

THE 22nd ECM SUMMER SCHOOL PROGRAMME

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



30 AUGUST - 3 SEPTEMBER 2008

OPATIJA, CROATIA
HOTEL AMBASADOR



THE ECM SUMMER SCHOOL – WHERE THE PROFESSIONALS LEARN ABOUT THE MEETINGS INDUSTRY!

We have the pleasure to invite you to the **22nd ECM Summer School**, hosted this year by Opatija, Croatia.

THE ECM SUMMER SCHOOL – HISTORICALLY THE PLACE WHERE PROS LEARN

Just like Opatija, the ECM Summer School has a long tradition. Established in 1986, by the European Federation of Conference Towns (EFCT) it was the first school to teach the fundamentals of the meetings industry and became well known as “EFCT Summer School”.

In 2007, EFCT together with ECT became European Cities Marketing (ECM). The tradition of first class education has been kept. Students can acquire basic knowledge and a good overview of the meetings industry in a short period of time.

Many of the faculty were students once, and are now leaders in our industry. It is their dedication to pass their knowledge on to “the next generation”, so that they are well equipped to understand intricate features of our industry and can build their own professional careers on this apprehension.

The Summer School programme covers all topics relevant to the meetings industry in lectures:

- The difference between the meetings industry and general tourism and why everyone wants to be in the game?
- How do you convince your authorities to invest into the meetings segment?
- Assessing the USPs of your city or region; deciding for your niche and marketing it
- Research tools to find your clients; databases for proper and timely follow up with the clients
- How to use the press and trade fairs to put your destination on the map
- The special role of the convention centre in destinations without convention bureaux
- Familiarization trips and site inspections
- The intermediaries in the industry; their role; their future potential
- When to place a bid; how to go about it; learning from each bidding process
- The process of site selection of an association
- Site selection of corporate clients

These lectures are garnished by practical workshops, case studies and a site inspection in the host town Opatija, culminating in a competitive bid-presentation.

Besides lectures, workshops and hands-on-experience, the Summer School is a very family-style event. The faculty stays with the students throughout the 4 days, giving every participant enough chances to tap into their vast experience, receive some “how to recommendations”, ponder about new ideas.

The group activities of the Summer Schools, the contacts made, the learning experience, the thought provoking discussions are resources that participants can tap into throughout their professional careers.

Having described the Summer School, it is obvious that it **should be attended by:**

- Colleagues that are researching the potential of their town for the meetings industry
- Colleagues just entering the meetings industry from other professions
- New staff of Convention Bureaux
- Hotel, PCOs, DM&C, Airline staff looking for a thorough overview of the meetings industry

We are sure that the 22nd ECM Summer School with its outstanding educational programme complemented by the beautiful town of Opatija, will boost the students knowledge about our wonderful segment and look forward to many students with inquisitive minds!

OPATIJA – HISTORIC SUMMER RESORT WITH WELL DEVELOPED MEETINGS INDUSTRY

Opatija is a small historical town on the Croatian Adriatic coast, a traditional tourist resort with a background as fashionable spa in the Austrian-Hungarian Monarchy and very well equipped for the meetings segment. Opatija sets a good example for the Summer School - coming from a mainly touristic background, Opatija in the past years has succeeded in bringing the meetings segment into town - analysing its' potential, finding its' niche and sustainably investing into the growth of the segment. The infrastructure and service provided in Opatija for the meetings industry is an ideal location for Summer School students to learn in theory, but also in practice how to place their destination and services on the meetings map.



Olivier Lépine
ECM - Chairman
Conventions
Forum



Elisabeth Hansa
Course Leader



Adriano Požarić
President of the Opatija
City Council

THE ECM SUMMER SCHOOL PROGRAMME

Opatija, Croatia

30 August - 3 September 2008

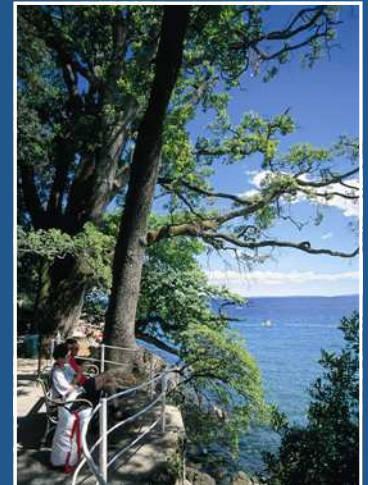
Saturday 30 August

Individual arrivals of participants and faculty at Airport Zagreb.
Bus transfers from Zagreb to Summer School venue Hotel Ambassador, Opatija.
(Bus transfer takes approx. 2 hours.)

- 18.00 Registration
19.30 Welcome Reception at the Hotel Ambassador

Sunday 31 August

- 08.30 WELCOME, OPENING REMARKS, INTRODUCTION OF THE COURSE PROGRAMME, INTRODUCTION OF THE PARTICIPANTS AND FACULTY
Elisabeth Hansa
- 08.50 INTRODUCTION TO EUROPEAN CITIES MARKETING
Olivier Lépine
- 09.10 WELCOME REMARKS INCLUDING FACTS AND FIGURES ABOUT OPATIJA
Adriano Požarić
- 09.30 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
- 10.15 COFFEE BREAK
- 10.45 HOW DO YOU EVALUATE THE BENEFITS OF THE MEETINGS INDUSTRY? HOW DO YOU CONVINCE MEMBERS AND PUBLIC AUTHORITIES TO GET THE FUNDING? HOW DO YOU PROVE IT?
Tuula Lindberg
- 11.15 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?
Airy Garrigosa
- 12.15 INTRODUCTION TO "A HEALTHY LIFESTYLE ON THE ROAD"
Cain Leathem
- LUNCH
- 14.00 HOW DO YOU FIND YOUR CLIENTS - RESEARCH TOOLS AND DATABASES (ICCA, UIA, Bedouk, meetings industry magazines, exhibitions)
Anne Wallin-Rødven
- 14.30 HOW TO CREATE YOUR OWN DATABASE, WHICH CRITERIA DOES IT HAVE TO MEET?
Tobias Lienhard
- 15.00 COFFEE BREAK
- 15.20 WAKE UP AFTER COFFEE WITH CAIN
- 15.30 HOW CAN THE MEETINGS INDUSTRY PRESS HELP YOU TO PUT YOUR DESTINATION ON THE MAP?
Marcel Vissers
- 16.15 WORKSHOPS ON THE FOLLOWING SUBJECTS:
Students have the option to follow two out of the four available sessions:
- Using the ICCA database to qualify clients (**Dennis Speet**)
 - Creating your own database of hot leads (**Tobias Lienhard**)
 - Gearing up your city for the meetings industry (**Airy Garrigosa**)
 - 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 REPEATED
- 17.45 CONCLUSION OF THE DAY; TAKE HOME MESSAGES
Elisabeth Hansa
- 19.00 Meeting in the lobby for bus transfer to restaurant
19.30 DINNER AT RESTAURANT ZALUKI
22.00 Buses return to Opatija



Monday 1 September



- Before the sessions start, stretch your body and mind with Cain (early morning time to be announced)
- 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
- 09.45 **IF THE POINT OF CONTACT IS NOT THE CLIENT DIRECTLY – THE ROLE OF THE INTERMEDIARIES**
(PCO, core PCO, AMC, DMC, in house operators etc.)
André Vietor
- 10.30 **COFFEE BREAK**
- 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**
- 13.15 **AFTERNOON SITE INSPECTIONS IN GROUPS**
- 18.00 **ALL GROUPS MEET AT THE *HEMINGWAY BAR* TO DISCUSS THEIR IMPRESSIONS**
- 19.00 End of programme
- FREE EVENING FOR THE STUDENTS**
- FACULTY LEAVES FOR DINNER AT “GOSTIONA ISTRANKA”**

Tuesday 2 September



- Before the sessions start, stretch your body and mind with Cain (early morning time to be announced)
- 08.30 The students comment and evaluate how they were treated “wearing the clients hat” during the site inspection
- 09.15 **HOW THE ASSOCIATION CLIENT DECIDES ON WHICH VENUE TO PICK - EXAMPLE EUROPEAN CROHN’S AND COLITIS ASSOCIATION (ECCO)**
Andrea Bauer
- 10.00 **HOW WOULD THE PHARMACEUTICAL INDUSTRY BE INVOLVED IN ECCO’S CHOICE**
Venue requirements for a corporate event
Anna Frick
- 10.45 **COFFEE BREAK**
- 11.15 **WORKSHOPS**
- Using the ICCA database to qualify clients (**Dennis Speet**)
 - Creating your own database of hot leads (**Tobias Lienhard**)
 - Everything you ever wanted to ask about associations (**Andrea Bauer**)
 - Everything you ever wanted to know about corporate clients (**Anna Frick**)
- 12.00 **WORKSHOPS 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 "OPATIJA AS HOST FOR ECCO 2012"
- 17.45 TAKE HOME MESSAGES FOR THE DAY
Closing remarks
Elisabeth Hansa
- 19.00 DEPARTURE FROM THE HOTEL TO THE GALA DINNER VENUE
(handing over of the certificates and presents)



Wednesday 3 September

Departure or extended stay at your own expense.

The Faculty

Andrea Bauer, M.A.	CEO vereint, Association & Conference Management Ltd., representing the European Crohn's and Colitis Organisation (ECCO)
Anna Frick	Director Conference & Exhibition Management, Astra-Zeneca
Airy Garrigosa	Director, Barcelona Convention Bureau
Elisabeth Hansa, M.A.	Head of Marketing and Business Development - meetings, Congress+event, Graz and Course Leader
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
Tuula Lindberg	Managing Director, Finland Convention Bureau
Christian Mutschlechner	Director, Vienna Convention Bureau
Adriano Požarić	President of the City Council, Opatija
Dennis Speet	Manager Marketing & Sales, ICCA
André Vietor	Managing Director, Viajes Iberia Congresos
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 / Registration Policy

Accommodation and Summer School hotel:

The ECM Summer School 2008 will take place at the Hotel Ambassador, located at Opatija riviera, the most renowned tourist riviera on the Croatian Adriatic coast, about 190 km from Zagreb airport / appr. 2 hours by car.

Address: Hotel Ambassador
F. Peršića 1
51410 Opatija
Croatia

Tel: +385 51 743 333
Fax: +385 51 743 444

e-mail: ambasador@liburnia.hr
Website: www.liburnia.hr/hotel.do?Ambasador

The hotel is one of the leading business-convention, incentive and resort hotels of the Kvarner region. Facilities include outdoor swimming pool, sun terrace, indoor pool with heated sea water, sauna, massage, solarium.

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. 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 the **ECM Summer School Organisation Office**. If you do not receive confirmation, please call us on **+43 1 533 35 42 - 27** or email at summerschool@europeancitiesmarketing.com

Cancellation / Refund Policy:

Any cancellation must be received in writing before 1 August 2008 and is subject to a EUR 150 administration fee. After 1 August, no refund will be made. However, you may send a substitute in your place. Telephone cancellations will not be accepted.



Travel to Opatija:

By air: You can reach Opatija by Zagreb airport or Rijeka airport (with Croatia Airlines, a Star Alliances Group member). Croatia Airlines flies from Amsterdam, Brussels, Copenhagen, Dusseldorf, Frankfurt, Lyon, Munich, Paris, Rome, Vienna and Zurich. The airline offers special rates for Summer School participants (after registration you will receive additional information on how to profit from the discount of Croatia Airlines).

By rail: Regular night train services are available from Munich, Salzburg and Vienna. Please note that the train station is located at Opatija Matulji, 2 km from Opatija city centre.

By bus: Regular bus services are available from Zagreb and Rijeka, Eurolines connects Rijeka with many European capitals.

By car: European highways via Slovenia are the fastest transport links to Rijeka. All highways are toll roads, Euros are accepted.

Transportation:

Students must organise their own airport transfers, we can offer a shuttle service from and to Zagreb airport at 40 Euro p.p. and way, transport from Rijeka airport will cost 20 Euro.

Upon receipt of your registration form, you will receive more details on how to arrange airport transfers. Transfers for ECM Summer School events will be provided.

Questions concerning the Programme:

For all questions, please contact summerschool@europeancitiesmarketing.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:

Summer temperature average is 22° C. September has enjoyable weather, typical for late summer and early autumn. The average temperature is 20° C and it is still warm enough for bathing.

Dress Code:

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

ECM Summer School 2008
Opatija, 30 August - 3 September

Registration Form

Please complete one form per attendee and return via fax to +43 1 533 35 42 -19
before 1 August 2008.

Please complete this form in block capital letters:

Mr. Mrs. Ms.

First name: _____ Last name: _____

Job title: _____

Company: _____

Address: _____

Post code: _____ City: _____ Country: _____

Tel: _____ Fax: _____

E-mail: _____ Website: _____

Registration fees (all prices are in Euro)

Registration fees	Members	Non-members	Group rate
Early Bird before 30 June 2008	1,300 Euro	1,450 Euro	1,150 Euro
After 30 June 2008	1,400 Euro	1,550 Euro	1,250 Euro

Group rate = three or more delegates from the same organisation.

Method of payment

By bank transfer

Please send the total amount in Euro, net of all bank charges, with reference "ECM Summer School 2008" 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 our organisation office. 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 2008 and is subject to a EUR 150 administration fee. After 1 August 2008, no refund will be made.

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

For any further questions please contact summerschool@europeancitiesmarketing.com

THE 22nd ECM SUMMER SCHOOL

30 AUGUST - 3 SEPTEMBER 2008, OPATIJA



For more information, please 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

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Summer School Course Leader

Elisabeth Hansa, Grazer Congress

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Fax: +43 316 80 88 250

elisabeth.hansa@mcg.at

ECM would like to thank the following sponsors and industry partners for their kind support:



Welcome to the Meeting Industry

