical know how, professional tips and proven approaches you can apply directly to your own event planning.

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PART	SECTION	FOCUS
1	THE EXPERT FRAMEWORK	Strategic tips and criteria for world-class events
2	CHOOSING THE RIGHT DESTINATION	Objective criteria – and why Vienna qualifies
3	VENUE SELECTION CRITERIA	Flexibility, technology, team, catering, sustainability
4	VIENNA AS A DESTINATION	Infrastructure, connectivity, support and funding
5	THE AUSTRIA CENTER VIENNA	Venue, levels, technology, catering and services, sustainability, best practice
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THE EXPERT FRAMEWORK

Objective planning principles
– independent of any
venue or destination.

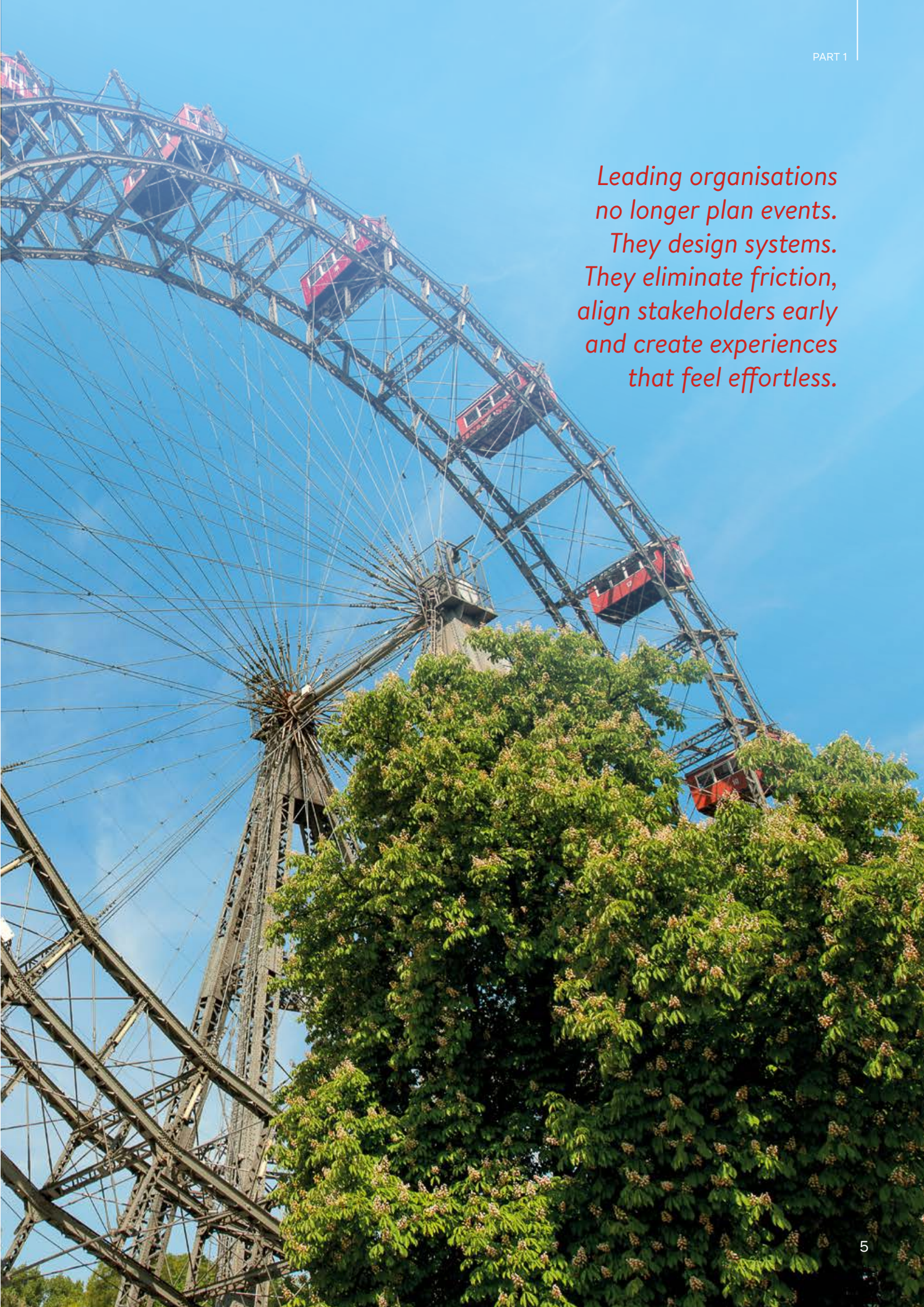
THE CORE INSIGHT

Corporate events rarely fail because
of poor execution.

They fail because of **unchecked complexity** –
too many unresolved decisions, misaligned
stakeholders and venues that add friction
rather than remove it.

The best events are not more elaborate.
They are **more intentional**.





*Leading organisations
no longer plan events.
They design systems.
They eliminate friction,
align stakeholders early
and create experiences
that feel effortless.*

THE FIVE PRINCIPLES OF EFFECTIVE EVENT DESIGN



Regardless of event type or scale, the following five principles consistently separate outstanding events from average ones. Apply them as objective filters when evaluating any destination, venue or partner.

1

ELIMINATE COMPLEXITY EARLY

The most damaging decisions are the ones not made at the start. Define format, flow, technology requirements and delegate journey in full before anything else. Every unresolved question at the planning stage multiplies into operational problems on the day.

2

DESIGN FOR FLOW

Flow is the single most underestimated factor in large-scale events. Poor delegate flow – between sessions, catering areas and networking zones – is the most common cause of negative feedback. Map every transition before committing

3

INTEGRATE TECHNOLOGY AS EXPERIENCE

Technology that simply „works“ is the bare minimum. Exceptional events use technology to transform space, create immersion and amplify content. Choose a venue whose infrastructure enables this – not one where you must work around it.

4

WORK AS ONE INTEGRATED TEAM

The boundary between client team and venue team should be invisible to participants. Evaluate a venue's team as carefully as its space: response times, transparency, proactivity and the ability to absorb last-minute change are leading indicators.

5

CREATE MEANINGFUL MOMENTS

Participants retain emotion, not information. Build deliberate moments – a striking arrival experience, a powerful opening, an unexpected break-time encounter – and your event will be discussed long after it ends.

THE BIG 4 CHALLENGES – AND HOW TO ADDRESS THEM

International research from PCMA, ICCA and comparable bodies consistently identifies the same four challenges. Understanding each in depth is the first step to selecting partners who genuinely resolve them.

BUDGET PRESSURE

1

Budgets are not keeping pace with rising production costs, increased delegate expectations and sustainability requirements.

- **Request all-inclusive conference packages** – they eliminate hidden costs and streamline post-event admin.
- **Ask venues about public funding and financial support** – these can offset significant costs.
- **Prioritise multi-purpose spaces over specialist rooms** – flexibility reduces the number of spaces required.
- **Choose destinations with strong direct flight connections** – travel friction increases drop-off rates.

HUMAN RESOURCES & WORKLOAD

2

Event teams are managing greater complexity with the same or fewer resources.

- **Choose a venue with a dedicated project management team** that absorbs operational complexity.
- **Request a single point of contact**, venue-side – fragmented communication multiplies workload.
- **Insist on complete, accurate documentation from the first enquiry** – delays signal deeper issues.
- **Select a destination with a convention bureau** that offers free planning support services.



PARTICIPANT EXPECTATIONS

3

Delegates increasingly expect personalised, immersive, shareable experiences.

- **Ask venues to demonstrate immersive technology capabilities** – not just list them.
- **Evaluate the delegate journey** from airport transfer to closing session as a joined-up, cohesive experience.
- **Incorporate the destination city into the event narrative** – cultural moments drive retention.
- **Design two „anchor moments“** that participants will photograph and share; these define your reputation.

LOGISTICAL & TECHNOLOGICAL COMPLEXITY

4

Multi-day events involve enormous coordination across AV, IT, logistics, catering and accommodation.

- **Treat technology planning as a standalone workflow** – 90% must be planned in advance.
- **Verify whether the venue's in-house tech team has experience** integrating with external AV partners.
- **Require a delegate flow plan** tested against worst-case attendance scenarios before finalising layout.
- **Confirm WiFi specifications in writing** – seamless connectivity for thousands is non-negotiable.

CHOOSING THE RIGHT DESTINATION

The Five Venue Success Factors

Difficult destinations cost registrations. If the journey involves multiple connections, long transfers or safety concerns, potential participants simply do not attend – even if the programme is outstanding.



THE FIVE VENUE SUCCESS FACTORS – IN DETAIL

1

ACCESSIBILITY

Accessibility is the single strongest predictor of attendance. Complicated travel routes, long transfers or unreliable connections directly reduce registrations – regardless of programme quality.

**BENCHMARK**

Can at least 80% of your target delegates reach the destination with one direct flight or rail connection and get to the venue within 30 minutes of landing?

2

RELIABILITY & SAFETY

International participants evaluate destinations through the lens of personal safety, political stability and operational reliability. Perceived risk, even if unfounded, lowers commitment and increases late cancellations.

**BENCHMARK**

Is the destination consistently ranked among the top European cities for safety and liveability, with no travel advisories or operational disruptions affecting international events?

3

INFRASTRUCTURE AT SCALE

Large scale corporate events require more than isolated excellence. Airports, hotels, public transport and venues must function as one integrated system under peak load.

**BENCHMARK**

Can the destination simultaneously accommodate several thousand delegates, with sufficient hotel capacity, reliable public transport and no single point of failure during peak event days?

4

PROFESSIONAL SUPPORT ECOSYSTEM

The most efficient destinations offer organisers neutral, professional support that reduces workload and accelerates decision making before a venue is even selected.

**BENCHMARK**

Does the destination provide a non profit convention bureau offering free, hands on planning support, including venue sourcing, hotel blocks, bid documentation and stakeholder coordination?

5

DELEGATE EXPERIENCE BEYOND THE PROGRAMME

Delegates do not remember agendas alone. They remember how a destination made the event feel – from arrival to evening networking. This “off agenda experience” directly affects satisfaction, social sharing and repeat attendance.

**BENCHMARK**

Does the destination offer a high quality of life – short distances, cultural depth, dining, green space and walkability – that naturally extends the event experience beyond the venue walls?

SELECTING THE RIGHT VENUE

Five success factors – evaluated objectively

Once the destination is confirmed, venue selection is the single most consequential decision in the planning process. The following criteria provide an objective basis for venue evaluation – independent of any specific venue.



THE FIVE VENUE SUCCESS FACTORS – EVALUATED OBJECTIVELY

1

FLEXIBILITY

Evaluate divisible halls, movable walls, alternative overflow spaces and the venue's documented approach to managing attendance surges. A venue that cannot adapt to $\pm 20\%$ on attendance is a liability at large scale.

**BENCHMARK**

How quickly can the main plenary space be reconfigured into multiple fully-functional breakout streams, and has this changeover been proven at scale?

2

TECHNOLOGY

Technology must be 90% planned in advance – and yet around 30% of technical decisions are only made on-site. A venue's in-house infrastructure determines how much creative freedom your production team has and how quickly issues can be resolved.

**BENCHMARK**

Does the venue use concert-level audio technology? Can their team work seamlessly alongside your external AV partner from day one? Does the venue offer robust in house AV capabilities to ensure resilience and on site flexibility?

3

TEAM

Evaluate professionalism from the first enquiry. Fast, complete, accurate responses are a leading indicator of operational capability. Attitude, transparency and proactivity should be visible before any contract is signed.

**BENCHMARK**

Did you receive a complete, accurate response to your first enquiry within 24 hours, with floor plans, technical specs and a named contact?

4

CATERING

Catering should be evaluated as a logistics and flow challenge, not a menu decision. At scale, it directly shapes delegate energy, networking quality and overall event perception. Successful catering concepts are designed around movement, timing and interaction, eliminating congestion and supporting the delegate journey rather than interrupting it. Food quality, speed and spatial integration must work together as part of the overall event experience from the outset.

**BENCHMARK**

Is catering planned from the first briefing as part of the delegate flow, with clear pathways and sufficient space to avoid queues? Is there an on site kitchen capable of delivering freshly prepared food at scale, ensuring quality, speed and consistency throughout the event?

5

SUSTAINABILITY

An increasing number of corporate sponsors, delegates and procurement departments require verified green credentials. Choose a venue and destination where Green Meeting certification is a fully-supported, straightforward process.

**BENCHMARK**

Does the venue offer free Green Meeting certification support? Is sustainable transport integrated into delegate planning tools? Are destination and venue partners also certified for Green or sustainable Meetings?



NO.1

MOST LIVEABLE CITY
IN THE WORLD

TOP 3

ICCA RANKING
(FOR MORE THAN 20 YEARS)



515

DIRECT FLIGHTS
TO/FROM VIENNA DAILY



VIENNA AT A GLANCE

60+

AIRLINES
SERVING VIENNA

16 MIN

AIRPORT TO
CITY CENTRE (CAT)



VIENNA – A CITY BUILT FOR INTERNATIONAL EVENTS



THE DESTINATION THAT TICKS ALL THE BOXES





Vienna has been ranked the world's most liveable city for multiple consecutive years. In the table below, the criteria above are mapped directly to the situation on the ground in Vienna.

CRITERION	VIENNA'S POSITION
Direct flight connectivity	60+ airlines. 190 destinations. 515 daily direct flights.
Airport transfer	16 min by City Airport Train (CAT). 30 min total journey to venue.
Public transport	Subway, tram, bus – powered by 80%+ renewable energy.
Safety	Consistently ranked among Europe's safest cities.
Hotel capacity	450 hotels. 42,426 rooms. 25 five-star properties.
Venue diversity	150+ event locations. 30+ university venues. 3 major congress centres.
Sustainability	Nearly 50 certified green venues. Green Meeting certification free.
Convention bureau	Vienna Convention Bureau: neutral, non-profit, free services.
Funding available	Vienna Meeting Fund: up to EUR 60,000 for qualifying events.
Cultural offer	UNESCO heritage. World-class opera, museums, dining. 50%+ green space.
MICE reputation	World leading congress destination by number of international association meetings (ICCA City Ranking 2024).
Location	Centrally located in the heart of Europe. EU and Schengen Area member. Currency: Euro.
Business hub	Headquarters of 200+ multinational companies in Central and Eastern Europe. One of four UN headquarters cities.

*By the time you finish reading this, another plane will have landed in Vienna.
And another, two minutes from now.
Accessibility is not a nice-to-have –
it is the foundation of participation.*

MEETING INFRASTRUCTURE





Unmatched accessibility,
diverse venue options,
and infrastructure built for success.



CONVENTION CENTRES

Vienna offers **three congress centres**, accommodating events with **up to 29,000 participants**.

- **Austria Center Vienna**
largest room: 4,312 sqm, 4,370 people
- **Hofburg**
largest room: 6,400 sqm, 3,000 people
- **VIECON**
largest room: 8,868 sqm, 6,840 people



MEETING HOTELS & ACCOMMODATION

Vienna provides more than **100 meeting hotels** and over **40,000 rooms** – ensuring the perfect fit for any type of event.

25 5* hotels	4,558 rooms
189 4* hotels	20,926 rooms
167 3* hotels	13,075 rooms
69 2* / 1* hotels	3,867 rooms
450 hotels	42,426 rooms

EVENT LOCATIONS & UNIVERSITY VENUES

Vienna offers **150+ event locations** – from historic palaces to modern galleries – as well as more than **30 university venues**.

VIENNA – WITHIN EASY REACH





60+ airlines connect Vienna
with around 190 destinations
worldwide.

Vienna Airport (VIE) : Vienna Schwechat

19 km to the city centre

Austrian Airlines supports your event as an “Official Carrier.”

For more information about Austrian Airlines’ support services
for meetings and events, see here.

FLIGHT TIME TO VIENNA EUROPEAN DESTINATIONS

Amsterdam	1 h 55 min
Berlin	1 h 15 min
Brussels	1 h 45 min
Bucharest	1 h 40 min
Copenhagen	1 h 45 min
Dublin	3 h 00 min
Helsinki	2 h 25 min
Lisbon	3 h 25 min
London	2 h 20 min
Madrid	3 h 10 min
Oslo	2 h 15 min
Paris	2 h 05 min
Riga	2 h 00 min
Rome	1 h 35 min
Stockholm	2 h 15 min
Warsaw	1 h 15 min
Zurich	1 h 25 min

FLIGHT TIME TO VIENNA INTERNATIONAL DESTINATIONS

Abu Dhabi	5 h 35 min
Bangkok	10 h 15 min
Beijing	9 h 20 min
Chicago	9 h 50 min
Dubai	5 h 35 min
Los Angeles	14 h, 1 stop
Montreal	9 h 15 min
New-Delhi	6 h 55 min
New York	9 h 30 min
Seoul	10 h 05 min
Tokyo	16 h, 1 stop
Toronto	9 h 40 min
Washington	9 h 45 min

More information to other destinations:

<https://www.viennaairport.com/en/passengers>

Contact: katharina.reimann@austrian.com

VIENNA BY TRAIN





Vienna plays a hub role in the international rail network of Europe.

Intercity and international express trains connect Vienna with all major cities in Europe.

The ÖBB Congress Account offers an eco-friendly solution with attractive group rates and discounted prices for organizers and participants.

EXAMPLES OF DIRECT CONNECTIONS

Berlin – Vienna	7 h 40 min
Bratislava – Vienna	1 h 00 min
Budapest – Vienna	2 h 40 min
Frankfurt – Vienna	6 h 25 min
Munich – Vienna	4 h 00 min
Prague – Vienna	4 h 00 min

COMFORTABLE, DIRECT NIGHT TRAINS

Amsterdam – Vienna	13 h 40 min
Brussels – Vienna	14 h 20 min
Hamburg – Vienna	12 h 40 min
Kraków – Vienna	8 h
Milan – Vienna	11 h 43 min
Paris – Vienna	10 h 40 min
Rome – Vienna	11 h 50 min
Warsaw – Vienna	11 h 15 min

All destinations are within a 30-minute reach from any metro or commuter rail station in Vienna.

VIENNA CONVENTION BUREAU





Non-profit, independent,
and service-driven —
— your go-to resource for guidance



OUR SERVICES

- Hotel and venue finding support for events with min. 100 delegates
- Options for hotel room block bookings (no call-in allotments)
- Counselling office on service providers in the city
- Preparing detailed application and presentation documentation
- Organizing site inspections
- Information about organizing hybrid events
- Free of charge Green Meeting certification
- Informational material, photos and videos
- Publication of your event in the online meeting calendar
- Info kits for participants
- ivie – Your personal Vienna guide for iOS and Android
- Financial support

VIENNA MEETING FUND 2025–2028





Financial support for business events held between 1 Jan. 2025 and 31 Dec. 2028.

- Eligible are international association and corporate meetings that take place outside the months of May, June, September, and October
- The Vienna Meeting Fund 2025–2028 consists of two complementary modules

Module 1

- Multi-day events (daytime business events)
- At least 50 on-site participants
- At least 50% international participants (travelled from abroad)
- Held in a Vienna location with rental fee or conference package
- Additional funding (Module 2) possible for certified **Green Meetings** or **ÖkoEvents**
- The maximum funding amount is **EUR 60,000**
- **Online application**

VIENNA MEETING TICKET





Wiener Linien public transport ticket for events with 150+ attendees.

BENEFITS OF THE VIENNA MEETING TICKET

- Unlimited use of all means of public transport in Vienna (Kernzone Wien) for the entire duration of the event
- 2% to 30% discount per ticket
- Customizable with event logo and text
- Reissue in case of loss/theft
- Display via smartphone using the WienMobil App (iOS/Android)

Take advantage of one of the world's best public transport networks – operated by Wiener Linien.

CITY AIRPORT TRAIN MEETING OFFER





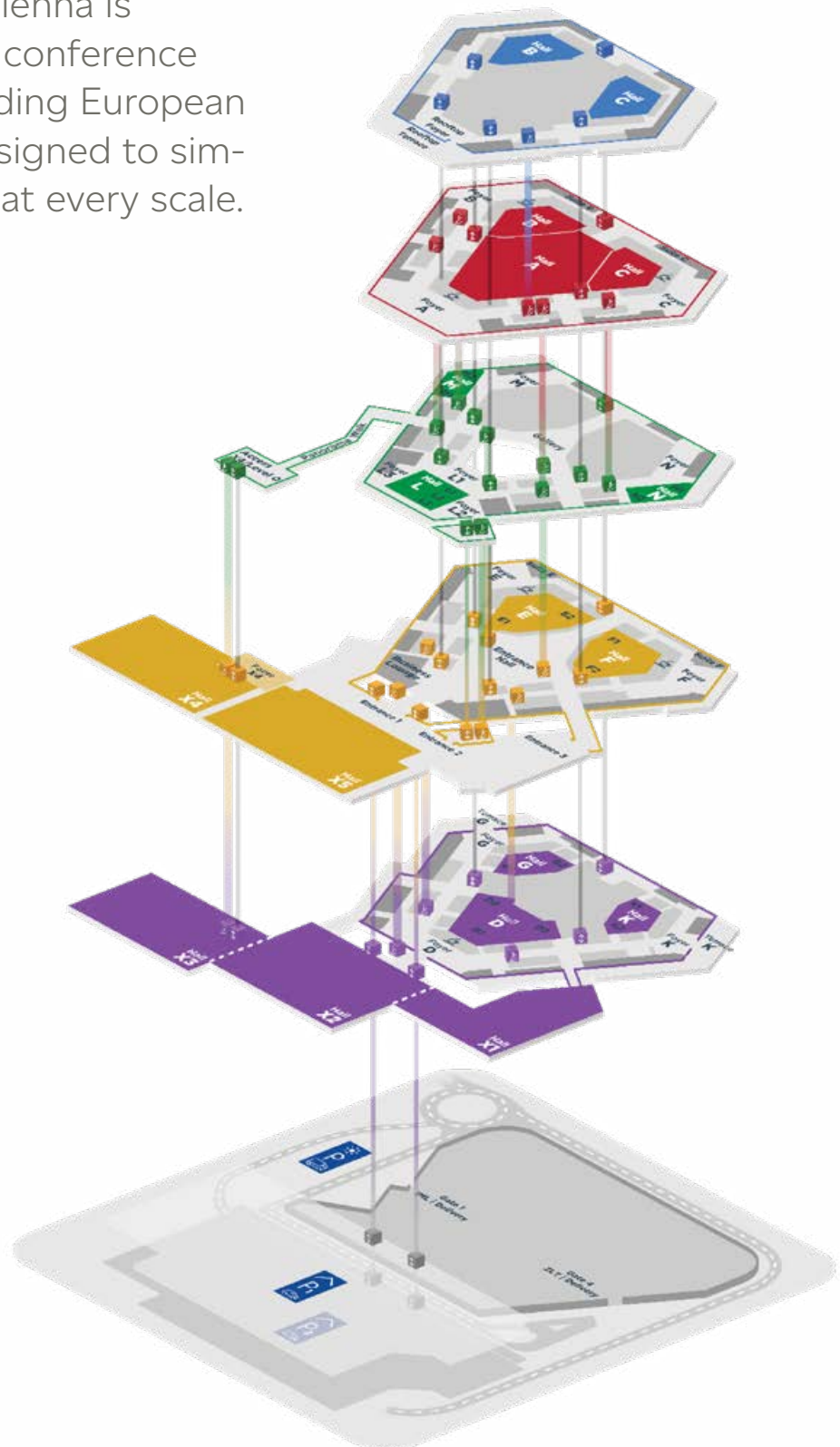
Sustainable and tailored airport transfer with the CAT.

FLEXIBLE PACKAGES AS NEEDED

- Volume-based discounts starting at 15%, with no minimum order quantity
- Tickets can be sent to the organizer in advance (email/post) or booked individually with a discount code
- Cost can be covered by organizer or direct discount to customer
- Wiener Linien ticket (public transport) can be added online and billed (no discount)
- Comfortable, non-stop transfer to the city center in 16 minutes

AUSTRIA CENTER VIENNA

Austria Center Vienna is Austria's largest conference centre and a leading European event venue. Designed to simplify complexity at every scale.



An exploded drawing of
Austria Center Vienna →

21

SESSION HALLS



OUR VENUE.
YOUR
ADVANTAGE.

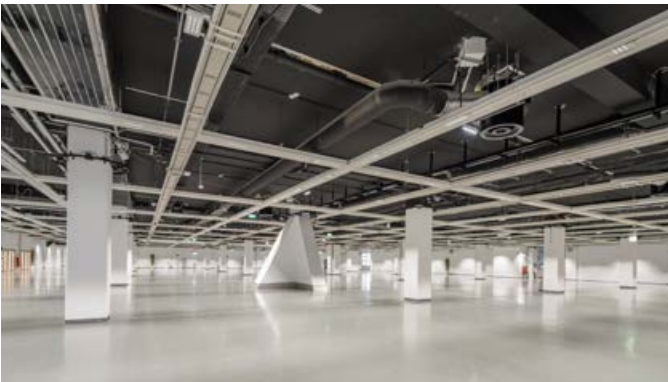
134

MEETING ROOMS



5

EXHIBITION HALLS



22,800

MAX PARTICIPANTS



26,000M²

EVENT SPACE

Rated Excellent.
Chosen by Industry Leaders.



700+
MORE

10,000+ Google reviews



4,5/5

Trusted by planners worldwide.

Net Promoter Score

75 (excellent)

Based on 100 customer feedback
across delivered events (n=51).

Global Success

700+

Corporate clients served from around
the world.





- ① Our polySTAGE in action at the ADPD 2025
- ② Our polySTAGE in action at the ADPD 2025
- ③ Endless possibilities of our polySTAGE, shown at the ERA 2025

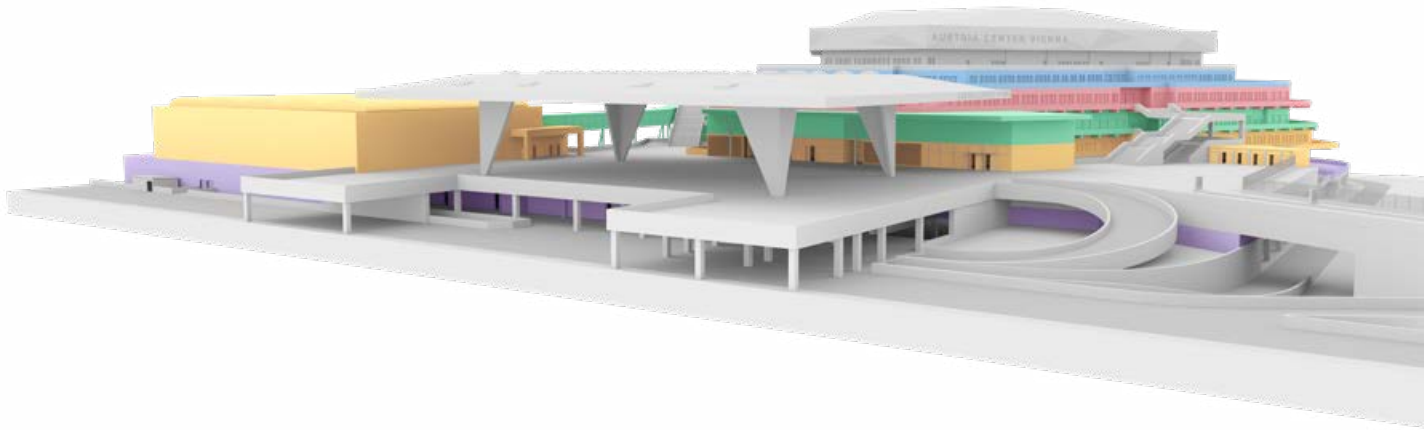
IDEALLY LOCATED AND EASY TO REACH



At a Glance – Key Facts

- **Ideally Located:** 7 min to city centre. 30 min to airport. U-Bahn to the door.
- **5 Levels:** 5 interconnected levels, each separately accessible via 3 entrances.
- **35,000 Connections:** Seamless WiFi for 35,000 simultaneous users – unrivalled infrastructure.
- **22,800 Pax Max:** Optimal capacities from 400 to 22,800 delegates in a single building.
- **2,000 m² Branding:** Venue wide branding. 500 m² LED surfaces.
100+ branding and wayfinding screens.
- **Green Certified:** Austria's first Green Conference Centre. Sustainability at every level.
- **Spaces & Capacities:** 21 session halls, 134 meeting rooms and 5 exhibition halls.
26,000 m² of event space.
- **Top Catering Partner:** State-of-the-art technology, versatile rooms and professional services with an exclusive in-house catering partner.
- **Designed for Flow:** Visitor journey and spatial design created for intuitive flow and high engagement.

A Model of the Austria
Center Vienna with
colour-coded levels



FIVE LEVELS. HUNDREDS OF EVENT CONFIGURATIONS.

Each level serves a distinct purpose within the delegate journey – from arrival and registration through networking, plenary, breakout and VIP engagement. The building is designed so that participants navigate it intuitively, without signage fatigue or logistical confusion.

QUIET YET CENTRAL

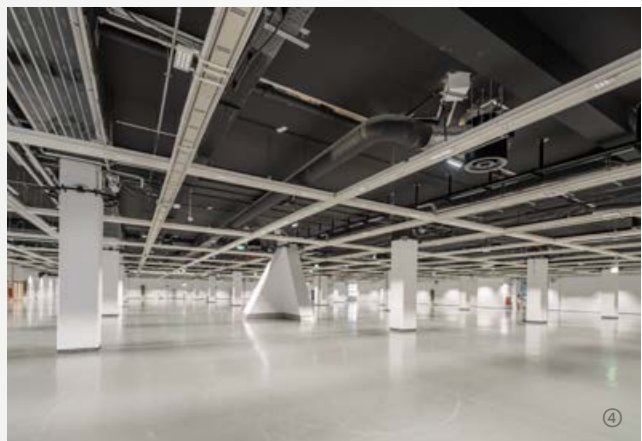
At a glance

Completely modernized, Level -2 scores with state-of-the-art design, flexible room concepts and generous branding opportunities.

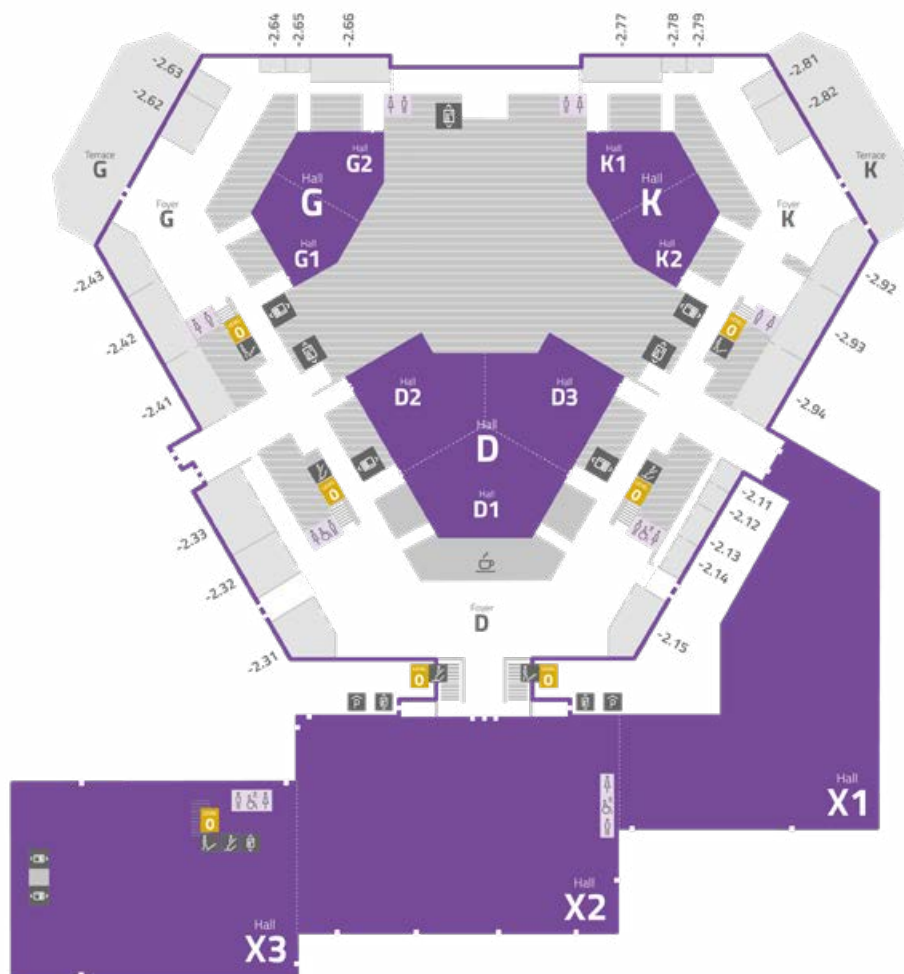
- 7 session halls
- 1 foyer café
- Meeting rooms: 6 small | 4 medium | 13 large | 1 x-large
- Exhibition Hall X1, X2, X3
- 2 terraces

Highlights

- **7 modern session halls:** 3 light and spacious halls equipped with state-of-the-art technology. Hall D can be divided into three spaces, while halls G and K can each be split in two.
- **Spacious, open foyers:** right next to the halls, with access to the other halls and terraces
- **183 m² of large-format LED displays:** ideal for signage and branding
- **Ideal mix of rooms:** From small rooms to large halls for events and exhibitions



● LEVEL -2



Spaces	Size	Theater	Classroom	Stage	Room Height
Hall D	1.265 m ²	1.354	668	60 m ²	2,7 - 4,9 m
Hall D1	460 m ²	400	198	60 m ²	2,7 - 4,9 m
Hall D2	404 m ²	288	144	40 m ²	2,7 - 4,9 m
Hall D3	401 m ²	288	144	40 m ²	2,7 - 4,9 m
Hall G1 Hall G2 Hall K1 Hall K2	252 m ²	220	107	26 m ²	2,7 - 4,9 m
Hall G Hall K	504 m ²	450	212	54 m ²	2,7 - 4,9 m
Hall X1	2.968 m ²	1.050 Pax max		-	3,8 - 4,5 m
Hall X2	4.041 m ²	2.000 Pax max		-	3,8 - 4,5 m
Hall X3	3.172 m ²	1.910 Pax max		-	6 m
Terrace G K	300 m ²	-	-	-	-

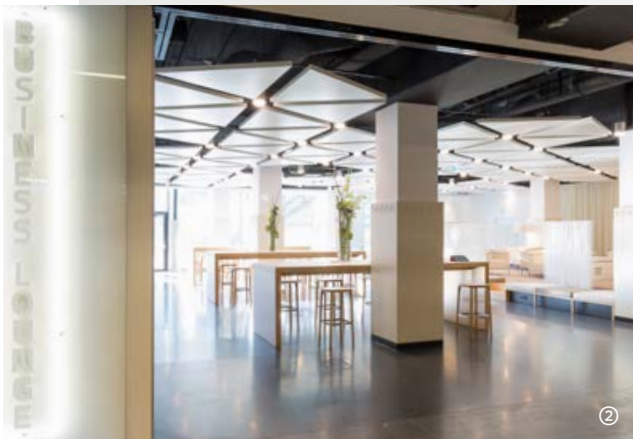
ARRIVE AND RELAX

At a glance

- 2,265 m² entrance hall
- 4 session halls
- 2 foyer cafés
- 2 suites
- Meeting rooms: 6 small | 9 medium | 6 large | 1 x-large
- Lounge areas
- Café MOTTO and Business Lounge
- Exhibition Hall X4
- danubeSAIL / Exhibition Hall X5
- The polySTAGE – 310 m² of LED displays, consisting of 52 movable modules and three additional large-format digital branding surfaces

Highlights

- **Our centrepiece:** the Entrance Hall – the perfect spot for registrations, exhibitions and networking
- **polySTAGE:** for immersive events, your branding and as an Insta spot
- **Networking Areas:** Business Lounge, suites and lounge areas – effective networking made easy
- **Comprehensive branding:** from the underground to the event – extensive digital and analogue branding spaces will put your brand and your sponsors in the spotlight from the word go



● LEVEL 0



Spaces	Size	Theater	Classroom	Stage	Room Height
Hall E Hall F	1.067 m ²	1.126	528	72 m ²	3,3 - 6,3 m
Hall E1 Hall F2	534 m ²	540	264	35 m ²	3,3 - 6,3 m
Hall E2 Hall F1	533 m ²	540	264	35 m ²	3,3 - 6,3 m
Hall X4	2.651 m ²	1.910 Pax max		-	7 m
Hall X5	4.218 m ²	2.200 Pax max		-	13 m

YOUR SPACE FOR INNOVATIVE MEETING FORMATS

At a glance

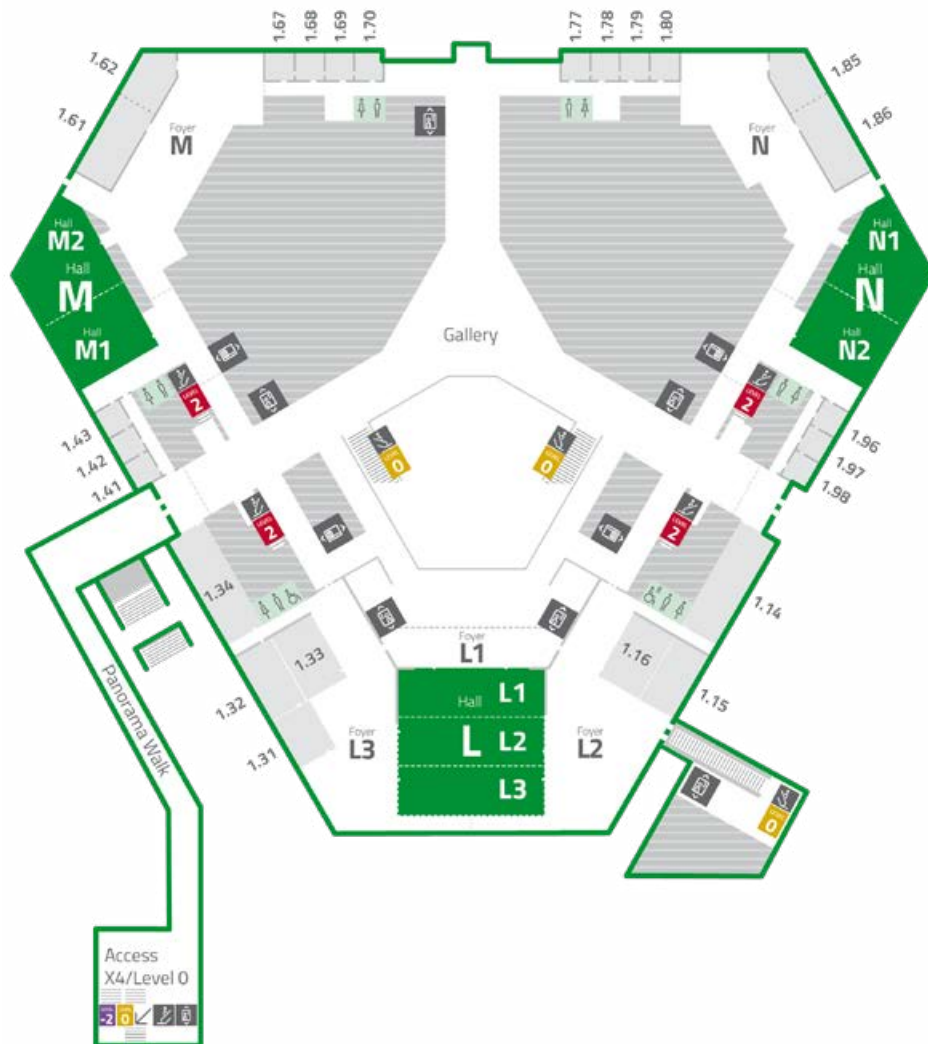
- Gallery with 1,249 m² of exhibition space
- 7 session halls
- Meeting rooms: 14 small | 7 medium | 4 large
- Direct access to Level 1 via Entrance 2 on the square outside
- Direct access to Exhibition Hall X4 via the Panorama Walk

Highlights

- **Everything in full view:** from the 1,249 m² Gallery towards the Entrance Hall and the polySTAGE
- **Outstanding flexibility thanks to 7 halls and 25 meeting rooms** for contemporary set-ups



● LEVEL 1



Spaces	Size	Theater	Classroom	Stage	Room Height
Hall M1 N2	166 m ²	161	65	-	3,2 m
Hall M2 N1	185 m ²	180	81	-	3,2 m
Hall M N	351 m ²	375	172	-	3,2 m
Hall L1-3	556 m ²	460	229	-	3,2 m
Hall L1	159 m ²	135	63	-	3,2 m
Hall L2	194 m ²	142	69	-	3,2 m
Hall L3	203 m ²	185	97	-	3,2 m

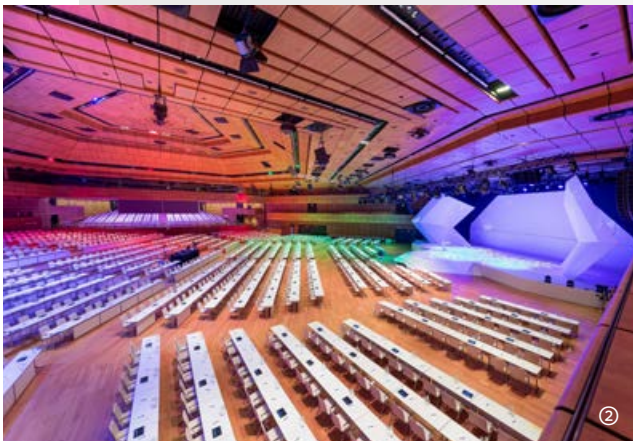
A LEVEL TO TOP THEM ALL WITH OUR LARGEST HALL

At a glance

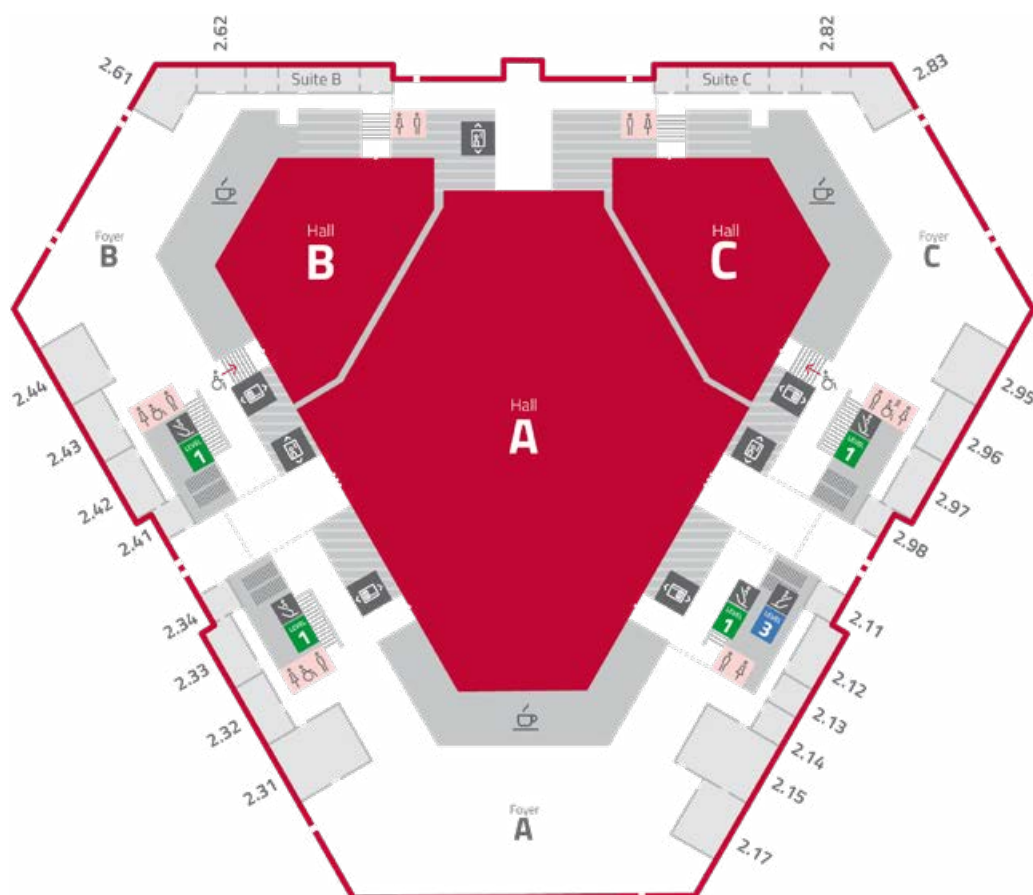
- Hall ABC, the Austria Center Vienna's biggest hall
- Hall A with state-of-the-art lighting and flexible raked seating in the rear of the hall
- Hall B and Hall C with fixed raked seating
- 3 foyer cafés
- 2 suites
- Meeting rooms: 6 small | 11 medium | 3 large | 2 x-large

Highlights

- **Events that go one step further**
Hall ABC – one of the largest event halls in Austria
- **The latest technology**
All halls feature the latest lighting and audio technology as standard
- **Light-filled spaces**
Bright foyers and meeting rooms create an appealing ambience



● LEVEL 2



Spaces	Size	Theater	Classroom	Stage	Room Height
Hall A	2.890 m ²	3.016	1.280	208 m ²	15,1 m
Hall B Hall C	711 m ²	677	292	116 m ²	8,6 m
Hall ABC	4.312 m ²	4.370	1.864	208 m ²	8,6 - 15,1 m

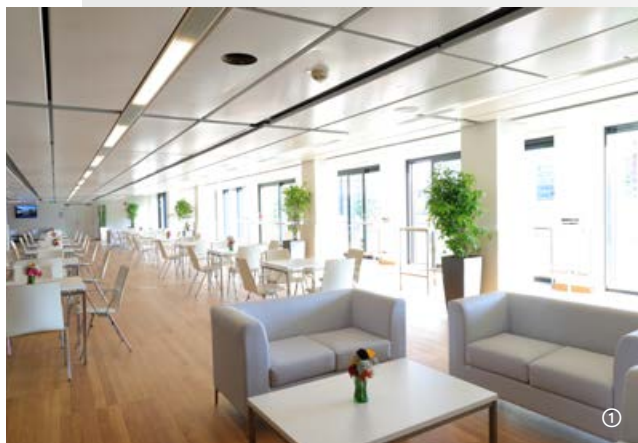
NETWORKING AREA

At a glance

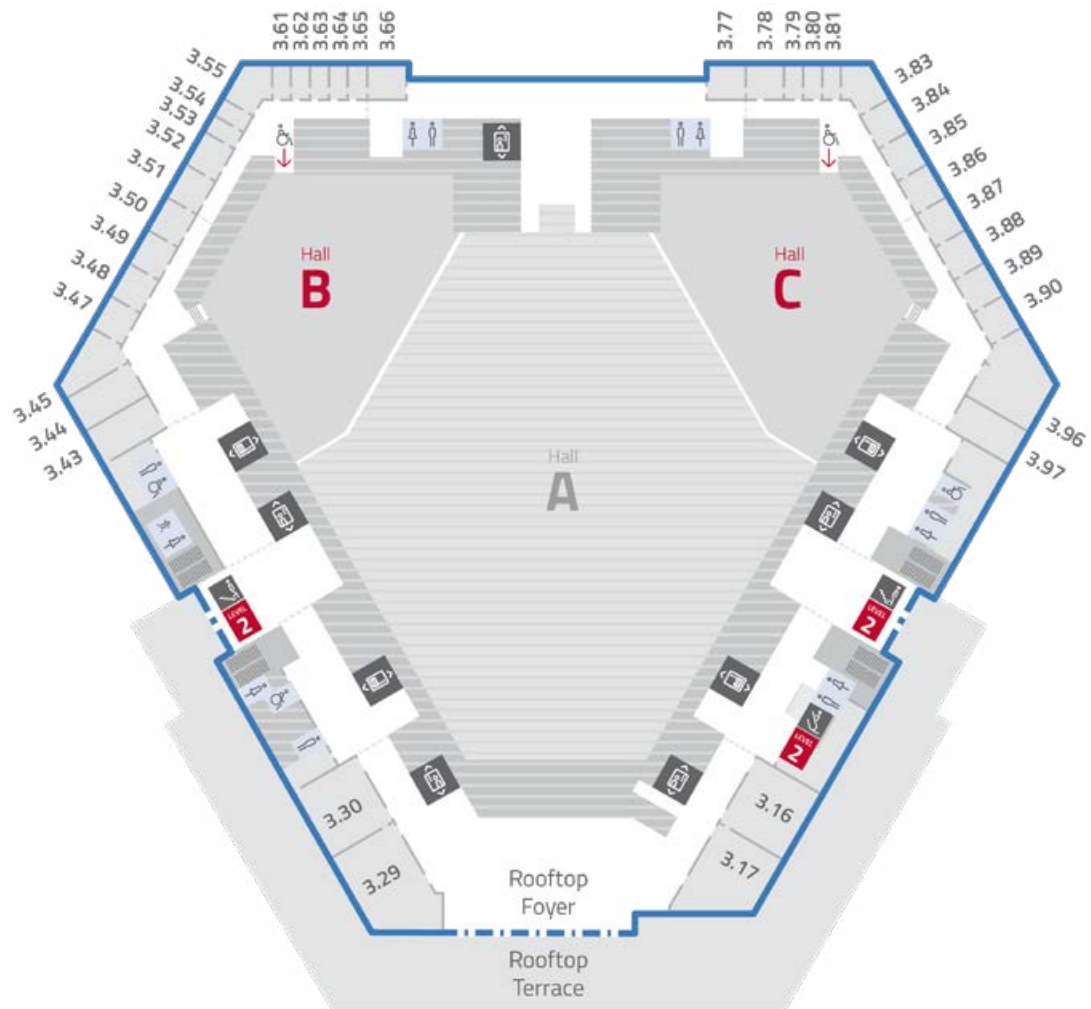
- Meeting rooms: 28 small | 4 medium | 5 large
- 580 m² Rooftop Foyer
- Rooftop Terrace with spectacular views
- Barrier-free access to Halls B and C

Highlights

- **View of the Donaucity skyline and the Donaupark**
Networking on the 620 m² Rooftop Terrace
- **Light-filled spaces**
Barrier-free meeting rooms with impressive views
- **VIP level**
Enjoy high-quality meetings on Level 3



● LEVEL 3



Spaces	Size	Theater	Classroom	Stage	Room Height
Rooftop Terrace	620 m ²	120/320 Pax max		-	-
Hall B Hall C	711 m ²	677	292	116 m ²	8,6 m



polySTAGE

Dynamic Kinetic
LED Stage

The polySTAGE is the defining technology centerpiece of the Austria Center Vienna and one of the most advanced permanent event technology installations in Europe. Located in the 2,265 m² Entrance Hall at Level 0, it transforms every arrival and networking moment into an immersive brand experience.



κ Kinetic LED installation
entrance hall

① polySTAGE christmas party sujet

② Countdown at
Austrian Tourism Days

③ Kinetic LED video installation
entrance hall (ECR 2025)



WHAT IT IS

- World's largest kinetic LED installation · 310 m² LED surface area total
- 52 individually movable LED panels arranged in two concentric circles
- 107 million pixels for ultra-high-resolution branded environments
- Panels move vertically from ceiling to floor: kinetic motion in real time
- Additional LED banner + two LED side walls: surround-stage visuals
- Spatial sound system extends the immersive effect into audio space

CORPORATE USE CASES

- High-impact branding for registration, networking and keynote settings
- Product reveals and campaign launches with cinematic visual impact
- Interactive zones: social walls, gamification, premium overflow areas
- Executive messaging in a transformable, high-end environment
- Walk-through product presentations and fully immersive brand worlds
- Three BEA (Best Event Awards) won in consecutive years

Find out more at www.polystage.at

DIGITAL INFRASTRUCTURE THROUGHOUT THE BUILDING

Participants are welcomed by digital backlit poster displays on approach, with 90 m² of LED panels above the main entrance. Inside, approximately 200 screens ensure seamless digital wayfinding while delivering eye-catching branding – all programmable to your event CI. In total: over 500 m² of LED displays in-house.



CONCERT LEVEL AUDIO WITH MEYER SOUND

Sound quality is critical for international corporate events, particularly when keynote clarity, hybrid formats and immersive staging are involved.

The Austria Center Vienna is equipped with Meyer Sound audio technology, a concert grade system trusted by leading international artists such as Ed Sheeran, as well as major live productions worldwide.

For corporate organisers, this means exceptional speech intelligibility, uniform sound coverage across large halls and absolute reliability at scale. The technology does not draw attention to itself; it simply delivers clear, consistent audio that supports content, emotion and focus from the first row to the last.

- **Outstanding speech intelligibility** and uniform audio coverage across large-scale venues.
- **A refined, immersive sound environment** that enhances concentration, presence and engagement.
- **World class audio standards**, aligned with the production quality of leading international live performances.



SERVICE THAT COVERS ALL THE ANGLES

MOTTO is a byword for creative, fresh regional cuisine.

You can secure the most compelling keynote speakers. Design a programme of exceptional depth. Invest in the finest technology. But if the catering experience comes up short during the break, it is that failure – not the inspiring content – that delegates will discuss for weeks afterwards.

MOTTO CATERING – OUR EXCLUSIVE PARTNER

MOTTO Catering has its headquarters and a contemporary commercial kitchen of over 2,000 m² in the main building. MOTTO is all about premium culinary concepts, outstanding mobile presentation and a genuine sense of place. When international guests come to Vienna, they should taste Vienna.

WHAT MOTTO OFFERS

- Excellent locally-sourced, seasonal dishes – freshly prepared on-site
- Highlights from Vienna's world-famous cuisine – Schnitzel to Strudel
- Contemporary international creations alongside classic Austrian specialties
- Fresh lunch bags for participants on the go
- Hip food trucks and mobile bars for informal networking settings
- Coffee specialties and delicious snacks at Café MOTTO
- Award-winning patisserie producing desserts guests remember long after the event
- Certified Green Meeting catering partner – sustainable by design



① Regional snacks and delicacies

② Catering at the highest culinary level

THREE CATERING PRINCIPLES

1

INTEGRATED INTO THE DELEGATE FLOW

Catering areas are embedded into the spatial and timing logic of the event, supporting smooth transitions between sessions, networking and breaks.

2

QUALITY WITH LOCAL PROVENANCE

Freshly prepared, regionally sourced, expertly crafted – food becomes part of the destination, not anonymous sustenance. A 2,000 m² kitchen on-site means quality and speed.

3

PLANNED FROM THE OUTSET

Catering is conceived spatially, logistically and dramaturgically as part of the event story – never as an afterthought. Breaks become experiences that remain in the memory.

*People always remember the food.
Not just what was served – but how, where,
and the atmosphere that surrounded it.*

SUSTAINABILITY AND GREEN MEETINGS





We certify your
Green Meeting
for free!

**Support climate action and use resources responsibly –
certify your meeting as a Green Meeting!**

SUSTAINABLE VIENNA

Vienna ranks among the most liveable cities in the world and consistently pursues ambitious climate and environmental goals that also benefit events. Over 50% of the city is made up of green spaces – offering ideal conditions for eco-conscious stays.

SUSTAINABLE MEETINGS

The city offers ideal conditions for green events – with nearly 50 certified venues, climate-friendly public transport powered by more than 80% renewable energy, and comprehensive consultation.

MEETING CERTIFICATION

The Vienna Convention Bureau guides you through the Green Meeting certification process under the Austrian Eco-label free of charge. Events can optionally also be awarded the Eco Label.

→ Laser show at the ECR 2025

BEST PRACTICE

Discover large-scale corporate events at the ACV.

Discover how large scale corporate events are successfully realised at the Austria Center Vienna. From immersive spatial design to seamless visitor journeys, our venue showcases how branding, technology and architecture come together to deliver impactful events at scale.

Explore real world applications, venue capabilities and inspiration for your next event at www.acv.at/en/plan-an-event/corporate-meetings/





YOUR KEY CONTACTS

Austria Center Vienna – Sales Team

First point of contact for venue enquiries,
capacity planning, pricing and event proposals.

sales@acv.at
+43 1 260 69 355
www.acv.at



*So that your event doesn't just work –
but also inspires. So that your participants post,
share and talk about it.
And so that at the end you can say:
it wasn't just an event. It was an experience.*

Vienna Convention Bureau

Free support for 100+ delegate events: venue finding,
hotel blocks, bid documentation, financial support.

may.sollinger@vienna.info
+43 1 211 14 529
meeting.vienna.info
May Sollinger, CMP

MOTTO Catering – Lorinda Horner

Premium in-house catering – from coffee breaks and working lunches
to black-tie gala dinners.

l.horner@mottogroup.at
+43 1 585 23 03 12
Lorinda Horner

Austrian Airlines – Katharina Reimann

Group flight arrangements and dedicated Meeting & Events rates
for organisers and participants.

katharina.reimann@austrian.com
www.lufthansa.com/de/en/meetings-and-events

ROOMS TO GROW IDEAS.



Vienna – now and forever

Vienna is synonymous with outstanding quality of life and safety



Smart, green and clean

Vienna is a smart city and one of the world's greenest.



Great hospitality is close to our heart

Feelgood factor in more than 433 hotels



In the heart of Europe

515 direct flights daily to and from Vienna.



The Austria Center Vienna: ideally located and easy to reach

7 minutes to the city centre, 30 minutes to the airport



Large variety of spaces

The Austria Center Vienna has 21 session halls, 134 meeting rooms and more than 26,000m² of exhibition and networking space.



Make an instant statement with the polySTAGE – an interlinked system with 310m² of LED displays



Team spirit in action

Our highly-motivated team of experts will turn your event into an unforgettable experience



Excellent digital infrastructure unrivalled on the global stage

Seamless WiFi for 35,000 simultaneous connections



The very best conference equipment

State-of-the-art lighting and audio systems



Creative branding options

Extensive indoor and outdoor branding options on 2,000m² of advertising space

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