

22nd Success of ECM Summer School

The 22nd edition of ECM Summer School was hosted by the city of Opatija, Croatia, on 30th August - 3rd September 2008.

Sixty-seven students from twenty-one European countries attended the 22nd ECM Summer School, this time organised in the agreeable surroundings of Croatian seaside city of Opatija. The three-day intensive programme permitted the students to acquire in a compact format the essential knowledge and skills needed in the Meetings Industry.

The scope of audience is traditionally diverse and this year was no exception to the rule - thus the students coming from Convention Bureaux, Tourist Offices, Congress Centres, Hotels, DMCs, and PCOs could learn not only from the speakers' presentations but also from each other.



The ECM Summer School curriculum embraces three stages of learning. The first stage provides students with necessary theoretical fundamentals and terminology, the second one consists in the students' participation in workshops on different topics and the last level is dedicated to the simulation of site inspections and real bidding procedure.



“Of course, the approach of ECM Summer School changes every year in order to keep in line with the students' needs, latest development in our branch and also new media. On the other hand, the objective remains the same: provide a solid education for the people who start working in the Meetings Industry.”, explains the Course Leader, Elisabeth Hansa, Head of Marketing and Business Development-meetings, Congress+event, Graz.

Elisabeth Hansa

European Cities Marketing is the European leading association of City Tourism Offices and Convention Bureaus. Its network comprises 134 members spread over 31 countries. Its aim is to strengthen city tourism by

- *giving sales and marketing possibilities*
- *communicating information*
- *sharing knowledge*
- *educating*
- *and working together on an operational level.*

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