

PRESS INFORMATION

Conference rooms in the perfect environment: How "New Work" works

Berlin, November 11, 2020: A "walking meeting" in nature, a box full of building blocks or a ball pool for adults: With the methods of "New Work" business conferences look pleasantly different. The Seminaris Hotels (www.seminaris.de) have devoted themselves from the bottom of their hearts to this concept for New Work. The eight conference hotels in Berlin, Potsdam, Leipzig, Lüneburg, Nuremberg, Bad Honnef and Bad Boll are centrally located in German metropolitan regions and at the same time in the middle of nature. They offer perfect conditions for conferences and meetings according to the "New Work" concept. This is also true in the time of Covid-19: The company meets the practical challenges resulting from the corona pandemic with a well thought-out hygiene concept with appropriate hygiene measures and distance regulations, which has proven itself very well in practice.

"If companies want to transform themselves, they need retreats where they can initiate creative development processes quickly, efficiently and with pleasure," says Jochen Swoboda, Director of Operations at Seminaris Hotels. "Up to now, new-work training sessions have mainly taken place in urban co-working spaces. However, there is a lack of suitable infrastructure for the guests, especially for events and processes that run over several days". Seminaris offers perfectly equipped meeting rooms for conferences and workshops throughout Germany. "These are creative rooms that don't just look colorful, but offer everything you need for the organisation of professional trainings and meetings - from flexible furniture and walls, to top-equipped material cases and the building blocks, to breakout areas for breaks or concentrated work," says Swoboda.

In addition to ideal working conditions, professional conference technology and equipment, the conference hotels of Seminaris offer their guests a top-class service, an outstanding gastronomic offer and above all a great environment: Each Seminaris Hotel is located close to or directly in the countryside. In the organisation, planning and realisation of conferences and workshops the Seminaris team advises and supports the organisers. In addition, Seminaris has a network of inspiring new-work trainers, coaches, keynote speakers and moderators, who as experts accompany the meetings and events of the conference guests. "If a company wants to transform itself, we are happy to accompany it on this path from the very beginning," says Swoboda. "We see ourselves as a service provider for New Work: In addition to a productive, modern environment, we provide renowned coaches with whom our customers develop the best training for their employees together".

The transformation processes that the Seminaris conference guests create for their companies are also experienced by the Seminaris team itself: "New Work stands for values such as independence, freedom and participation," says Swoboda. "For a year now we have been transforming the entire company to the New Work concept. This applies both to the work in the teams and to our internal hierarchies and decision-making processes. I want our employees to show how courageous and creative they are. They should take responsibility, make their own decisions and see themselves as entrepreneurs within the company. Swoboda's goal is flat hierarchies and satisfied employees who can realise their potential and thus bring more energy and creativity into the job. In the rather conservative hotel industry this is an unusual way. "New Work is the future. And hotels are predestined to live this concept". Jochen Swoboda is convinced that he can keep the Seminaris brand sustainable through New Work concepts. "In consideration of the lack of skilled workers, it is essential for us to be an attractive employer in the long term. The guests will not stay away, more and more are coming - but we also need people who see a workplace in the hotel where they can realise themselves with fun and enthusiasm".



Cap: Room Playground Seminaris Hotel Bad Honnef



Cap: Room Think-Tank Seminaris Hotel Lüneburg



Cap: Play Cube Seminaris CampusHotel Berlin



Cap: Play Cube Seminaris CampusHotel Berlin

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About Seminaris Hotels

Seminaris Hotels are dedicated to the future of creative meetings: They offer everything you need for modern trainings, workshops and conferences based on the concept of New Work. The eight conference hotels of Seminaris are centrally located in German metropolitan regions and easily accessible, but at the same time in the middle of nature or near large recreational areas. The hotels are individually designed with character and are managed in a modern way. They offer exciting event rooms in industrial style as well as an outstanding gastronomic offer. The Seminaris claim "We make people grow" is lived on all levels: Guests are warmly welcomed and attentively cared for. In meetings based on the New Work concept, they can develop completely new ideas, processes and business models. And the Seminaris Hotels' own employees are also given intensive support in their individual development. Another important focus is sustainability: In 2019, the company has introduced a certified environmental management system according to DIN EN ISO 14001:2015 throughout the entire hotel group. Further information is available at www.seminaris.de.

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