



# DSBA

## ANNUAL CONFERENCE

THURSDAY 10<sup>TH</sup> - SUNDAY 13<sup>TH</sup> SEPTEMBER 2026  
MUNICH, GERMANY



# Itinerary

## Flight Options

Aer Lingus & Lufthansa offer direct daily flights from Dublin to Munich. A coach transfer will be offered to delegates who travel out on Thursday with Lufthansa at 10.40am and return on Sunday at 3.40pm.

### Thursday 10<sup>th</sup> September 2026

- 8.30am Check in for Lufthansa flight LH2517 from Dublin to Munich
- 10.40am Depart from Dublin to Munich airport with Lufthansa
- 2pm Arrive in Munich airport and transfer by coach to the 5\* Hotel Vier Jahreszeiten Kempinski
- 3.30pm Check in at the 5\* Hotel Vier Jahreszeiten Kempinski located on Maximilianstrasse in the centre of Munich
- 7.30pm -10.30pm Welcome dinner at the 5\* Hotel Vier Jahreszeiten Kempinski Marstall Suite on the ground floor



### Friday 11<sup>th</sup> September 2026

- 7am – 10.30am Group breakfast in the Marstall Suite located on the ground floor
- 9.30am Meet in hotel lobby and walk to the Munich Bar Association's office for Business Session – 10 minutes from the hotel
- 10am – 1pm Business Session at the Munich Bar Association  
Afternoon at leisure
- 2pm-5pm Optional city centre walking tour departing from the hotel towards Marienplatz (Mary's square), Cathedral Frauenkirche farmers market and the Hofbräuhaus (the world's most famous beer hall).
- 8pm Optional Dinner in Spatenhaus an der Oper or Brenner Restaurants both 2-5 minutes walk from the hotel



### Saturday 12<sup>th</sup> September 2026

- 7am – 10.30am Group breakfast in the Marstall Suite located on the ground floor
- 9.30am-1.30pm Meet in reception and depart by coach for optional city coach tour including a guided tour of the Nymphenburg Palace and Park  
Afternoon at leisure
- 2pm-5pm Optional tour of the BMW Museum
- 7.30pm Meet in reception and depart by coach to Bayerischer Hof Kings Hall for Gala dinner – dress code smart dress jacket & tie
- 8pm Gala Dinner at Bayerischer Hof Kings Hall
- 11.45pm Return to hotel by coach



### Sunday 13<sup>th</sup> September 2026

- 7am – 10.30am Group breakfast in the Marstall Suite located on the ground floor
- 12am Check out of hotel
- 12.30pm Depart for Munich Airport by coach
- 1.30pm Check in at Munich Airport for Lufthansa Flight LH2518
- 3.25pm Depart for Dublin with Lufthansa LH2518
- 4.55pm Arrive in Dublin



# Optional Tours

## Munich City Centre Walking tour from Hotel - 3 hours

Optional city centre walking tour departing from the hotel towards Marienplatz (Mary's square) with the most famous Glockenspiel in the world. The group will then head through the medieval heart of Munich admiring the simple beauty of the Frauenkirche whose twin towers dominate the city's skyline before hearing tales of the Bavarian royal family, the turbulent 20th century and the early days of the Nazi Party. After a visit to the farmers market the group will stop for a beer & a pretzel in one of Munich's oldest beer houses before returning to the hotel.

Cost per person: €45



## Munich city coach tour including a guided tour of Nymphenburg Palace and Gardens

- 4 hours The group will depart from the hotel by coach passing by the Royal Palace, English garden, university area, Olympic Park and the BMW Welt & Museum before stopping at the Nymphenburg Palace for a guided tour of the palace and its wonderful gardens. Cost per person: €90



## BMW Museum tour - Saturday 12<sup>th</sup> September

- 3 hours The group will depart from the hotel by coach to the BMW Museum for a 90 minute guided tour. The exhibition takes visitors on a fascination journey through time. Milestones of BMW's history include all kinds of BMW products, aero engines, motorcycles and cars. Among others the legendary BMW 328 of the thirties, the BMW 501 of 1952, the "New class" cars of the sixties and seventies and an innovative clean energy hydrogen 7 series car. Many thrilling race cars and motorcycles are also on display. After the tour the coach will return to the hotel.

Cost per person: €80



## Optional Group Dinner - Friday 11<sup>th</sup> September

Located 5 minutes walk from the Hotel Vier Jahreszeiten Kempinski at 12 Residenzstr, Spatenhaus offers authentic Bavarian cuisine in elegant surroundings. Set menu will be forwarded to delegates early September.

Cost per person: €85

### Spatenhaus



## Optional Group Dinner - Friday 11<sup>th</sup> September

The Brenner restaurant is located next to the Hotel Vier Jahreszeiten in the listed historic columned hall of the Marstall. Two cultures – Northern Italy and Southern Germany, Milan and Munich come together to create a modern, urban and vibrant atmosphere. Set menu will be forwarded to delegates early September.

Cost per person: €85

### The Brenner Restaurant

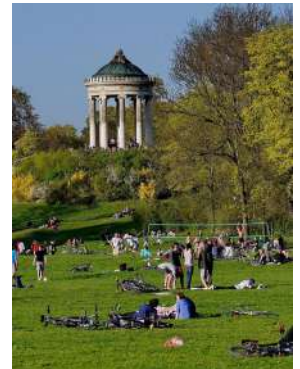


# About Munich

The name Munich comes from the Old High German word *Munichen*, meaning "by the monks," because the city was founded by Benedictine monks. Home to some 800,000 people with three universities Munich is a very vibrant city and is known worldwide for its annual Oktoberfest.



Some of Munich's most famous attractions include the Frauenkirche (cathedral), Marienplatz and Altes Rathaus (main square and Old Town Hall), the Glockenspiel in the new town hall, the Allianz Arena football stadium, BMW Welt and Olympiapark in the north of city, and the Kunstareal (museum area) with its world-famous museums – to name but a few. If you feel like a walk, you can stroll through the Nymphenburger Schlosspark (palace park) or the Englischer Garten and watch the surfers on the Eisbach wave.



The soft pretzel, a symbol of Bavarian culture, is said to have originated in Munich along with the oldest operating brewery in the world Weihenstephan Abbey established in 1040.

Munich is well connected with trains, metro and buses.

## About the Hotel Vier Jahreszeiten Kempinski Munich

The Hotel Vier Jahreszeiten Kempinski Munich is a historic 5-star luxury hotel with 280 rooms dating back to 1858, blending classic architecture with modern elegance. It is located on Munich's prestigious Maximilianstrasse close to many high-end shops and the Opera house and has a fine dining restaurant Schwarzreiter, a spa with an indoor pool and conference facilities in the heart of the city.

**Address:** Maximilianstrasse 17, 80539 Munich

**Telephone:** +49 89 2125 2672

**Website:** [Kempinski.com/vierjahreszeiten](http://Kempinski.com/vierjahreszeiten)



# Booking Form

**DSBA**  
2026 ANNUAL CONFERENCE



Please complete and return to Colette O'Malley at Marketing Initiatives Limited either by email [colette@marketinginitiatives.ie](mailto:colette@marketinginitiatives.ie) by **30<sup>th</sup> January 2026**. Once your completed Booking Form is received you will receive a confirmation by email along with an invoice for your booking.

## Delegate One Details

Mr/Mrs/Ms/Miss \_\_\_\_\_ First Name \_\_\_\_\_  
Surname \_\_\_\_\_  
Date of Birth \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Nationality \_\_\_\_\_  
Passport No \_\_\_\_\_ Expiry Date \_\_\_\_\_  
Name as per Passport (if different) \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
Email \_\_\_\_\_  
Telephone \_\_\_\_\_ Mobile \_\_\_\_\_  
Company Name (for Invoicing) \_\_\_\_\_

## Delegate Two Details

Mr/Mrs/Ms/Miss \_\_\_\_\_ First Name \_\_\_\_\_  
Surname \_\_\_\_\_  
Date of Birth \_\_\_\_ / \_\_\_\_ / \_\_\_\_ Nationality \_\_\_\_\_  
Passport No \_\_\_\_\_ Expiry Date \_\_\_\_\_  
Name as per Passport (if different) \_\_\_\_\_  
Address \_\_\_\_\_  
\_\_\_\_\_  
Email \_\_\_\_\_  
Telephone \_\_\_\_\_ Mobile \_\_\_\_\_  
Company Name (for Invoicing) \_\_\_\_\_

## Accommodation

Delegates will be accommodated in the 5\* Vier Jahreszeiten Kempinski.

Accommodation required: Double  Single

Single room supplement €320 for three nights.

Guests who wish to stay at the hotel up to 3 days in advance or after the conference can avail of the group accommodation rate €430 B&B per double room when booking rooms through the conference organisers Marketing Initiatives Limited.

Extra Nights at Hotel Yes  No  Dates \_\_\_\_\_

## Conference Package

The all inclusive conference package cost is €1,295\* per person

Package cost includes 3 nights B&B in Superior Double Double room in 5\* Hotel Vier Jahreszeiten Kempinski including city taxes, return airport transfers for those travelling from Dublin on Thursday & Sunday with Lufthansa, Gala dinner including half bottle of wine per person & coach transfers, welcome dinner at hotel with drinks and event management services throughout the trip.

\*Reduced rate €895 per person for solicitors who qualified in the last 10 years.

## Business Session

Delegate One Yes  No  Delegate Two Yes  No

# Booking Form

Continued

**DSBA**  
2026 ANNUAL CONFERENCE



## Flights

**Guests are advised to book their own flights with Lufthansa or Aer Lingus direct from Dublin to Munich.**

Have you booked your flight already? *Delegate One* Yes  No  *Delegate Two* Yes  No

If Yes please provide us with your flight details \_\_\_\_\_

If No please provide us with your flight details at a later date by email to [colette@marketinginitiatives.ie](mailto:colette@marketinginitiatives.ie)

## Optional Extras

**Please indicate if you wish to pre book any of the following extras.**

Please note that these options have minimum and maximum numbers involved – if the minimum numbers are not reached we will contact you and advise you of any changes.

### Guided City Centre Walking Tour

Cost €45 per person

*Delegate One* Yes  No  *Delegate Two* Yes  No

### Guided Coach tour of Munich & Nymphenburg Palace

Cost €90 per person

*Delegate One* Yes  No  *Delegate Two* Yes  No

### Coach tour with BMW Museum Tour

Cost €80 per person

*Delegate One* Yes  No  *Delegate Two* Yes  No

### Group dinner at Spatenhaus Friday 11<sup>th</sup> September

Cost €85 per person

*Delegate One* Yes  No  *Delegate Two* Yes  No

### Group dinner at Brenner Restaurant Friday 11<sup>th</sup> September

Cost €85 per person

*Delegate One* Yes  No  *Delegate Two* Yes  No

## Travel Insurance

We recommend that each delegate obtains travel insurance as soon as registration is made.

## Payment Details

Deposit payment of €500 per person should accompany this booking form. Payment can be made by cheque or bank transfer.

Payment: Cheque  EFT transfer

### Bank Details

Bank of Ireland, College Green, Dublin 2.

Account : Marketing Initiatives Limited IBAN: IE65 BOFI 90001794771518 BIC: BOFIE2D

## Dietary Requirements

Please inform us of any dietary requirements.

*Delegate One* Yes  No  *Delegate Two* Yes  No

## Booking/Cancellation Terms & Conditions

An initial non-refundable deposit of €500.00 per person prior to 30<sup>th</sup> January 2026 is required to secure a place. The balance will then be due by 30<sup>th</sup> May 2026. Please note that availability is limited and is on a first come first served basis. Payment should be by bank transfer or cheque.

The conference secretariat must receive notification of all cancellations in writing or by email to Colette O'Malley, Marketing Initiatives Limited, 232 Blanchardstown Corporate Park 2, Ballycoolin, Dublin 15. Telephone 01-8665870 Email [colette@marketinginitiatives.ie](mailto:colette@marketinginitiatives.ie)

All bookings received are subject to a cancellation fee of 50% of the deposit up to 30/05/2026. No refunds on the total package price will be given after 30/5/2026.

We recommend that each delegate obtains travel insurance as soon as registration is made.

The organisers reserve the right to alter any of the arrangements for this conference including cancellation of the event, should unforeseen circumstances require such action. The organisers accept no responsibility for resulting costs and inconvenience to delegates who are advised to have travel insurance in place. By registering for the DSBA Annual Conference, delegates give permission for their contact details to be used for official purposes, and to be included in the list of participants.

**NOTE: It is the responsibility of all passengers to ensure that their passport is valid for travel.**

I agree to the above terms and conditions

Signed: \_\_\_\_\_

Date: \_\_\_\_\_



Annual Conference  
10<sup>th</sup> - 13<sup>th</sup> September 2026  
Munich, Germany