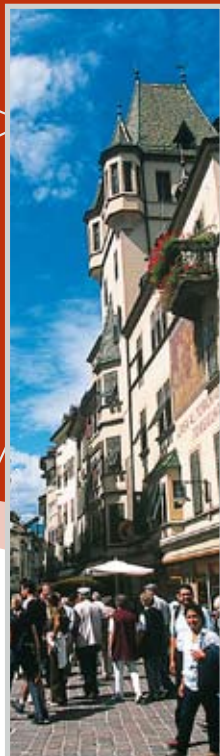




*The 23<sup>rd</sup>*

# ECM *Summer School*



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

29 AUGUST - 2 SEPTEMBER 2009

BOLZANO/BOZEN, ITALY  
EURAC convention center



# *The 23<sup>rd</sup>* **ECM** *Summer School goes green!*

Dear Colleagues,

It is with great pleasure that I invite you to the 23<sup>rd</sup> annual ECM Summer School, hosted this year by the town of Bolzano in Italy.

As is the case every year, our number one goal is to provide a solid basic education for those just starting out in the Meetings Industry, but we are also doing our utmost to adapt to the latest industry developments as well as the changing needs of our students.

In this light, one important development we must consider is the concept of green meetings and green venues. Our climate is changing, with potentially significant implications for industries everywhere - the Meetings Industry is no exception. Some companies have even begun to make standard use of environmentally sustainable venues. We need to embrace this movement, and with the help and support of our Bolzano hosts we have made a major shift this year: We're holding our first "Green Summer School".

Bolzano and especially our host venue, the EURAC convention center focus their work on the area of sustainable meetings and environmentally sustainable venues. Pier Paolo Mariotti, Meeting Manager of the EURAC convention center of the EURAC convention center, will outline the details of what is planned in his welcome letter, but let me just say upfront that I hope you will enjoy the differences and find added value in them.

That said, eco-responsibility is only one of the benefits of attending this year's Summer School. As always, the educational content of the school matches the needs of those who have recently come to this industry from other professions, or of colleagues who are researching the potential of the Meetings Industry for their own town, city or venue.

So who exactly should be attending?

- Staff members of convention bureaus
- Hotels
- PCOs
- DMCs
- Airlines
- Conference Venues
- Congress Centers
- Convention Centers
- Exhibition Centers
- And all those working in and around the Meetings Industry.

We are looking forward to welcoming you at the 23<sup>rd</sup> ECM Summer School in Bolzano.

Elisabeth Hansa, Course Director



Elisabeth Hansa  
Course Director



Olivier Lépine  
ECM Vice-President  
Conventions Forum



It is indeed a great honour for Bolzano to be hosting the 23<sup>rd</sup> ECM Summer School, and a great opportunity for us to share some of our best practices in the area of sustainability.

This year Bolzano has been named the “City of the Alps 2009” by the permanent Secretariat of the Alpine Convention. This award represents a clear recognition of the city’s significant engagement in the planning and promotion of environmental protection and sustainability programs. Bolzano and the city of Innsbruck share the seat of the Alpine Convention, a political agreement among the Alpine States for sustainable development in activities related to economics, mobility and agriculture of the whole region.

Among the aims of Bolzano’s city council is developing the city as the ideal Green Meeting destination. To the enormous benefit of this year’s ECM Summer School, the City has embraced this event as an opportunity to further their Green Meeting practices for the whole municipality.

For its part, the EURAC convention center hosts important meetings on eco-related themes, such as the National Conference of Ecology, the “Pact for the Climate”, and, of course, this year’s ECM Summer School. Within the field of Meetings Management, we favour processes that help the world to reduce CO<sub>2</sub> emissions, energy consumption and waste production.

So with the help of the EURAC convention center and the ECM organising committee, the 23<sup>rd</sup> Summer School has been designed with an eye to all aspects of sustainability. Among the simple, eco-friendly actions we’ve adopted: catering will make use of fresh, local produce; hotels will ban the use of individual packaging, and bed linen will be changed by request only. In terms of infrastructure, the convention center building uses solar energy in its cooling and heating system, waste is sorted on-site, the center operates with its own internal sustainability policy, and the castle selected for the Gala Dinner uses geothermal energy for cooling. Last but not least, the city is offering ECM Summer School students complimentary bicycles to travel around the city center’s many dedicated bike paths (52km of them in all!).

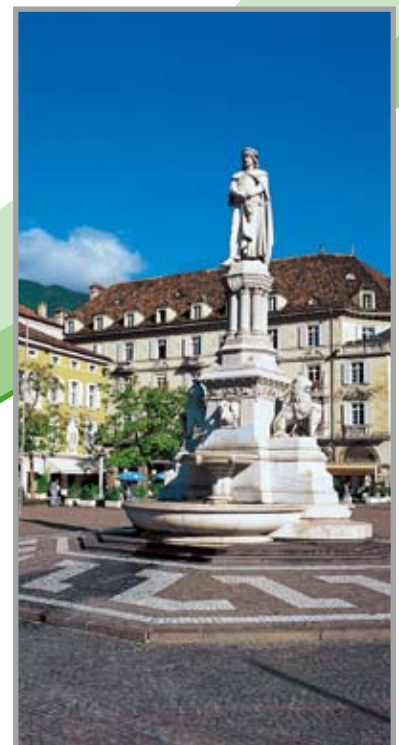
So gear up and get set to bike through a green city while breathing the sparkling air of the Dolomites, all in perfect respect of nature—the stunning nature of the City of the Alps 2009!



Pier Paolo Mariotti  
Meeting Manager, EURAC convention center

## Bolzano/Bozen - the Gateway to the Dolomites

Bolzano is the capital city of South Tyrol, the bilingual (Italian & German) region in the North of Italy. It is often dubbed the “Gateway of the Dolomites”, in honour of its magnificent and breathtaking landscape. Due to its geographical position, at a crossroads of different cultures and languages, Bolzano has always been an important business, tourism and commercial centre. This offered the ideal setting for the seat of the European Academy (EURAC), an institute for applied research and further education complete with a modern convention centre. Both, the European Academy and the convention centre have successfully contributed to the promotion and development of the meeting industry in the destination, by delivering high level return for their customers.



*The 23<sup>rd</sup>*

**ECM**

*Summer School*

# Prog

29 August - 2 September 2009, Bolzano/Bozen, ITALY

## Saturday, August 29, 2009

Individual arrivals of participants and faculty at airports (Bolzano, Verona, Innsbruck), bus or taxi transfers from airports to Summer School venue (3 hotels in Bolzano - Hotel Laurin, Hotel Greif, Hotel Città). (Transfer takes approx. 1h30', depending on airport)

18:00 Registration at EURAC

19:30 Welcome reception at EURAC

12:00 Introduction to "A healthy lifestyle on the road" followed by an energizing lunch  
*Cain Leathem*

13:45 How do you find your clients - research tools and databases (ICCA, UIA, Bedouk, meetings industry magazines, exhibitions)  
*Anne Wallin-Rødven*

14:15 How to create your own database, which criteria does it have to meet - the long way to implementation - the EURAC example (dialogue between provider and customer)  
*Tobias Lienhard & Pier Paolo Mariotti*

15:00 Coffee break

15:20 Wake up after coffee with *Cain*

15:30 How can the press (meetings industry press) help you in putting your destination on the map  
*Marcel Vissers*

16:15 Workshops on the following subjects:

- Using the ICCA database to qualify clients  
*Dennis Speet*
- Creating your own database of hot leads  
*Tobias Lienhard, Pier Paolo Mariotti*
- Gearing up your city for the meetings industry  
*Tuula Lindberg, Olivier Lépine*
- Working with the press to put your destination on the map  
*Marcel Vissers*
- How exhibitions can help you make your destination known  
*Nalan Yilmaz*

17:00 Workshops a - e repeated

17:45 Conclusion of the day; take home messages  
*Elisabeth Hansa*

19:00 Bus transfer to Castel Roncolo (Meeting point Piazza Walther)

19:30 Dinner at Castel Roncolo (Roncolo Castle) (solid shoes recommended)

22:00 Bus transfer to Bolzano

## Sunday, August 30, 2009

08:30 Welcome, opening remarks, introduction of the course programme, introduction of the participants and faculty  
*Elisabeth Hansa*

08:45 Introduction to European Cities Marketing  
*Olivier Lépine*

09:05 Welcome remarks including facts and figures about Bolzano (including the concept of Green Meetings)  
*Pier Paolo Mariotti*

09:35 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*

10:20 Coffee break

10:40 How do you evaluate the benefits of the meeting industry? How do you convince members and public authorities to get the funding? How do you prove it?  
*Tuula Lindberg*

11:10 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?  
*Olivier Lépine*

# ramme

## Monday, August 31, 2009

- 08:30 The role of the convention centre in a city without a convention bureau  
*Elisabeth Hansa*
- 09:00 Now that you have identified your potential clients, how can you bring them to your city? Fam trips and site inspections.  
*Anne Wallin-Rødven*
- 09:30 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*
- 10:30 Coffee break
- 10:50 Wake up after coffee with *Cain*
- 11:00 If you are asked for a bid you need to decide - "to bid or not to bid"  
*Christian Mutschlechner*
- 11:45 Take home messages of the morning session  
Briefing for the afternoon site inspections  
*Elisabeth Hansa*
- 12:00 Lunch
- 13:00 Wake up for your afternoon sessions with *Cain*
- 13:15 Afternoon site inspections in groups
- 18:00 All groups meet at the Batzenhäusl to discuss their impressions

Evening free for the students

## Tuesday, September 1, 2009

- 08:30 The students comment and evaluate how they were treated "wearing the clients hat" during the site inspection
- 09:00 How the association client decides on which venue to pick  
*Andrea Bauer*

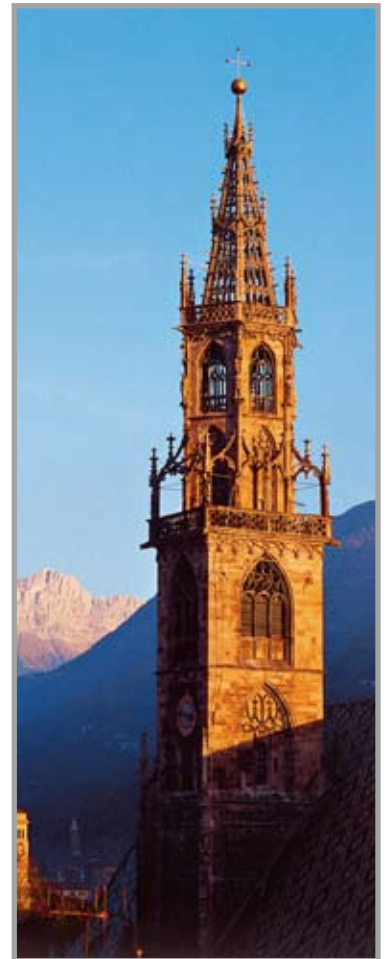
- 10:00 How the pharmaceutical industry influences Medical Congresses (IPCAA, Pharma Codex, cooperation of pharmaceutical industry with medical associations)  
*Keith Spencer*
- 10:45 Coffee break
- 11:05 Wake up after coffee with *Cain*
- 11:15 Workshops
- a) Marketing in a destination without Convention Bureau  
*Elisabeth Hansa*
  - b) Fam trips and site inspections revisited  
*Anne Wallin-Rødven*
  - c) Bids - in depth examples  
*Christian Mutschlechner*
  - d) Everything you ever wanted to ask about associations  
*Andrea Bauer*
  - e) Everything you ever wanted to know about corporate clients  
*Keith Spencer*
- 12:00 Workshops a - e repeated
- 12:45 Lunch
- 13:45 Wake up after lunch with *Cain*
- 14:00 Briefing for the afternoon bid presentations
- 14:15 The groups work on their bid presentations
- 15:45 Coffee break
- 16:00 Presentation of the bids "Bolzano as host for ENGVA 2012"
- 17:45 Take home messages for the day  
Closing remarks  
*Elisabeth Hansa*

- 19:00 Departure for Gala Dinner at Castel Mareccio (Mareccio Castle)  
Handing over of the certificates and presents (Meeting point Piazza Walther, 10 minutes walk)

## Wednesday, September 2, 2009

Departure

Andrea Bauer, M.A.	CEO vereint, Association & Conference Management Ltd.
Elisabeth Hansa, M.A.	Head of Marketing and Business Development - meetings, Congress+event, Graz and Course Director
Cain Leathem	Exercise and Nutrition Consultant, GB Fitness
Olivier Lépine	Vice President European Cities Marketing, Chair Conventions Forum ECM, Director, Biarritz Tourism
Tobias Lienhard	Sales Manager, Ungerboeck Systems International
Pier Paolo Mariotti, CMP CMM	Meeting Manager, EURAC convention center
Tuula Lindberg	Former Managing Director, Finland Convention Bureau
Christian Mutschlechner	Director, Vienna Convention Bureau
Michel Neijmann	Head of International Affaires, AIM Group - - AIM Congress, member of IAPCO Training Academy
Dennis Speet	Manager Marketing & Sales, ICCA
Keith Spencer	Executive Director IPCAA
Marcel Vissers	Director and Editor in Chief Headquarters Magazine
Anne Wallin Rødven	Convention Director, Visit Oslo
Nalan Yilmaz	Organising Director IMEX - The Worldwide Exhibition for Incentive Travel, Meetings and Events



## Practical Information

### Venue

The ECM Summer School 2009 will take place at the EURAC convention center, located in Bolzano, Italy.

### Address

EURAC convention center  
Viale Druso 1  
39100 Bolzano  
ITALY

Tel: +39 0471 055 044  
Fax: +39 0471 055 049  
E-mail: [convention@eurac.edu](mailto:convention@eurac.edu)  
Website: <http://convention.eurac.edu>

### Accommodation and Summer School hotels

Participants will be accommodated in 3 first class hotels, which are situated in the centre of Bolzano and are in walking distance from each other.

Parkhotel Laurin  
Via Laurin 4  
39100 Bolzano  
Tel: +39 0471 311 000  
Fax: +39 0471 311 148  
E-mail: [info@laurin.it](mailto:info@laurin.it)  
Website: <http://www.laurin.it>

Hotel Greif  
Piazza Walther  
Entrance: Raingasse  
39100 Bolzano  
Tel: +39 0471 318 000  
Fax: +39 0471 318 148  
E-Mail: [info@greif.it](mailto:info@greif.it)  
Website: <http://www.greif.it>

Hotel Città  
Piazza Walther 21  
39100 Bolzano  
Tel: +39 0471 975 221  
Fax: +39 0471 976 688  
E-mail: [info@hotelcitta.info](mailto:info@hotelcitta.info)  
Website: <http://www.hotelcitta.info>

### 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 form. Registration without payment information will not be processed.

#### Registration confirmation:

After your registration and your payment you will receive confirmation and all necessary hotel information from vereint. If you do not receive confirmation, please call us on +43 1 533 35 42-27 or email at [summerschool@vereint.com](mailto:summerschool@vereint.com)

#### Cancellation / Refund Policy:

Any cancellation must be received in writing before August 1, 2009 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 Bolzano

**By air:** You can reach Bolzano by Innsbruck airport (Austria), about 1h 20' driving time from Bolzano. The closest Italian airport with international connections is Verona, about 1h 30' driving time away. Both airports are connected to many European capitals, from some destinations you will have to travel via Vienna or Rome. The local airport Bolzano Dolomiti can only be reached via Rome.

**By rail:** Regular train services are available from all main Austrian, German and Italian towns. The railway station is situated in the city centre.

**By bus:** Regular bus services are available from many Italian cities, Eurolines connects Bolzano with some European capitals.

**By car:** The European highway via Austria is the fastest transport link to Bolzano. All highways are toll roads, there is also a toll for the Brennero (8 Euro).

#### Transportation:

Students must organise their own airport transfers, we can offer a shuttle service from Innsbruck airport and Verona airport.

Upon receipt of your registration form, you will receive more details on how to arrange airport transfers.

#### Questions concerning the programme:

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

#### Language:

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

#### Certification:

All those completing the course will receive a participation certificate on the final evening.

#### Climate:

September has enjoyable weather, typical for late summer and early autumn. The average temperature is 22°C, occasionally the temperature differences can amount to 15 degrees (15°C in the morning, 30°C during midday), rainy days can also occur.

#### Dress Code:

Sessions and Saturday & Sunday dinners: casual. Gala Dinner: smart casual. Due to the rustic character of the Dinner venues on Sunday and Tuesday we recommend solid shoes.

#### Use of Bicycles:

EURAC Convention Center strongly supports the Green Meetings philosophy; therefore we will offer our students and faculty the opportunity to use bicycles. In case you want to ride a bicycle during Summer School, please note that you do this at your own risk, ECM doesn't take any responsibility for damages or accidents. There is a paragraph included in the registrations form, which we kindly ask you to sign, so that you acknowledge your own responsibility.

#### 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)



Hotel Greif



Hotel Città



Hotel Laurin

## Registration fees

	ECM members	Non-members	Group rate*
Early bird before 30 June 2009	1.400 Euro	1.550 Euro	1.200 Euro
After 30 June 2009	1.500 Euro	1.650 Euro	1.300 Euro

Enrolment is limited to 70 participants

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

Please, note my interest in the 2009 ECM Summer School. I would like to reserve place(s) for.....student(s).

Mr.       Mrs.       Ms.

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

Company:.....

Job title:.....

Address:.....

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

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

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

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

For mor 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 Euro, net of all bank charges, with reference “ECM Summer School 2009” 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:** GIBAAATWW

A copy of the bank transfer should be sent together with the registration form via fax to vereint.

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)

American       Express       Eurocard/Mastercard Visa

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

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

Confirmation of registration for fees 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 2009 and is subject to a 150 Euro administration fee.

After 1 August 2009, no refund will be made. However, you may send a substitute in your place.

Upon receipt of your registration form and payment, you will receive a written confirmation letter as well as the information about accommodation.

I need an invoice

I want to rent a bike       I acknowledge that the use of a bike is at my own risk,  
 ECM is not liable for accidents or theft

.....  
 Signature