Welcome to Nottingham

European Cities Marketing
Autumn Meeting
Nottingham, England, 5-8 November 2008

The visitor journey in European cities - striking a balance between brand promise and the reality of the visitor experience
Nottingham is home to Robin Hood, Lord Byron, DH Lawrence, the world’s oldest football league club, and much else besides. The city is proud to be hosting ECM’s 2008 Autumn meeting where you will be afforded ample opportunity to explore all of this heritage, as well as the shops, nightclubs, and bars – including the world’s oldest pub “Ye olde trip to Jerusalem”.

The seminar topic for this meeting lies at the heart of every city marketing professional - the quality of the visitor experience. Entitled “The visitor journey in European cities - striking a balance between brand promise and the reality of the visitor experience”, the seminar brings together a distinguished set of speakers, including leading quality consultant Mandy Lane and celebrated travel journalist Alison Rice.

Following the seminar the new ECM Intranet will be introduced to all members. They will also have the possibility to discover it throughout the whole conference at the welcome desk.

A special word of thanks are due to Experian and East Midlands Tourism for sponsoring respectively the lunches and the medieval style gala dinner.

See you in Nottingham, where a great time is guaranteed for all!
Wednesday 5 November

10.00-12.00 Meetings Committee

The Meetings Committee analyses what is happening in the market place, listens to members, and translates issues into topics for seminars and conferences. Should you have any suggestions, please do not hesitate to join this meeting.

12.00-13.30 Lunch at own expense at Crowne Plaza

13.30-16.30 Working Group Research and Statistics

This meeting is restricted to registered Working Group members

13.30-15.30 Working Group Communication and PR

This meeting is restricted to registered Working Group members

15.30-17.00 Working Group Events and Culture in European Cities (EC in EC)

This meeting is restricted to registered Working Group members

16.30-17.00 Coffee break

17.00-18.00 Steering Committee Tourism

The Steering Committee is the representative body in charge of shaping and approving the future actions of the Tourism forum.

18.30 Departure from Crowne Plaza for welcome reception

Delegates staying at Rutland Square hotel and Express by Holiday Inn should come to Crowne Plaza.

19.00-20.30 Welcome reception at the Council House, Market Square

Dress code is smart casual

20:30 Free time (dinner)
Thursday 6 November

Introduction

08:00-09:00  President’s Breakfast at Crowne Plaza
This breakfast is open to all new members attending the conference for the first time and all potential members interested in joining the organisation.

09:00-09:05  Welcome to the East Midlands
Ruth Hyde, Tourism Director, East Midlands Tourism

09:05-09:15  Nottingham and Experience Nottinghamshire
Professor John Heeley, Chief Executive, Experience Nottinghamshire

09:15-09:25  City Break 2009
Mark Walsh, Exhibition Director City Break, Reed Travel Exhibitions Ltd.

09:25-09:40  Introductions
Seminar chairman Gillian Cruddas, Chief Executive, VisitYork
Seminar facilitator Mandy Lane, Director, LiveTourism

Keynote speaker

09:40-10:10  Knowing the visitor
Duncan Painter, Managing Director, Experian Integrated Marketing

The visitor journey

10:10-10:40  The visitor journey
Mandy Lane, Director, Live Tourism

10:40-11:15  Coffee break

11:15-11:45  Putting the customer first: an academic perspective
Professor John Lennon, The Moffat Centre for Travel and Business Tourism Development

The visitor journey in practice – the good, bad and ugly!

11:45-12:15  The promise of the city brand
Bernard Donoghue, Head of Government Affairs, VisitBritain
# Thursday 6 November

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/Details</th>
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<tbody>
<tr>
<td>12:15-12:45</td>
<td>The welcome and departure</td>
<td>Deirdre Livingston, Head of Project, Welcome to Britain, VisitBritain.</td>
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<tr>
<td>12:45-14:15</td>
<td>Lunch at Crowne Plaza</td>
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<tr>
<td>14:15-14:45</td>
<td>Introducing new ECM members</td>
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<td><strong>Assuring the visitor and enhancing the quality of the visitor experience</strong></td>
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<td>14:45-15:15</td>
<td>Strengths and weaknesses of accreditation schemes and the rise of travel 2.0 sites</td>
<td>Alison Rice, travel journalist</td>
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<td>15:15-15:45</td>
<td>User generated information – case study of Nottingham</td>
<td>Gilles Granger, founder of Vinivi</td>
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<td>15:45-16:15</td>
<td>Promoting quality</td>
<td>Fran Wilson, Quality Development Manager, East Midlands</td>
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<td>16:15-16:45</td>
<td>Coffee Break</td>
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<td><strong>Wrapping up and takeaways</strong></td>
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<td>16:45-17:15</td>
<td>Open forum – questions from the floor led by the seminar chairman</td>
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<td>17:15-17:35</td>
<td>Themes and challenges – closing remarks by the seminar facilitator</td>
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<td>17:35-17:45</td>
<td>Annual conference 2009 in Gothenburg</td>
<td>Claes Bjerkne, CEO, Göteborg &amp; Co</td>
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<td>17:45-17:55</td>
<td>The new ECM Intranet</td>
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<td></td>
<td><strong>Evening</strong></td>
<td>Free time (dinner)</td>
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**The River Trent, Nottingham**
Friday 7 November

08.00-09.00  Meetings Committee Breakfast at Crowne Plaza

The Meetings Committee meets on the last day of the meeting to put forward ideas from the members. Have you already made your suggestions?

08.30-10.00  Knowledge Group Events and Culture in European Cities (EC in EC)

How to preserve and promote unique heritage against time? The controversy on the covering of Maltese pre-historic temples rages on
Dominic Micallef, Segment Head History and Culture, Malta Tourism Authority

Discovering an imperial palace in the heart of a EU capital: meeting Charles V 8 metres under the ground
Catherine Dardenne, Cultural Marketing Department, Brussels International

09.00-11.00  Working Group City Cards

This meeting is restricted to registered Working Group members.

10.00-11.00  Working Group Online Marketing and Sales

This meeting is open to all members interested in joining this new Working Group.

11.00-11.15  Coffee break

11.15-12.15  Knowledge Group Research and Statistics

Title tbc.
Thomas Deschamps, Statistical Research Manager, Office du Tourisme et des Congrès de Paris (tbc.)

12.15-13.45  Lunch at Crowne Plaza

13.45-14.45  Working Group TIC

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### Friday 7 November

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<tr>
<td>13.45-14.45</td>
<td>Knowledge Group City Cards</td>
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<td>City Cards at a glance</td>
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<td><em>Sabine Dubreuil, Project Manager Stockholm Card, Stockholm Visitors Board AB</em></td>
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<td>13.45-14.45</td>
<td>The European Cities Visitor Report 2008/09</td>
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<td>Coffee break</td>
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<td>15.00-17.00</td>
<td>Knowledge Group Tourist Information Centres</td>
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<td>A way to serve visitors with information at your destination</td>
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<td><em>Dieter Hardt-Stremayr, Managing Director, Graz Tourismus GmbH</em></td>
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<td><em>William Smart, Team Leader Performance &amp; Evaluation, East Midlands Tourism (tbc.)</em></td>
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<td><em>Eva Kristiansson, Director Tourist Services, Stockholm Tourist Board</em></td>
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<td><em>Gabriela Schweinberger, Director Customer Services, Berlin Tourismus Marketing</em></td>
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<td>15.00-15.45</td>
<td>The European City Brand Barometer: Revealing which cities get the brands they deserve</td>
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<td><em>Jeremy Hildreth, Head of Place Branding, Saffron Brand Consultants</em></td>
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<td>16.00-16.45</td>
<td>The European City Brand Barometer: Revealing which cities get the brands they deserve (repeated)</td>
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<td><em>Jeremy Hildreth, Head of Place Branding, Saffron Brand Consultants</em></td>
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<td>17.00-18.00</td>
<td>Visit to the award winning Nottingham tourism centre</td>
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<td>19.15</td>
<td>Departure from Crowne Plaza</td>
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<td>Delegates staying at Rutland Square and Express by Holiday Inn should come to Crowne Plaza.</td>
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<tr>
<td>19.30-23.00</td>
<td>Gala dinner at Colwick Hall</td>
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<td>Dress code is lounge suits and cocktail dresses</td>
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**Ye Old Trip to Jerusalem** - England’s oldest inn.

**Nottingham Castle** - built in 1067 and home to the Sheriff of Nottingham.
Saturday 8 November

Option one - Nottingham city tour
A two hour walking tour of Nottingham starting at 10.00. On this tour you will experience Nottingham’s heritage beginning at Nottingham Castle, the Robin Hood statue, Ye Olde Trip to Jerusalem Inn, the Old Market Square (famous for Robin Hood and the silver arrow), the Lace Market, and the Galleries of Justice (a court and jail house in the 1780 and 1790). Cost is £7.00 per person - Depart Crowne Plaza on foot at 10:00.

Option two - “In the footsteps of Robin Hood”
A full day coach tour leaving from Nottingham Castle. The Robin Hood storyline is told on complimentary MP3 and CD but you will have an expert guide talking about the different areas you will visit. This tour takes you to Nottingham Castle, Rufford Country Park, Sherwood Forest visitor centre, the Major Oak and Clumber Park (lunch will be at Clumber Park, not inclusive).

Cost of excursion is £17.00 per person. You will return to the city at about 16:30-17:00.

Option three - Learn How to be a Robin Hood Archer
Learn the skill of an archer, just like Robin Hood. This archery activity will take place on the lawn at the famous Nottingham Castle. The archery will last for 1.5 to 2 hours. You will receive a safety briefing, practice shots and compete for the best score. You are also invited on a free cave tour beneath the castle as part of this excursion. The cave you will experience is called Mortimers Hole. If attendees are high 2 groups will be formed so that people are either on the cave tour or being an archer so you are always entertained. The price is £20. The excursion party will depart Crowne Plaza on foot at 13:15 sharp.
Useful Information

**Currency** is Pound Sterling and can be exchanged in banks, post offices and airports. Coins (pence) 1p, 2p, 5p, 10p, 20p, 50p. £1 and £2 pounds. Notes (pounds) £5, £10, £20, £50, £100 pounds.

**Climate**
The climate in the UK is generally unpredictable. November is usually frosty at night. The predicted average temperature is expected to be around seven degrees Celsius.

**Electricity** - power points are 250 volts. Do not forget to bring your adaptor.

**Shopping** - 09.00-17.30 Monday to Saturday. 10.00-16.00 Sundays.

**Time** - Greenwich Mean Time zero.

**Water** - tap water is safe to drink.

**Transfers** - see registration website.

**Tips** - restaurant service charges are not generally included.

For more information visit [ww.visitnotts.com](http://www.visitnotts.com)

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**Transport**
Nottingham Express Transit (NET) tram is one of Britain’s most innovative light rail systems. There are five park and ride sites, with free parking for tram passengers.

Trams run every six minutes Monday to Saturday daytime (five minutes at peak time), with trams running alternately to Hucknall and Phoenix Park. NET serves 23 tram stops, which vary from a shelter and raised kerb to more substantial off street stops. There are interchanges with national train services at three stops.

Adult day tickets are £2.70
Off peak one way is £1.50
Peak one way is £2.50

The main bus company Nottingham City Transport (NCT), operates from street bus stops around the city centre. There is no central station. NCT only accepts coins as payment for fares. Visit the NCT information centre in the Old Market Square behind the tram stop for timetable, fare, and route information.

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**Trent Bridge cricket ground** - the world’s third oldest test match ground

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**Notts County Football Club** is the world’s oldest league football club, founded in 1862.
Useful Information

Conference fees

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<th>Until September 30, 2008</th>
<th>From October 1, 2008</th>
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<tr>
<td>ECM Members</td>
<td>£ 250 (approx. € 314)</td>
<td>£ 270 (approx. € 339)</td>
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<td>3rd delegates &amp; more</td>
<td>£ 225 (approx. € 281)</td>
<td>£ 250 (approx. € 314)</td>
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The fee includes attendance to the conference, lunches on Thursday and Friday, welcome reception, Gala dinner and coffee breaks. Accompanying persons may take part in the social programme (see prices page 8), welcome reception (£17) & Gala dinner (£35).

Registration

Register online: https://registrations.com/delegate/events/NCBECMNOV2008. Please find more information on this program as well as cancellation policies online.

Please register before September 30, 2008. After this date all bookings will be subject to availability. We have limited contingencies in all hotels. Rooms will be allocated on a FIRST COME, FIRST SERVED basis.

For any question regarding your registration, please contact grit@europeancitiesmarketing.com.

ECM Hotels

Crowne Plaza (conference hotel)
Wollaton Street
Nottingham
NG1 5RG
+44 870 7875161
http://crowneplaza.co.uk

Rutland Square Hotel
(5 min walking distance from Crowne Plaza)
St. James’s Street
Nottingham
NG1 6FJ
+44 115 9411114
http://www.rutlandsquarehotel.co.uk

Express by Holiday Inn
(5 min walking distance from Crowne Plaza)
7 Chapel Quarter, Chapel Bar
Nottingham
+44 115 9419931
http://www.ichotelsgroup.com/h/d/ex/925/en/0d/NOTMM

Rates

Crowne Plaza
Superior double - £105
Standard double - £105
Twin - £105

Rutland Square Hotel
Standard double - £85
Single - £65

Express by Holiday Inn
Double smoking - £70
Double non smoking - £70

Attenborough Nature Reserve - a haven of peace and quite in Nottingham city

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