

*The 26<sup>th</sup>*

# ECM *Summer School*

AN UNMISSABLE LEARNING OPPORTUNITY  
FOR ALL PROFESSIONALS WORKING IN  
CONVENTION BUREAUX, TOURIST OFFICES,  
CONGRESS CENTRES, AIRLINES, HOTELS,  
DMCS, PCOS & MEETING PLANNERS!



**25<sup>th</sup> - 29<sup>th</sup> August 2012**

**DUBROVNIK, CROATIA**

*The 26<sup>th</sup>*

**ECM**

# *Summer School*

Dear Colleagues,

With great pleasure we invite you to the 26<sup>th</sup> annual ECM Summer School, taking place in Dubrovnik on August 25-29, 2012.

The Summer School provides great insight into the structure and functioning of the meetings industry. It sets the background and context to this most lucrative sector of tourism, illustrating its subject with up-to-date and cutting edge examples of European best practice. It is perfect for those just starting out in the sector and quickly wanting to get up to speed, and for those of you who are exploring its potential as a tool of commercial and economic development. Course content is both relevant and practical, and at the same time is incisive and leading edge.

The summer school is tailored for

- Staff of Convention bureaux
- Hotels
- PCOs
- DMCs
- Airlines
- Conference venues
- Congress centres
- Convention centres
- Exhibition centres
- Suppliers of ancillary and other products.

An important development recently introduced as a part of the curriculum is the concept of green meetings and green venues. Students are sensitised to this important issue and shown how to organize an environmental friendly event - from strategy to operational detail such as recycling, paper reduction, and the sourcing of locally produced foodstuffs.

Dubrovnik, one of the most beautiful Mediterranean cities, but also the leading Croatian Convention Center, each year is host to numerous international and national conferences. With its outstanding natural beauty and preserved heritage, Dubrovnik is a city very rich in tourist attractions. The over a thousand year old history of Dubrovnik is visible in every part of this city.

We look forward to welcoming you in Dubrovnik!



Pier Paolo Mariotti  
Course Director



Heike Mahmoud  
ECM Vice-President

## Dubrovnik - Pearl of the Adriatic

Dubrovnik, the 'Pearl of the Adriatic', on the Dalmatian coast, was an important Mediterranean sea power from the 13<sup>th</sup> century onwards. Although severely damaged by an earthquake in 1667, Dubrovnik managed to preserve its beautiful Gothic, Renaissance and Baroque churches, monasteries, palaces and fountains. It is one of the most prominent tourist destinations on the Adriatic, a seaport and the centre of Dubrovnik-Neretva county. Its total population is 42,641 (2011). In 1979, the city of Dubrovnik joined the UNESCO list of World Heritage Sites.



The prosperity of the city of Dubrovnik has always been based on maritime trade. In the Middle Ages, as the Republic of Ragusa, also known as a Maritime Republic (together with Amalfi, Pisa, Genoa, Venice and other Italian cities), it became the only eastern Adriatic city-state to rival Venice. Supported by its wealth and skilled diplomacy, the city achieved a high level of development, particularly during the 15<sup>th</sup> and 16<sup>th</sup> centuries. Damaged in the 1990s by armed conflict, it is now the focus of a major restoration programme co-ordinated by UNESCO.

Dubrovnik is a remarkably well-preserved example of a late-medieval walled city, with a regular street layout. Among the outstanding medieval, Renaissance and Baroque monuments within the magnificent fortifications and the monumental gates to the city are the Town Hall (now the Rector's Palace), dating from the 11<sup>th</sup> century, the Franciscan Monastery (completed in the 14<sup>th</sup> century, but now largely Baroque in appearance) with its imposing church, the extensive Dominican Monastery and the cathedral (rebuilt after the 1667 earthquake).

In 2011 Dubrovnik was visited by more than 600.000 tourists, and additionally 1,2 million passengers from cruise ships stayed for a short visit. Excellent congress programmes and a very long experience in this tourist segment make Dubrovnik the major Croatian congress destination. The researches carried out in recent years show the increasing economic effects in this tourist segment.



Nikolina Vicelic  
Director  
Dubrovnik Tourist Board

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## Venue

Summer School will be held in Hotel Valamar Lacroma (<http://www.valamar.com/best-hotels-in-dubrovnik>), one of Dubrovnik's premium leisure hotels, an astounding model of 'archinature' featuring a harmony of 21st century styling in a gorgeous natural environment. Nestled in glorious seclusion amidst the lush greenery of the Babin Kuk peninsula, the cutting edge architecture and style sets the standard for Croatian hospitality.

Accommodation will be organised in Hotel Argosy (<http://www.valamar.com/dubrovnik-best-hotel-argosy>), which is situated amidst the luxuriant greenery on the shores of the Babin Kuk peninsula, near to the fascinating centre of Dubrovnik and only 5 minutes away from Hotel Lacroma.



## Saturday, August 25, 2012

Individual arrivals of participants and faculty

15:00 - 18:45 Registration at Hotel Valamar Lacroma

16:00 Introduction to European Cities Marketing

16:15 Welcome remarks and introduction of the convention destination Dubrovnik, including structure and marketing activities of the convention bureau  
*Representative Dubrovnik Tourist Board*

16:45 - 18:45 First gathering, introduction of the course programme, scene setting, round of introductions for students and Faculty  
*Pier Paolo Mariotti, Course Director*

19:30 Welcome reception at Hotel Valamar Lacroma

## Sunday, August 26, 2012

08:30 What is the meetings industry and why is every city so keen on getting a share? How does it differ from general tourism?  
*Christian Mutschlechner*

09:30 You have the mandate to build up a marketing plan and to start the promotion of your city or region. How do you start? What should you consider?  
*Rémy Crégut*

10:20 Coffee break sponsored by USI

10:40 How do you find your clients - research tools and databases (ICCA, UIA, Bedouk, meetings industry magazines, exhibitions)  
*Anne Wallin-Rødven*

11:30 Introduction to "a healthy lifestyle on the road" followed by a healthy lunch  
*Cain Leathem*

13:00 Wake up after lunch with *Cain*

13:15 Introduction to the ICCA association database, incorporating the UIA. How do you find association meetings business?  
*Dennis Speet*

13:45 From research to implementation - the daily business of marketing  
*Airy Garrigosa*

14:15 Introduction to and liaising with the meetings industry press  
*Julia Bierwirth*

14:35 Coffee break sponsored by USI

14:55 Wake up after coffee with *Cain*

15:10 Introduction to trade exhibitions  
*Nalan Emre*

15:30 Workshops on the following subjects:

- a) Using the ICCA database to qualify clients - hands on training  
*Dennis Speet*
- b) Creating your own database of hot leads  
*Tobias Lienhard*
- c) Gearing up your city for the meetings industry  
*Rémy Crégut, Pier Paolo Mariotti*
- d) Working with the press to put your destination on the map  
*Julia Bierwirth*
- e) How exhibitions can help you make your destination known  
*Paul Flackett*

16:20 Workshops a - e repeated

17:20 Conclusion of the day; take home messages  
*Pier Paolo Mariotti*

19:30 Departure to Student and Faculty Dinner at Konavoski dvori (a rural restaurant outside Dubrovnik amidst Mediterranean forest and surrounded by water)

22:30 Return to Hotel

## Monday, August 27, 2012

09:00 How to deal with clients requests  
*Elisabeth Hansa*

09:30 RFP and decision making process of associations  
*Andrea Bauer*

10:30 If you are asked for a bid you need to decide - "to bid or not to bid"  
*Christian Mutschlechner*

# ramme

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- 11:00 Coffee break sponsored by USI
- 11:20 **If the point of contact is not the client directly - the role of the intermediaries (PCO, core PCO, AMC, DMC, in house operators etc.)**  
*Michel Neijmann*
- 12:20 Lunch sponsored by EIBTM
- 13:40 Wake up after lunch with *Cain*
- 14:00 **RFP and decision making process of corporate clients**  
*Luca Favetta (tbc)*
- 15:00 Coffee break
- 15:20 **Workshops**
- a) Everything you ever wanted to ask about dealing with RFPs  
*Elisabeth Hansa*
- b) Bids - in depth examples  
*Christian Mutschlechner*
- c) Everything you ever wanted to know about the daily work of a Convention Bureau  
*Airy Garrigosa*
- d) Everything you ever wanted to know about corporate clients  
*Luca Favetta (tbc)*
- e) Everything you ever wanted to ask about associations  
*Andrea Bauer*
- 16:15 **Workshops a - e repeated**
- 17:10 **Take home messages**  
*Pier Paolo Mariotti*

Evening free for the students, Dubrovnik Tourist Board offers a one hour sightseeing tour through the old town including transfer, transfer back to the hotel at own arrangement

19:00 Faculty leaves for dinner

## Tuesday, August 28, 2012

- 08:30 **Green Meetings / sustainability as a USP for a city or convention centre**  
*Pier Paolo Marriotti*

- 09:00 **Social Networks: how they can be used to develop marketing strategies for an association.**  
An approach based on experience.  
*Dennis Speet*
- 09:30 **Briefing for the morning group work - how to make a bid presentation**
- Corporate incentive summer/winter
  - Association congress summer/winter
- Pier Paolo Mariotti*
- 10:00 Group work  
Coffee break during group work
- 11:30 **Bid presentations**  
(4 presentations, each according to a topic)
- 12:30 Lunch sponsored by EIBTM
- 13:45 Wake up after lunch with *Cain*
- 14:00 **Now that you have identified your potential clients, how can you bring them to your city? Fam trips and site inspections.**  
*Anne Wallin-Rødven*
- 14:45 **Briefing for the afternoon group work - to make a site inspection itinerary**
- Corporate incentive summer/winter
  - Association congress summer/winter
- Pier Paolo Mariotti*
- 15:00 Group work  
Coffee break during group work
- 16:30 **Presentation of site inspection itineraries**  
(4 presentations, 10 minutes each)
- 17:15 **Take home messages for the day**  
**Closing remarks**  
*Pier Paolo Mariotti*
- 19:00 Departure for Gala Dinner at Klarisa Restaurant (a former monastery). Handing over of the certificates and presents.

## Wednesday, August 29, 2012

Individual departure

# The Faculty

Andrea Bauer, M.A.	CEO vereint, Association & Conference Management Ltd.
Julia Bierwirth	Editor, CIM - Conference & Incentive Management
Nalam Emre	Organizing Director, IMEX Group
Luca Favetta	Senior Director, Global Events EMEA, SAP SA
Paul Flackett	Managing Director, IMEX Group
Airy Garrigosa	Former Director, Barcelona Convention Bureau
Elisabeth Hansa, M.A.	Director, Congress Centre Mariazeller Europeum
Cain Leathem	Exercise and Nutrition Consultant, GB Fitness
Rémy Crégut	Director, Montreux Music and Convention Centre
Tobias Lienhard	Director of Account Management EMEA, Ungerboeck Systems International
Pier Paolo Mariotti, CMP CMM	Meeting Manager, EURAC convention center Course Director
Christian Mutschlechner	Director, Vienna Convention Bureau
Michel Neijmann	Managing Partner, K2 Conference and Event Management Co., member of IAPCO Training Academy
Dennis Speet	Director Marketing & Sales, ICCA
Anne Wallin Rødven	Convention Director, Visit Oslo



## Practical Information

### Venue

The ECM Summer School 2012 will take place at the Valamar Lacroma, Dubrovnik, Croatia.

### Address

Valamar Lacroma  
Iva Dulčića 34,  
20000 Dubrovnik  
Croatia

Reception: +385 20 449 100 30-337

Email: [reservations@valamar.com](mailto:reservations@valamar.com)

Website: <http://www.valamar.com/best-hotels-in-dubrovnik>

### Accommodation

All participants are accommodated in single rooms at Hotel Argosy, which is located next to Hotel Valamar Lacroma

Hotel Argosy  
Iva Dulčića 41,  
20000 Dubrovnik  
Croatia

Reception: +385 20 449 100 30-337

Email: [reservations@valamar.com](mailto:reservations@valamar.com)

Website: <http://www.valamar.com/dubrovnik-best-hotel-argosy>

### Registration fee

The registration fee includes all course material relating to the Summer School, as well as 4 room nights, coffee breaks, lunches and dinners for the duration of the course as stated in the programme. Please note that Monday evening is free for students, dinner is not included in the costs. Any personal expenses made during your stay (minibar, room service...) are to be directly paid to the hotel upon departure. Travel expenses are not included.

### Payment

Payment must accompany registration. Registration without payment information will not be processed.

### Registration confirmation

After your registration on the Summer School website (<http://www.cvent.com/d/mcq8cc>) you will receive a confirmation and all necessary information.

### Cancellation / Refund Policy

Any cancellation must be received in writing before August 1, 2012, and is subject to a 150 Euro administration fee. After August 1 no refund will be made. However, you may send a substitute in your place. Telephone cancellations will not be accepted.

# Travel to Dubrovnik

## By air

The most flexible way of travelling to Dubrovnik is flying into the International Airport, which is located approximately 24 km from Dubrovnik city centre. Travelling time to the city centre by bus is about 30 minutes.

More than 20 international airlines offer regular flights to Dubrovnik, the city can be reached from forty-five European cities by direct flights, for more information please go to the official website :

<http://www.airport-dubrovnik.hr/index.php>

## By rail

There is no train service available.

## By Bus

The newly built Dubrovnik Bus Terminal is situated in Gruž, in the vicinity of the harbor. Apart from international bus lines (from Bosnia-Herzegovina, Italy, Montenegro, Serbia) , Dubrovnik has daily bus lines to all major Croatian cities (Split, Zadar, Zagreb).

## Transfers

Students must organise their own airport transfers. Upon arrival, bus transport to Dubrovnik is organised for each regular flight, tickets cost 35 kn (5 Euro). Departures include bus transport from the bus terminal one and a half hour before the flights of Croatia Airlines and Austrian Airlines. For all other regular flights the bus from the bus terminal leaves 2 hours before the flight.

A taxi service is available all day. The ride from Dubrovnik Airport to Dubrovnik costs between 200 and 235 kunas, (appr. 26-31 Euro) depending on the location of the hotel.



## Questions concerning the programme:

For all questions, please contact vereint, [summerschool@vereint.com](mailto:summerschool@vereint.com)

## Language:

All sessions will be conducted in English. No translation will be provided.

## Certification:

**Please note: Only those participants who are present at all 4 days of Summer School will receive a certificate at the Gala Dinner.**

## Climate:

Dubrovnik Region is characterized by a typical Mediterranean climate, with mild and wet winters and hot and dry summers. August maximum temperatures in Dubrovnik are around 29°C / 84°F, dropping at night to approximately 20°C / 68°F, but occasionally rising in the daytime to 35°C / 95°F.

## Dress Code:

Sessions and Saturday & Sunday dinners: casual.  
Gala Dinner: smart casual.

Due to air conditioned rooms at the hotel we kindly ask participants to bring a warm jacket.

## For more information contact:

ECM Summer School Organisation Office  
vereint  
Association & Conference Management, Ltd.  
Hollandstrasse 14 / Mezzanin  
A-1020 Vienna  
Tel. +43 1 533 35 42 - 27  
Fax. +43 1 533 35 42 - 19  
[summerschool@vereint.com](mailto:summerschool@vereint.com)  
[www.europeancitiesmarketing.com](http://www.europeancitiesmarketing.com)



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DUBROVNIK, CROATIA

# Summer School

## Registration fees

	ECM members	Non-members	Group rate*
Early bird before 30 June 2012	€ 1.400	€ 1.550	€ 1.200
After 30 June 2012	€ 1.500	€ 1.650	€ 1.300

Enrolement is limited to 70 participants

\*Group rate = three or more delegates from the same organisation

Mr.       Mrs.       Ms.

First name:..... Last name:.....

Company:.....

Job title:.....

Address:.....

Post code:..... City:..... Country:.....

Tel:..... Fax:.....

E-mail:..... Website:.....

Kindly return the registration by fax to: + 43 1 533 35 42 - 19

For more information contact: [summerschool@vereint.com](mailto:summerschool@vereint.com) or visit: [www.europeancitiesmarketing.com](http://www.europeancitiesmarketing.com)

## Method of payment

### By bank transfer

Please send the total amount in €, net of all bank charges, with reference “ECM Summer School 2012” and the attendee’s name to:

**Name:** vereint GmbH      **Bank details:** ERSTE Bank, Taborstrasse 26, 1020 Wien, AUSTRIA  
**Account number:** 021-51111      **IBAN:** AT77 20111 000 021 51111      **BIC/SWIFT:** GIBAATWW

A copy of the bank transfer should be sent together with the registration form via fax to vereint (+43 1 533 35 42-19). To avoid any confusion, participants are requested to indicate clearly their names and addresses on transfer orders.

### By credit card (please make sure that this form is signed by the card-holder of the credit card)

Eurocard/Mastercard/Visa

Credit card # \_ \_ \_ \_ / \_ \_ \_ \_ / \_ \_ \_ \_ / \_ \_ \_ \_

Expiration date \_\_ / \_\_      Signature (of card-holder): \_\_\_\_\_

Confirmation of registration and practical information will be sent after receipt of the application form and payment.

### Cancellation Policy

Any cancellation must be received in writing before 1 August 2012 and is subject to a € 150 administration fee. After 1 August 2012, no refund will be made. However, you may send a substitute in your place.

I need an invoice

.....  
Signature