



**500**

guests

**3**

laureates

**2**

stages

**On 6 August 2013, the Bundesliga celebrated its 50th birthday in Berlin. German football looked back over half a century of eventful sport, emotions in the good times and the bad, clubs as a home, players as role models and its unforgotten history and goals. To celebrate the occasion, the DFL German Football League and the German Football Association (DFB) invited people to a celebratory banquet. Liga Travel ensured the successful organisation of the event.**

The presenters, Tom Bartels and Kate Abdo, led the numerous guests through a celebratory evening, in which the main focus was on the players who had had a lasting influence on the Bundesliga and its great popularity in professional football. Emotional football moments, video sequences of goals, titles and defeats, talk shows and speeches also reminded attendees of unforgettable moments from 50 years of the Bundesliga.

Keynote speaker Prof. Wolfgang Huber, President of the League Reinhard Rauball, DFB President Wolfgang Niersbach, national coach Joachim Loew and former and current football heroes celebrated the Bundesliga together. The highlight of the event was the awarding of the Bundesliga's prize of honour to Jupp Heynckes, „Charly“ Körbel and Udo Lattek.





## 50 YEARS OF FOOTBALL MOMENTS BROUGHT TO LIFE

Liga Travel distinguished itself on the evening of the event thanks to its professional event logistics and creative design. Consequently, the Liga's birthday celebration in the Estrel Convention Centre in Berlin for a total of 500 invited guests from sports, business and politics, partners, sponsors and representatives of the press was a successful event.



### Overview of services

- Location viewing
- Online participant management including individualised registration procedures and barcode registration
- Arrival logistics
- Hotel quota management
- Shuttle service
- Set design
- Catering
- Departure logistics



Thanks to its precision and care in planning, organisation and implementation, Liga Travel ensured that the celebrations ran smoothly and the event was unforgettable.

### Liga Travel GmbH

A joint venture of DFL Deutsche Fußball Liga and GBT Deutschland

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