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The Detroit Metro Convention & Visitors Bureau (DMCVB) has announced the launch of a new website, www.meetdetroit.com , designed to highlight the assets of the metro Detroit, Mich., region to meeting planners everywhere. The site's content has a translation feature that makes it available in nearly 50 languages, so the DMCVB can assist planners all over the world.

MeetDetroit.com answers the question, "Why meet in Detroit?" This new website points meeting planners to world-class facilities in metro Detroit that fit their event needs. From a traditional hotel setting to a unique venue at a local attraction, a facilities search option on the site helps meeting planners narrow their options to find a venue that exceeds their expectations.

Included in the site is a Meeting Planner's Toolkit, complete with attendee testimonials, social media quotes, video links, images and other helpful resources. To promote their meetings in The D, meeting planners can download a variety of marketing materials, such as email templates, promotional copy, logos and postcards. Fast facts about the region and an online coupon book to use at local restaurants and attractions will help meeting planners grab the attention of their attendees. Registering to access the toolkit is free of charge.

Using MeetDetroit.com, meeting planners can also use a list of sample itineraries to spark their attendees' curiosity about the region. Suggestions for attractions, tours, restaurants and shopping are provided that will allow groups to experience the culture of Detroit.