STRAIGHTENING THE DMO OF THE FUTURE

EUROPEAN CITIES MARKETING SPRING MEETING 2017

GDANSK, February 22-25, 2017

#ECMGdansk2017
It’s tough when markets change and you and your organisation don’t. In essence, the nowadays laws of the global economy are not much different from Darwin’s observations in *The Origin of Species* from 1850: adapt or die.

Here is the thing: just over the last 10 years, digitalisation and globalisation of travel have forever altered the patterns and the practice of urban tourism. New technology has radically changed the behaviour of consumers and empowered them with a world of insights, resources, tools and experiences that outmatches any old classic tourist information centre.

For most travellers, tourism information is no longer a service delivered in a physical bureau, but a resource anyone can access anytime and everywhere just by swiping their finger across the mobile. For your partners and suppliers in the industry, tourism marketing is no longer a glittery destination brochure that consumers can request and receive by mail service or pick up at a travel fair. The touristic marketplace has moved to a handful global distribution platform and the buzz of consumers to social media. The media spendings and marketing budget of your industry partners have gone the same way.

But how about your website then? Surely, as the city’s DMO and City Marketing Organisation, you offer the one and only official web portal to the city’s myriad of touristic offerings, right? Well, think again, *Google Destinations* was launched in March 2016 as a response to what Google describes as a whopping 50 percent increase in travel-related questions on mobile phones. The free app, *Google Trips*, was added in September as the most powerful planning and review tool the market has seen to date for urban explorers. Take that.

And finally, to top it all, some cities have been overrun by visitors and have decided that enough is enough. No more tourists. Stop marketing.

So, what does all of this mean for you and your team? What about tomorrow? Will there still be a role to play? Where do you find the path to the future...?
At the ECM Spring Meeting in Gdańsk, February 22-25, 2017, European Cities Marketing debates the future role of the City Marketing and Tourism organisation. We will be challenged by industry thought leaders. We will share ideas and insights of how best to create value for the city, our industry partners and the visitors we serve.

Together we will search for new models and modes of tomorrow. We might not find the silver bullet or a model that will fit all. But we are confident that Strategizing the DMO of the Future is the meeting that will give you lots of inspiration and empower you and your team to start your own transformative journey.

All of this will be delivered in Gdańsk where Lech Wałęsa and Solidarity began the dismantling of the old communist Poland in the summer of 1980, which ultimately sparked the fall of the Berlin Wall a decade later. What better place to talk about changing the future?

Welcome to Gdańsk!
### WEDNESDAY 22nd FEBRUARY

**at Mercure Gdansk Stare Miasto**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
<th>Chair</th>
<th>Location</th>
<th>Notes</th>
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<tbody>
<tr>
<td>08:00 - 10:00</td>
<td>ECM Seminars Steering Group</td>
<td>Oliwska</td>
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<td>Amsterdam</td>
<td>Chaired by Eduard Pieter Oud, Amsterdam</td>
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<td>09:00 - 13:00</td>
<td>Knowledge Group Research &amp; Statistics</td>
<td>Mariacka</td>
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<td>Amsterdam</td>
<td>Chaired by Olivier Ponti, Amsterdam</td>
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<td>10:00 - 10:30</td>
<td>Coffee break</td>
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<td>10:00 - 15:00</td>
<td>Board Meeting including lunch</td>
<td>Bursztynowa</td>
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<td>Chaired by Ignasi de Delàs, ECM President</td>
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<td>11:00 - 12:30</td>
<td>Knowledge Group City Cards</td>
<td>Dominikanska</td>
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<td>Chaired by Olivier Occelli, Lyon</td>
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<td>Lunch break at own expense (25 €)</td>
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<td>14:00 - 15:30</td>
<td>Knowledge Group Tourist Information Centres</td>
<td>Oliwska</td>
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<td>Chaired by Richard Windischbacher, Graz</td>
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<td>14:00 - 17:00</td>
<td>Editorial Board ECM Benchmarking Report</td>
<td>Mariacka</td>
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<td>Chaired by Clemens Költringer, Vienna</td>
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<td>15:15 - 17:15</td>
<td>Meetings Industry Steering Group</td>
<td>Bałtycka / Zdrojowa</td>
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<td>Chaired by Bettina Bunge, Dresden</td>
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<td>15:30 - 16:00</td>
<td>Coffee break</td>
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<td>16:00 - 17:30</td>
<td>Knowledge Group Digital Destinations</td>
<td>Oliwska</td>
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<td>Chaired by Nathalie Dumon, Ghent</td>
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16:00 - 17:30  City Cards for beginners  
Chaired by Olivier Occelli, Lyon  
You are an ECM member planning to launch a city card, or just launched it? Ask your questions to city cards experts!

17:30 - 18:30  Coordination Group  
Chaired by Erwin Van de Wiele, Ghent  
Board members and Knowledge Groups chairs only

19:00  Gathering in the lobby

19:30  Welcome reception at Amber Side - European Solidarity Centre  
Address: Plac Solidarności 1, 80-863 Gdańsk  
Dress code: Casual

THURSDAY 23rd FEBRUARY at Mercure Gdansk Stare Miasto

08:00  President’s breakfast  
Hosted by Ignasi de Delàs, ECM President  
New members and first timers only

08:45  Welcome & Opening  
By Ignasi de Delàs, ECM President, Łukasz Wysocki, President of the Board, Gdansk Tourism Organization & Pawel Adamowicz, Mayor of Gdańsk

09:10  Strategizing the DMO of the future - Seminar Introduction  
By Philippe Vignon, Seminar chair

09:15  KEYNOTE: The future of the DMO  
By Frank Cuypers, Senior Strategist, DestinationThink.com  
Frank Cuypers has a passion for cities, strategy and destination management. He practices all three both on an academic and practical level. As visiting professor, he teaches city marketing in Europe. As Senior Strategist of DestinationThink.com, Frank works with innovative tourism boards and city councils across the world to create a vision for their destination, to solve business challenges and execute effective strategies. Never mind the old days and ways – Frank’s message is that DMOs have to redefine their role and the meaning of marketing in order to stay relevant.

10:00  KEYNOTE: TMWHSIA  
By Dr. Roger Carter, TEAM Tourism Consulting  
Dr. Roger Carter has the letters MBE, BSc, PhD, FTS, MTMI after his name. But he is also TMWHSIA – The Man Who Has Seen It All, in his lifetime career in tourism - more than twenty years working in senior management for DMOs at national, regional and city level, followed by tourism destination consulting in more than 30 countries across the globe. If anyone knows the discipline of destination management and marketing, it’s Roger. But how does he think DMOs should reengineer themselves in a disruptive marketplace, where the only constant is change?

10:45  Coffee break

#ECMGdansk2017
11:15
Do the smart thing!
By Dr. Isaac Mizrachi, Director, Tel Aviv Tourism
Isaac is just well over a year in his job as director of Tel Aviv Tourism and determined to put technological innovation at the heart of the city’s destination strategy. Tel Aviv is a hot spot for startups and innovative entrepreneurs, and its “Smart Tourism Initiative” is designed to stimulate tourism innovation. In doing so, Tel Aviv Global adds value to its industry by collaborating with local businesses that can benefit from the digital breakthroughs. Is this Tomorrowland for your DMO too?

11:45
The end of tourism
By Signe Jungersted, Director of Development, Wonderful Copenhagen
Signe Jungersted is Copenhagen’s lead strategist. She has dared herself and her team to redefine the role of Wonderful Copenhagen and align the city’s tourism development with the challenges and opportunities 3-5 years out. Her first step was to declare the era of tourism dead. Secondly, to explore the future of urban travel and ignite an organisational innovation process originally developed by Google. Don’t miss Copenhagen’s new rock star, if you are thinking about rebooting your DMO.

12:15
PANEL DEBATE
Moderated by Philippe Vignon, Seminar chair
With
• Frank Cuypers, DestinationThink.com
• Dr. Roger Carter, TEAM Tourism Consulting
• Manolis Psarros, Toposophy

13:00
NEW PLAY, NEW PATHS

14:00
Digital transformation now
By Nick Hall, CEO, Digital Tourism Think Tank & Emil Spangenberg, Transformation & Digital Strategist, Digital Tourism Think Tank
The future is digital. Period. Nick Hall reads a bright new future in the results of ECM’s and DTTT’s brand new membership survey on the digital readiness of Europe’s city destinations. The new report brings you unique insights in the challenges adapting to the vast changes happening in consumer behavior and digital media trends. Nick Hall and Emil Spangenberg will invite participants to co-create and work with design-thinking sheets to identify ideas and strategic actions.

15:30
Coffee break

15:45
CVB = Create Value & Business
By Krzysztof Celuch, Head of Poland Convention Bureau Polish Tourist Organisation
Krzysztof is here, there and everywhere in Poland’s meetings industry. As head of Poland’s national convention bureau, university academic, industry expert and speaker, Krzysztof is in constant pursuit of the value creation and business opportunities that makes the meetings industry a key and maximum impact sector for any knowledge economy. His message to the CVBs of the future is simple: Create Value & Business!
16:15  Magic city collab  
By Michael Steuer,  
Head of Division of the CEO,  
German National Tourist Board  
Room Bursztynowa  

Magic city collab  
It’s OK to think your city is special and probably the world’s best place to live, work and visit. But why not collaborate with your neighbor cities and create value with your NTO at the same time? “Magic Cities” unites Germany’s cities in a joint benchmark initiative and market approach to international markets. It has worked well for more than 50 years now. Petra will show us the evidence.

16:15  Aalborg all in  
By Rasmus Jerver,  
CEO, VisitAalborg  
Room Mariaka / Oliswa  

Aalborg all in  
Rasmus is the new guy in town recruited by his board to align VisitAalborg to the future. Rasmus knows that any DMO is only as strong as the support of its community. He decided to ask 310 stakeholders how VisitAalborg can create value for the city of Aalborg in the years to come. The dialogue resulted in a list of seven specific growth projects that will keep Rasmus and his team very busy the next four years. For VisitAalborg, it’s a bit of a U-turn.

17:00  END OF DAY 2

19:30  Gathering in the lobby

20:00  Dinner at Artus Court  
Address: Długi Targ 43-44, 80-831 Gdańsk  
Dress code: Smart casual

FRIDAY 24th FEBRUARY  at Mercure Gdansk Stare Miasto

07:00  45 min morning run  
By Goran Pavlović, your special trainer for the day!  
Gathering in the lobby of Mercure Gdansk Stare Miasto

08:45  President’s address  
By Ignasi de Delàs, ECM President  
Room Gdanska

09:15  KEYNOTE: Hello DMMOs!  
By Chris Fair, President, Resonance Consultancy  
Room Gdanska

10:00  When terrorism kills tourism  
By Frédéric Trauwaen, Marketing & Sales Director, VisitBrussels  
& Thomas Deschamps, Statistical Research Manager, Paris Convention & Visitors Bureau  
Room Gdanska

When terrorism kills tourism  
What happens when terrorism shows its ugly face in your city? What can you do as DMO/CVB when everything closes down? Is it time to upgrade your competencies in crisis management and risk analysis? Will a clever campaign help erase your city’s stigma? Will associations place events in your city out of pure solidarity? How do you avoid that places of tragedy and horror become memorial attractions... and should you? Our colleagues in Brussels and Paris have given questions like these much thought lately.

11:00  Coffee break
### CITY SHOWCASES & INSPIRATION LOUNGES // PARALLEL SESSIONS

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<tr>
<th>Time</th>
<th>Speaker</th>
<th>Room</th>
<th>Session Title</th>
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<tbody>
<tr>
<td>11:15</td>
<td>By Frank Cuypers, Senior Strategist, DestinationThink.com</td>
<td>Room Bursztynowa</td>
<td><strong>Is there a Future for City Branding?</strong>&lt;br&gt;- and if so, will your DMO be part of it? The discipline of city branding is being re-defined in an era when consumers have taken over much of the conversation. If DMOs are to remain relevant, it is pivotal to avoid «the sea of sameness». In this interactive masterclass, Frank’s mission is to make Destinations Think about the importance of defining the city’s DNA.</td>
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<td>11:15</td>
<td>By Olivier Ponti, Manager Research, Amsterdam Marketing</td>
<td>Room Mariaka / Oliwska</td>
<td><strong>Clever heads of the city</strong>&lt;br&gt;In the post-marketing era DMOs have a crucial role to play as facilitators of innovation, knowledge, technology trends and tourism flows. In this session, Olivier will outline the driving forces of the new paradigm and paint a bright new future with cases and guidelines as to how DMOs can transcend themselves to be the knowledge and data centre of the city. After all, Oliver is a pretty outgoing Research Manager himself...</td>
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<td>12:00</td>
<td>By Nathalie Dumon, Destination Marketing Strategist &amp; Conversation Manager, Ghent Tourism</td>
<td>Room Bursztynowa</td>
<td><strong>The human interface of destination digital</strong>&lt;br&gt;Digital is great, but not everything. If DMOs are to compete with Google and want to stay relevant, they need to go for the role as the human interface of the digital destination. As Ghent’s marketing strategist and conversation manager, it is Nathalie’s challenge to humanise and digitalise Ghent at the same time. She might just be lightening up the path to the future for DMOs looking to connect with their visitors as human beeings.</td>
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<td>12:00</td>
<td>By Sam Johnston, Manager, Dublin Convention Bureau</td>
<td>Room Mariaka / Oliwska</td>
<td><strong>Countryside conventions?</strong>&lt;br&gt;Multiple choice: what do you do as a City Convention Manager when there is a national strategy to bring association conferences outside the city?&lt;br&gt;A) Resign in disillusion and sign up for a course in anger control, or&lt;br&gt;B) Adapt a broader look at the attraction and capabilities of your destination.&lt;br&gt;Our Irish colleagues have recently adapted a targeted approach to do the later and it is beginning to pay dividends.</td>
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<td>12:45</td>
<td>Closing plenum</td>
<td>Room Gdanska</td>
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<td>13:00</td>
<td>Lunch break</td>
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<td>14:00</td>
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<td>18:30</td>
<td>Gathering in the lobby</td>
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<td>19:00</td>
<td>Dinner at Gdański Bowke Restaurant&lt;sup&gt;1&lt;/sup&gt;</td>
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<sup>1</sup> Free optional city tour (3 hours)<br>**DISCOVER GDAŃSK AND TASTE FAMOUS «GOLDEN WATER»**
Connect with the global meetings, events and incentives industry

15,500 international industry professionals from across the globe, ready to connect with you

3,000 exhibitors representing over 150 countries to help you plan your future meetings & events

100 networking events to connect and engage with industry friends & colleagues

No.1 global market place for you to do business, network, learn & be inspired

Connections mean everything.
Connect with us at www.ibtmworld.com
KNOWLEDGE GROUPS

WHAT ARE KNOWLEDGE GROUPS?
They are expert teams focusing on specific aspects of city marketing and urban tourism development. They discuss issues, share best practice, prepare reports, conduct surveys and, in certain cases, undertake joint marketing activities.

HOW CAN I JOIN A KNOWLEDGE GROUP?
Knowledge Groups (KG) are composed of members interested in sharing knowledge and expertise on a specific topic. You should be able to invest time to work for the group, and bring knowledge and to participate to at least 1 meeting per year. To join a group, you must be a member of European Cities Marketing and you must contact the chairperson. There will certainly be a topic of interest for you, do not hesitate to join.

BENCHMARKING REPORT
Chairman: Clemens Költringer, Vienna
clemens.koeltringer@vienna.info
Goals
The Editorial Board is in charge of the content of the ECM Benchmarking Report as well as further development / improvement of the report and securing its data quality and consistency.

CITY CARDS
Chairman: Olivier Occelli, Lyon
ooecelli@lyon-france.com
Goals
Promote European city cards to the public and trade industry
Share experience and knowledge around city cards
Get regular reports and surveys and do joint marketing
Increase consumer awareness and encourage their purchase of city cards when travelling
Meet your European colleagues during the City Cards Expert Meeting

CITY MARKETING
Chairman: Frans van der Avert, Amsterdam
f.vanderavert@iamsterdam.com
Goals
This group is providing a platform for City Marketing destinations to exchange knowledge, best practice and widen their network to perform even better (positioning, branding, re-structuring,...)

DIGITAL DESTINATIONS
Chairwoman: Nathalie Dumon, Ghent
nathalie.dumon@gent.be
Goals
This group provides an insight into current trends affecting the travel industry and even more important, a look at what’s next. Its key role is to share knowledge between members in a collaborative and participatory matter, but also to provide expertise and insight to help city tourist destinations manage the shift or 'digital transformation' in their business.

RESEARCH & STATISTICS
Chairman: Olivier Ponti, Amsterdam
o.ponti@iamsterdam.com
Goals
Coordinate research activities within the network and collaborate with ECM research partners.

TOURIST INFORMATION CENTRES
Chairman: Richard Windischbacher, Graz
rw@graztourismus.at
Goals
Strengthen city tourism by sharing knowledge on TIC
Boost the efficiency in your TIC daily work
Deliver better services to the traveller
Meet your European colleagues during the TIC Expert Meeting

#ECMGdansk2017
STEERING GROUPS

WHAT ARE STEERING GROUPS?
They are dedicated to strengthening the association and the offer proposed to all members.

HOW CAN I JOIN A STEERING GROUP?
Steering Groups are composed of members willing to work on these specific topics. To join a group, you must me a member of European Cities Marketing and you must contact the chairperson.

MEETINGS INDUSTRY STEERING GROUP
Chairwoman: Bettina Bunge, Dresden
bettina.bunge@marketing.dresden.de
Goals
This group is responsible for the planning and delivery of important convention marketing projects. The group also represents ECM in Meetings Industry associations, like JMIC.

ECM SEMINARS STEERING GROUP
Chairman: Eduard Pieter Oud, Amsterdam
e.oud@iamsterdam.com
Goals
The ECM Seminars Steering Group aims to enhance the quality of ECM seminars and proposes the content and/or themes for the meetings and decides on the conference chairpersons. The steering group reviews all bids for hosting ECM meetings and gives a recommendation to the Board.

LEARN MORE ON ECM WEBSITE AND INTRANET
For more information on the Knowledge Groups, please contact:
headoffice@europeancitiesmarketing.com

For more information on the Steering Groups, please contact Katy Schmitt at katy@europeancitiesmarketing.com
Located in the very heart of this lively city, with a picturesque Old Town, Mercure Gdańsk Stare Miasto is the largest hotel in Gdańsk. Its enchanting surroundings will delight all guests who are fond of the old architecture of this Hanseatic city. For our guests we offer 281 modernly designed rooms. Facilities for all hotel guests: Fitness Centre - equipped with high-class training equipment, Balinese massage, Business Centre with the hotel’s library - Wi-Fi, printer, daily newspapers.

Single room: 260 PLN /per night (approx. 65 Euro)
Double room: 300 PLN /per night (approx. 75 Euro)
Extra nights before and after the meeting upon availability.

Address: Jana Heweliusza 22, 80-890 Gdańsk - Poland

Bookings are to be made by contacting directly the hotel, by using ECM2017 as a reference.
- by website: accorhotels.com
- by email: H3390-re@accor.com
- by telephone: +48 58 321 00 00

Rates are guaranteed until 30 days before arrival only and subject to availability.

Cancellation policy:
- Until 21 days before arrival: free of charge.
- Less than 21 days before arrival: any cancellation will entail 100% of the costs.
HOW TO GO TO THE HOTEL?

The hotel has a convenient connection to the airport located 15 km away and is very close to the railway station (400 m).

By taxi:
A price for a taxi from Gdańsk Airport to the main railway station will range around 60 PLN one way and will take 20 minutes (80 PLN nights/weekends).

By shuttle bus:
A price for a shuttle bus from Gdańsk Airport to the main railway station will cost 20 PLN one way and will take 30 to 40 minutes.

By train:
PKM from Gdańsk Airport to the main railway station. It will range 6 PLN one way and will take 30 to 40 minutes.

By city bus:
Bus Line 210 from Gdańsk Airport (Port Lotniczy) to the main railway station (Dworzec Główny), direction of Goscinna. It will cost 3.8 PLN one way and will take 40 minutes. Bus line 210 departs every 30 minutes on weekdays and every 60 minutes on Saturdays, Sundays and public holidays.

HOW TO GO TO THE CITY CENTRE?

The hotel is located in the Old Town, which is considered city centre. However if you want to visit any other area of the city you can easily do it by public transport – local SKM train, trams and busses.

OTHER INFORMATION

RULES REGARDING TIPPING:
Tipping is not obligatory anywhere. However, if you leave a small tip it shows your appreciation of the service.

WEATHER IN GDAŃSK IN FEBRUARY:
From -5°C to 3°C.

LOCAL CURRENCY:
The currency in Poland is the Polish Złoty. Approximately, 1 PLN = 0.25 EUR

For more information about Gdansk, please visit: visitgdansk.com
WEDNESDAY 22nd FEBRUARY

AMBER SIDE - EUROPEAN SOLIDARITY CENTRE

The ECS is a state-of-the-art cultural institution that honours our greatest civic success - the victorious Solidarity movement. It is a museum that commemorates the revolution of Solidarity and the fall of communism in Europe, but it is also an educational, research and academic centre, an archive, library and multimedia library. Last but not least, it is a public meeting space for citizens who feel responsible for the development of democracy: a place where solidarity and citizenship are put into practice.

Amber Side restaurant was officially opened on December 6th offering to our guests atmospheric and spacious interior, which is perfectly matching ECS design.

Address: Plac Solidarności 1, 80-863 Gdańsk
Dress code: Casual

THURSDAY 23rd FEBRUARY

ARTUS COURT

It is located in the Main City as an element of the representative city route called the Royal Route. The Artus Court Building Complex consists of the following parts: the Old Bench House on the ground floor of two connected town houses, the Artus Court and the New Bench House. The Old and New Bench Houses are town houses with narrow facades typical of Gdańsk architecture.

Address: Długi Targ 43-44, 80-831 Gdańsk
Dress code: Smart casual
FRIDAY 24th FEBRUARY

GDAŃSKI BOWKE RESTAURANT

There is a place in Gdańsk, where time has stood still… There is a place where you can feel the atmosphere of the harbor from more than 200 years ago, while enjoying the taste of Polish cuisine and the finest wines. For the guests of the „Gdański Bowke“ restaurant, we bake fresh bread every day, we knead pierogi (dumplings) and put all our passion and skills into the preparation of exceptional foods, so that the greatest gourmets and lovers of traditional Polish flavours are satisfied. For all the big eaters out there, here you will find awaiting the delicious, Goldwasser-filled liqueur chocolates and excellent aromatic coffees prepared with the passion to the smallest detail. We invite all beer brothers for tasting of beers from regional breweries, including the natural unpasteurized beer „Gdański Bowke”, which is produced exclusively for the restaurant by a small family brewery in accordance with the centuries-old recipes of the best Gdańsk brauers. Our restaurant is a special and unique place in the heart of old Gdańsk.

Address: Długie Pobrzeże 11, 80-888 Gdańsk
Dress code: Casual
FRIDAY 24th FEBRUARY

DISCOVER GDAŃSK AND TASTE FAMOUS «GOLDEN WATER»
In its history of over thousand years the city of Gdańsk has witnessed events changing the course of world history. Here, on 1st September 1939, WWII started, changing the whole world. Gdańsk is also the place of origin of Solidarity, the social movement which caused the end of communist regime.

1. Old Town Hall – it is a pearl of Netherlandic Mannerism, created by the great Gdańsk builder, Anthonis van Obberghen. It was built during the years 1587-1594 as the new headquarters of the Old Town authorities. Johannes Hevelius worked here during the years 1541 – 1587, first as a juror, than as a councilor.

2. St. Catherine’s Church - it is the oldest existing church in the Old Town, and in the whole of Gdansk, under the patronage of St. Catherine of Alexandria from Egypt, containing the grave of the great Gdańsk astronomer Johannes Hevelius in its undergrounds.

3. The Crane - the crane’s medieval mechanism lifting 4-ton loads to a height of 11 metres was also used to install masts. Located on the Motława River, Gdańsk’s most characteristic monument is the largest medieval port crane in Europe and at the same time a fortified water gate with two huge brick towers, once protecting the city from the side of the harbour.

4. Mariacka Street - this picturesque Gdańsk street and its environs house many galleries and workshops selling jewellery made of amber encased in silver or gold. Gdańsk has been the heart of the amber craft for ages, which is cultivated by present-day workshops, and St. Mary’s Street is its most beautiful tract.

5. St. Mary’s Church - the largest church in Gdańsk, and also in Poland, and the biggest brick church in the world, St. Mary’s Church is a special place not only due to its size, but due to the centuries of history which are enclosed inside it.

6. Neptunes Fountain - is located in the most representative part of Gdańsk – on the Long Market, in front of the Artus Manor. Its creation was initiated by Mayor Bartłomiej Schachmann and the city council in 1633. The first fountain on the Long Market was built by the residents of Gdańsk in 1549.

7. Main Town Hall - the former headquarters of the authorities of the wealthy and powerful Gdańsk, with roots in the end of the 14th Century.

8. The Long Street and Long Market - the most important communication ducts of the area, which has been the most representative of Gdańsk over the centuries. The wealthiest residents lived here in their great houses. Polish kings used to arrive in the City through here, together with their retinues.

9. Uphagens’ House – it is the only middle-class tenement house in Poland and one of the few in Europe to offer tours of interior decoration.

10. The Prison Tower and the Torture Chamber - The Długa Street Gatehouse Complex was built halfway through the 14th Century and served as an element of the city’s medieval fortifications.
Duration: 3 hours

Hotel Mercure Gdańsk Stare Miasto
**SATURDAY 25th FEBRUARY**

**ROUTE 1: MALBORK CASTLE**

Discover MALBORK CASTLE the masterpiece of medieval defensive and residential architecture. It is the largest gothic Castle complex in the world, with an area of approximately 21 hectares and total building cubature exceeding one quarter of a million cubic meters.

Malbork was built in stages, from the beginning of the the 1370's. With time, it became the main element in the stronghold complex in Teutonic Prussia. Initially (from1280) it played the role of one of the Komturs' Castles. In 1309, it became the home of the Order's Grand Masters. It was comprehensively expanded, achieving the form of a triple defense foundation with the visibly-distinguished High Castle (a monastery), Medium Castle (home of the Grand Master and Grand Komtur, and political and administrative centre of the monastic State) and the Przedzamcze (an extensive utility base). As the capital of the State of the Order of Brothers of the German House of Saint Mary in Jerusalem, the Castle became a diplomatic, military, economic and religious centre. Until the first half of the 15th Century, Malbork was famous throughout the continent as one of the two headquarters of the Crusades into Lithuania and Samogitia, as well as a place of spectacular entertainment, feasts and tournaments, attracting knights from numerous European countries to Prussia.

In 1410 – following the defeat of the Teutonic army in the Battle of Grunwald – the fortress on the Nogat, which was not captured by the Polish and Lithuanian armies, preserved the further existence of the Order. The expanding political and economic crisis led to a revolt of the subjects (1454) and incorporation of the State into the Kingdom of Poland. In 1457, Malbork was purchased from the Teutonic mercenaries and fell under Casimir Jagiellon. From this time, for over three centuries, the stronghold fulfilled the role of the temporary residence of Polish rulers, the military base in Royal Prussia and the home of the starosts, who held administrational, military, police and court authority.

As a result of the first partition (1772), the northern land of Poland, which included the fortress on the Nogat, found itself within the limits of Prussia. During the Prussian period, the Castle served as barracks and storehouses. Heavily devastated, it regained its gothic form as the result of great reconstructions performed near the end of the 19th Century and the beginning of the 20th Century by the great architect Konrad Steinbrecht.

In 1945, the Poles once again took control of Malbork. The Castle was horrendously damaged during the last stage of World War II, but with time, it was able to rise from the ruins. It remains the focus of intensive conservation. In 1997, the Malbork Castle Complex was entered onto the prestigious UNESCO World Cultural Heritage List.

*After the 3.5 hour tour in Castle we will stop for a lunch to taste some typical polish cuisine.*

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ROUTE 2: DISCOVER THE TRI-CITY’S: GDAŃSK, SOPOT & GDYNIA

GDAŃSK - During its over-a-thousand-year history, the city of Gdańsk has witnessed events that changed the world’s history. It is the place where, on 1st September 1939, started the event that changed the world – World War II. At the same time, Gdańsk is the birthplace of Solidarity, the social movement that led to the fall of communism.

1. Westerplatte – is a well-known all over the world as the place where II World War began on the 1st September 1939 at 4:45 am.
2. Energa Stadium – a modern structure, built for the 2012 European Championships in football. It is often called the Amber stadium, due to its colour.
3. Oliwa Park and the Cathedral - the green jewel on the map of the region and historic cathedral, constructed in 1186. There you can admire the historic interiors and enjoy the unique sounds of organs.

SOPOT - Sopot is a famous health resort and spa. The city never sleeps, with the circles of artistes, scientists and tourists mixing around the clock. Sopot hosts various events such as exhibitions, concerts, festivals, conferences and international meetings. The streets are crowded with cafes, restaurants, and art galleries; the beach, visible from various points in the city, offers for a pleasant alternative to Gdynia and Gdańsk. It is a place to relax after a long day.

1. Monte Cassino Street – it used to be a road connecting two parts of Sopot - the Upper and the Lower. Since the beginning of the Sopot resort it has gradually transformed itself into an elegant street and then a pedestrian zone.
2. The Pier – it was constructed for the enjoyment of guests at the beginning of the 19th Century. Its history goes back to the idea of creating a resort in the small fishing village on Gdansk Bay.

GDYNIA - Gdynia was created from the sea and dreams of the post-war generation of Poles, according to the words of Stefan Żeromski, the Polish writer of the times, “...a poem created in wood, stone, concrete and iron, an overwhelming drama depicting the taking from the sea of the forces of water, depth and power...”. Today it is a modern and dynamically-growing city with its modern development and economy open towards the sea.

1. Kościuszko Square - and its extension in the form of the South Pier is Gdynia’s visiting card. The biggest tourist attractions of the “The City that Emerged from the Sea” are located here.
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REGISTRATION

Please visit http://www.cvent.com/d/hvqxxv and register online before 31st January 2017 if you wish to benefit from the early bird fee. If you have any questions, please contact Katy Schmitt at katy@europeancitiesmarketing.com. All registrations should be accompanied by full payment of the registration fee. No registration will be confirmed until payment is received.

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