

European Cities Marketing

Autumn Meeting

25th to 28th November 2009

Amsterdam



“The holistic marketing concept:
how cities change into regions”



I amsterdam.



Welcome !

Dear Colleague,

We take great pleasure in inviting you to the European Cities Marketing Autumn Meeting which will take place in Amsterdam from 25th to 28th November 2009.

Amsterdam is a city with many faces, and is sure to surprise and amaze you. From the historic heart of the city to the high-tech buildings of 'het IJ' on the city's river banks, Amsterdam is a lively place and we would like to invite you to come and enjoy its many attractions. This time Amsterdam will be the crossing point where you can meet your colleagues and the whole meeting will allow you to bring home ideas from all the various presentations, workshops and, of course, the seminar.

The focus of the ECM Autumn Meeting will be **"The holistic marketing concept: how cities are changing into regions"**. How can we make city governors aware of the fact that they depend on tourism and/or conventions as one of their biggest economic pillars and a generator of employment?

Competition between stand-alone cities is becoming competition between the regions that surround these cities. This trend has become an influential factor in the selection processes of decision-makers and it will change our approach to marketing in the near future. How can a city ensure that it remains a successful tourist and convention destination?

At the meeting you will discover the success and failure factors of regional co-operation and a holistic marketing concept and learn what factors are most important in establishing co-operation with public and private partners in and around a city.

Speakers such as Prof. Pieter Tordoir, Professor of Economic Geography at the University of Amsterdam and former Director of Amsterdam's Chamber of Commerce, and Arthur Oberascher, President of the European Travel Commission and former Austrian NTO CEO, have been invited to this seminar to share their expertise.

Inspiring breakout sessions on topics such as: 'Regional cooperation models', 'Measurement and selling of economic and employment values' and 'Financing models and the use of external funding', will allow you to play an active part in the conference.

On Saturday you can experience a tailor-made programme with technical visits, a new concept of exchanging knowledge between colleagues.

The whole team at Amsterdam Tourism & Convention Board are working hard to make this meeting an exciting and memorable event.

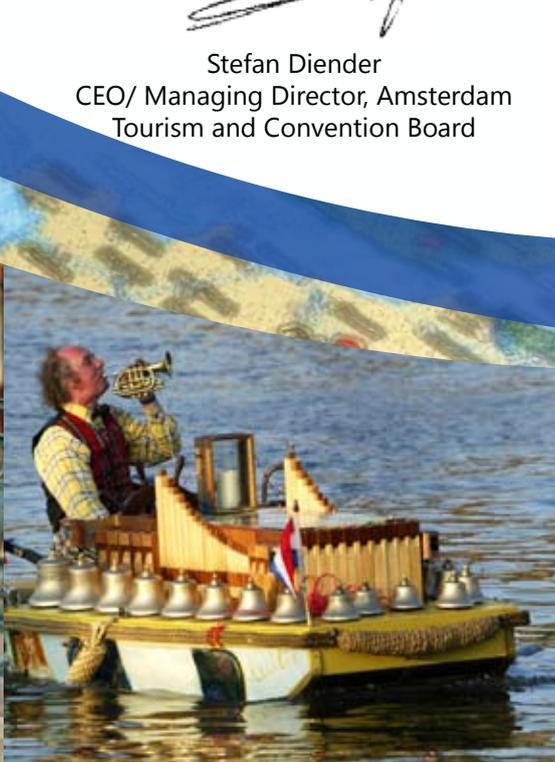
Looking forward to seeing you in Amsterdam!



Stefan Diender
CEO/ Managing Director, Amsterdam
Tourism and Convention Board



Dieter Hardt-Stremayr
Managing Director, Graz Tourism
President, European Cities Marketing



Why Amsterdam?

Accessible & compact

Amsterdam is a national and international gateway. Amsterdam Airport Schiphol is considered one of the best in the world and is just 20 minutes from the city centre.

Amsterdam's compact city centre has an outstanding public transport service and therefore most facilities and sights are within walking distance of each other. The city's network of canals also offers a unique opportunity to transport your delegates via the water.

Historic heart

Amsterdam was founded in the Middle Ages near a dam on the River Amstel. The city truly blossomed in the early 17th century, when it became the world's largest centre for trade and art. The historic heart of the city known as the 'Grachtengordel' (canal ring) has remained beautifully intact to this day. The area is by no means an open-air museum, but rather the warm, friendly and vibrant heart of the city.

Stable economic climate

Though recent publications indicate price increases in the capital and in the Netherlands, the Amsterdam congress and conference market has, in general, remained stable. The relationship between price and quality has passed official international testing with satisfactory results.

Outstanding Culture

The Netherlands capital city has been a centre of creativity and culture for centuries. Works by 17th century Dutch Masters such as Rembrandt and Vermeer grace the walls of Amsterdam's famous Rijksmuseum. The Van Gogh Museum houses several of the artists' masterpieces. Other cultural treasures include Anne Frank's House, the baroque Royal Palace on Dam Square and the Rembrandt House. Amsterdam can even satisfy the cultural pallet of the most experienced visitor.

Knowledge Centre

During the 17th century Amsterdam was a stockpile of trading goods; today knowledge is also being generated. With two highly developed universities and several laboratories, Amsterdam is now firmly on the world map as a centre of knowledge. The city attracts many prominent academics and has become an attractive meeting place for those involved in science and research. Due in part to its central location on the edge of Europe, Amsterdam now offers a new 'market place' for the free and efficient exchange of ideas and knowledge.

Dazzling Nightlife

Amsterdam is home to an array of bars, nightclubs and cafés. Authentic 19th century pubs or 'brown cafés' can be found all over the city, alongside their contemporary counterparts: designer grand cafés and sleek lounge bars. The most popular bar areas are around the Leidseplein and Rembrandtplein. The hottest new dance music is played in trendy Amsterdam nightclubs by some of the top DJs in the world. There are also jazz cafés, late night bars and a large casino in the city. Best of all, nightlife venues are located less than a few square miles of each other.



Striking Events

Some 30 to 40 festivals take place in Amsterdam each year, many of which have come to be world-renowned. The Holland Festival showcases the very best in theatre, opera and ballet; the Canal Festival features classical music played on floating stages; the Amsterdam Fantastic Film Festival screens art house to mainstream masterpieces; and the theatre season is opened every year at 'Uitmarkt', with stages across the city.

Superb Surroundings

Most people think of the Netherlands as the land of tulips and windmills. In just 15 minutes from the centre of Amsterdam you can experience this side of the Netherlands. The villages of Marken and Volendam are an open-air museum with an unrivalled display of authentic Dutch houses and windmills.

Colorful People

People are what make Amsterdam the unique city it is. The city's character is highly individual, spirited and young at heart. Its inhabitants are traditionally friendly, tolerant and cosmopolitan by nature: a mindset illustrated by the fact that most speak more than one language. With 174 different cultures, Amsterdam is amongst the most diverse in the world.

Business with pleasure

Home to the world's first multinational company, the Dutch East India Company, Amsterdam is also the new address for Google and AKZO Nobel headquarters. A consistent high score in the European Cities Monitor for companies may be a reason why several international companies have their head office in Amsterdam. Advertising and design firms prefer Amsterdam for its ability to attract creative people. Because of its compact size and excellent infrastructure, Amsterdam combines and does business on the level with other European capitals, but with the ambience of a small town. The city of Amsterdam is in the top ten of the world's most preferred conference cities.



Preliminary programme

Wednesday 25th November

- 09.00 - 11.00 **Meetings Committee**
*Committee members only**
- 09.00 - 11.00 **Communications & PR Committee**
*Committee members only**
- 09.00 - 11.00 **Working Group Events & Culture in European Cities (EC in EC)**
Chaired by Annick Muyldermans (Brussels)
*Group members only**
- 11.00 - 11.30 Coffee Break
- 11.30 - 12.30 **Working Group Tourist Information Centres (TIC)**
Chaired by Gabriela Schweinberger (Berlin)
*Group members only**
- 11.30 - 13.00 **Board meeting Part I**
*Board members only**
- 13.00 - 14.00 Lunch (at own expense)
- 14.00 - 16.00 **Board meeting Part II**
*Board members only**
- 14.00 - 16.00 **Working Group Online Marketing & Sales**
Chaired by Ossian Stiernstrand (Gothenburg)
*Group members only**
- 14.00 - 18.00 **Working Group Research & Statistics**
(joint meeting with MIC)
Chaired by Hans Dominicus (Amsterdam)
*Group members only**
- 19.00 Get-together-Dinner hosted by Amsterdam Tourism & Convention Board
Dresscode: casual



*Please find all committee and Working Group members on www.europeancitiesmarketing.com or ECM Intranet

Thursday 26th November

- 08.00 - 09.00 Breakfast with the President
This breakfast is open to all potential members and new members attending an ECM meeting for the first time.
- 09.00 - 16.15 Seminar
- 16.15 - 18.00 Network reception
Drinks reception - reflect the findings of the day in an informal atmosphere

THE HOLISTIC MARKETING CONCEPT: HOW CITIES CHANGE INTO REGIONS

According to Wikipedia is "Holism (from ὅλος holos, a Greek word meaning all, entire, total) the idea that all the properties of a given system (physical, biological, chemical, social, economic, mental, linguistic, etc.) cannot be determined or explained by its component parts alone. Instead, the system as a whole determines in an important way how the parts behave". By applying the word Holistic to the title of our European Cities Marketing (ECM) conference we would like to discuss with you the following:

A City Tourism Organization (CTO) and Convention Visitors Bureau (CVB) fulfill many tasks for its stakeholders. Most cities and their environs tend to focus on local expenditures of visitors. Directly linked to daily expenditures are employment numbers. Many cities depend on tourism and/or conventions as one of their biggest economic pillars and a generator of employment. But many cities' administrations are not aware of, or do not acknowledge this.

We have noticed that competition between stand-alone cities is becoming competition between the regions that surround these cities. We feel that this trend has become an influential factor in the selection processes of decision-makers, in both the tourist and convention sector and in other sectors. This will change our approach to marketing in the near future. We will have to propose new ways of ensuring that we remain a successful tourist and convention destination.

The huge influence of visitors' spending in a city's environs on aspects such as quality of life and a city's general image is often underestimated, and is consequently not exploited. Whereas a city and its environs can benefit from each other if they join forces. At this conference you will learn from colleagues, and you will discover the success and failure factors with respect to regional cooperation and a holistic marketing concept. You will also learn what factors are of importance in establishing cooperation with public and private partners in and around a city.

At the seminar we intend to present several case studies that will be of value to ECM members. Each case study will highlight a different aspect, but the general message will in each case be the same: a more holistic approach to our product is essential for our success as a tourist destination in the future.

Internal Meetings

Seminar

KEYNOTE SPEAKERS

Professor Pieter Tordoir (tbc), Professor of Economic Geography at the University of Amsterdam and former Director of Amsterdam's Chamber of Commerce, who will focus on "The economic challenges of European regions".

Mr Arthur Oberascher (tbc), President of the European Travel Commission and former Austrian National Tourist Office CEO, introducing "The political lobby for tourism."

A top-league football coach will tell us more about how to approach different cultures and backgrounds in a team.

And the ins and outs of the holistic concept will be revealed to you.

During the conference we will pay special attention to cases relating to cities of varying sizes and we will provide information on cooperation in the fields of leisure and convention projects. This will create added value for all ECM members, regardless of the size of their city or the structure of their organization. In addition, reference will be made to the various working groups' current responsibilities by associating their daily work routines with the topics of the conference.

Three parallel sessions in the afternoon will cover the following items:

REGIONAL COOPERATION MODELS AND HOW THEY ARE TO BE ATTAINED

- Managing expectations. How do we keep expectations of our work holistically within the limits, without downgrading their valuable effects? Our ideas are often translated into unrealistic targets. In the introductions to this topic you will learn more from experiences in Amsterdam, Antwerp, Berlin and Vienna.
- Cooperation cases and key success and failure factors. Some cases relating to cities such as Copenhagen, Amsterdam, Graz, Stuttgart, Innsbruck and Paris. How do they approach the regional element in promoting their city as a tourist destination? What have they achieved and what can we learn from them?
- What can we learn from regional tourism and convention boards: Graz, Amsterdam, Copenhagen.

MEASUREMENT AND SELLING OF ECONOMIC AND EMPLOYMENT VALUES

In these parallel sessions we will consider in greater depth the translation of developments and results into figures. Practical tips will be given for translating goals and strategies into politically successful one-liners that can enable us to influence decision makers. There will be three introductions to this item:

- Models and their practical implementation: Benchmark Group (Olivier Ponti, chairman) and Leslie Vella, chairman of the European Tourism Commission's Market Intelligence Committee.
- Experiences of the analysts. Contributions from (tbc) Dublin University, Modul University in Vienna, Goteborg University, InHolland University, Professor Gao of the Shanghai University and Shanghai Institute of Tourism / Erasmus University
- Translation into political one-liners (introductions by a politician and a former lobbyist). How can we translate our goals and work into political one-liners that will influence politicians and opinion leaders in the tourist industry?

FINANCING MODELS AND THE USE OF EXTERNAL FUNDING

Regional cooperation is all very well, but how do we finance it? Will it entail added funding or just freeloaders? European Cities Marketing colleagues will share their experiences, bad and good, with you. You may be able to copy your colleagues' models. We will also look at the pros and cons of European funding. And how to sell your ideas to your supporters or potential supporters.

- Some cases concerning financing regional development. You will get to know more about how cities such as Stuttgart, Amsterdam and Graz tackle this.
- European funding and its pros and cons: some experiences of members and EU experts.
- Return on investment for stakeholders. What do our stakeholders - public or private - expect? How best to convince your supporters to finance regional development? We will present some cases from Sweden, Italy and Germany.

19.00 - 20.00 Canal cruise transfer to restaurant

20.00 Dutch evening at Restaurant d'Vijff Vlieghen
Dresscode: casual



Friday 27th November

09.00 - 09.45 **ECM Intranet: directions for use I**
Come and learn how to make the most of the ECM Intranet – a platform for exchanging knowledge and experiences. The 45-minute workshop will allow you to learn how to use ECM Intranet in an active and effective way in order to keep up to date with the latest tourism trends and in touch with your ECM colleagues.

Open session for all delegates

09.00 - 09.45 **Facebook, a world without borders I**
Facebook is a real phenomenon and one that has completely changed the face of "social networking". The workshop will not only answer some of the essential questions about Facebook and its impact on city marketing but will also provide you with practical skills so that you can use this network for the promotion of your city.

Open session for all delegates

10.00 - 10.45 **ECM Intranet: directions for use II**
(workshop repeated)

10.00 - 10.45 **Facebook, a world without borders II**
(workshop repeated)
Open sessions for all delegates

10.45 - 11.15 Coffee Break

11.15 - 13.15 **Working Group City Cards**
Chaired by Wendy Sieger-Kintzen (Amsterdam)
*Group members only**

11.15 - 12.15 **Knowledge Group Tourist Information Centres (TIC)**
e-activities & social networking

Open session for all delegates

12.15 - 13.15 **Knowledge Group Events and Culture in European Cities (EC in EC)**

How to attract international visitors to your events: new tools for online event and festival promotion. The Joobili.com success story
Jared Salter, Co-Founder, Joobili

Open session for all delegates

13.15 - 14.30 Lunch at Barbizon Palace
13.15 - 14.30 Meetings Committee Lunch

14.30 - 15.30 **Knowledge Group Research & Statistics**
The ECM Crisis Monitor
First results of the Survey on Conventions data
Update on ongoing projects

Open session for all delegates

14.30 - 15.30 **Lead Exchange (tbc.)**
Open to members of Conventions Forum - please register in advance

14.30 - 16.30 **Visit to Amsterdam VVV Amsterdam Tourist Information Offices**
Including a presentation of the office

Open session for all delegates

15.30 - 16.00 Coffee Break

16.00 - 17.30 **Knowledge Group City Cards**
I Amsterdam Card
Wendy Sieger-Kintzen, Business Unit Manager, Amsterdam Tourism & Convention Board

Bruges Card
Dieter Dewulf, Director, Toerisme Brugge

City Cards project: Online Activities & Update on City Cards Online Sales Survey
Gemma Flanagan, Marketing & Development, Dublin Tourism

Open session for all delegates

19.30 Dinner in small groups
(at own expense)
Reservation can be made through www.seatme.nl

*Please find all committee and Working Group members on www.europeancitiesmarketing.com or ECM Intranet

Saturday 28th November

YOUR I AMSTERDAM EXPERIENCE WITH COLLEAGUES FROM AMSTERDAM

Get to know the backgrounds of tourism development better during the **tailor-made technical visits** we have organized for you for Saturday.

Colleagues of the Amsterdam Tourism & Convention Board and various experts in different fields will **spend their Saturday (morning) with you**, giving you a more in-depth view on tourism and culture in the city and its environs, based on your personal interests. The technical visits will take place in small groups and will focus on different topics.



Examples of topics for these technical visits are **gay tourism, river and sea cruising, spreading tourism to new areas, how to renew classical products, how to deal with sex and drugs tourism, criminality prevention for visitors, cross-overs of regions and cities and Amsterdam's Hermitage: art for sale, etc.**

Indicate your specific field of interest and we will tailor the program for you. All technical visits will include visits to places in the city or the surrounding region. In all cases you will be back at your hotel at 12.00 hrs. All technical visits are free of charge.

If you are interested, please let us know along with your registration, specifying the topics which you are interested in. We will contact you after you have registered.



I Amsterdam Congress Card

Amsterdam Tourism & Convention Board will provide all participants of the autumn ECM meeting with the I Amsterdam Congress Card.

Each visitor can collect the Congress Card from Holland Tourist Information at Schiphol Airport or from the Tourist Information Office in front of Central Station. The Congress Card will be valid for 96 hours and will offer the following products and services:

• The Amsterdam All in 1 Travel Ticket

The Amsterdam All in 1 Travel Ticket is a combination of airport Schiphol -to- Amsterdam return train ticket (NS) and the use of a public transport in Amsterdam and vicinity (GVB) and includes:

- return train ticket Schiphol Amsterdam v.v. (2 single tickets)
- 96 hours unlimited travel on GVB's trams, metros, buses and night buses (96 hours disposable chip card)

• 50 Minutes WiFi access

KPN HotSpots provides WiFi in Amsterdam and Amsterdam Airport Schiphol

• Service for online restaurant reservation (SeatMe)

SeatMe (www.seatme.nl) is the leading website for restaurant reservations. As a guest you can search for restaurants by availability. Reservations can easily be made through www.seatme.nl and are instantly confirmed by SeatMe.

• Free admission to one museum or attraction and in addition an Amsterdam canal cruise

During your free time, you can discover Amsterdam's cultural heritage by yourself.



Technical Visits

Hotels

NH Barbizon Palace Hotel***** (ECM Headquarters)

Prins Hendrikkade 59 -72
1012 AD Amsterdam
The Netherlands
Tel: +31 (0)20 556 4544
Fax: +31 (0)20 624 3353

Email: fo.nhbarbizonpalace@nh-hotels.com
www.nh-hotels.com

Rates:

Single 155 €*
Double 175 €*

*including breakfast and 5% City Tax

Room rates are only available through the official conference registration form.

Directions:

Hotel is located in front of Amsterdam Central Station
• Amsterdam Central Station is connected to European high-speed link
• Airport transfers take 20 minutes (ticket included in Amsterdam Congress Card)

Rates Saturday 28th November:

Single 130 €*
Double 150 €*



NH City Centre Hotel***

(distance from NH Barbizon Palace: 1.6 km)

Spuistraat, 288-292
1012 AD Amsterdam
The Netherlands
Tel: +31 (0)20 420 45 45
Fax: +31 (0)20 420 43 00

Rates (including Saturday 28th November):

Single 120 €*
Double 135 €*

*including breakfast and 5% City Tax

Email: nhcitycentre@nh-hotels.com
www.nh-hotels.com

Room rates are only available through the official conference registration form.

Arriving at Central Station:

-Take tram 1, 2, 5 (in front of station on west side)
-Stop: Spuistraat (walk 50 meters forward, hotel is on your right)

NH City Centre to Barbizon Palace Hotel:

-Via tram 1, 2 or 5 to Central Station in 7 minutes
-Or walk through the historical district (15 minutes)



Conference Fees

	Registration by October 30	After October 31
ECM Members (1 st & 2 nd delegate)	329 €	379 €
ECM Members (3 rd delegate & more)	299 €	349 €
ECM Members 1 day fee*	195 €* [*]	245 €* [*]
Non-members	429 €	479 €
Dutch day visitor**	195 €**	195**
Accompanying persons dinner fee***	85 €/ dinner***	85 €/ dinner***

The conference fee includes attendance to the conference, lunches on Thursday and Friday, dinners on Wednesday and Thursday, coffee breaks and technical visits on Saturday.

* 1 day fee includes attendance on 1 day and 1 dinner on either Wednesday or Thursday

** only on special invitation by ATCB; does not include dinner

*** Partners/Spouses may take part in dinners. The price is per dinner per day.

Registration

Please visit www.europeancitiesmarketing.com and complete the online booking form before Friday 30th October 2009. If you have any questions, please contact Grit Becker at grit@europeancitiesmarketing.com.

The deadline for confirmed accommodation bookings is 30th October 2009. After this date the booking agents will do their best to assist all participants with hotel bookings, however all requests will be confirmed upon availability. Rooms will be allocated on a FIRST COME, FIRST SERVED BASIS.

Payment & Cancellation Policies

Conference

Any cancellation must be sent in writing to grit@europeancitiesmarketing.com. In case of cancellation before 30th October, 2009 we will refund your registration fee. After 30th October 2009 a cancellation fee of 195 € will be charged.

Accommodation

NH Barbizon Palace & NH City Centre Hotel

For any written cancellation, the following terms of cancellation are applicable:

until 30/10/09
31/10/09 or later
No show

no fee
full amount charged
full amount charged

Contact

For further information please contact:

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Amsterdam in Brief

BASIC INFORMATION

The population of Greater Amsterdam is almost 2.2 million.

CLIMATE

Amsterdam has a sea climate, which means that the North sea and other water sources have great influences on the climate. The water is capable to hold the temperature longer than the land. This means that in the average temperature in the later part of November is 3 to 10 degrees Celsius. Umbrella: Amsterdam weather is consistently inconsistent. Be prepared for rain, even if the sun is out when you start your day!

CURRENCY

The Dutch currency is the Euro (€). Major credit cards are accepted at most large businesses.

LANGUAGE

The mother tongue is Dutch and English is the second language in Amsterdam. In addition to this, many residents speak other foreign languages.



PUBLIC TRANSPORT

The compact size of Amsterdam means that almost everything is within walking distance of each other. Nevertheless the public transport network of buses, trams and metro is efficient, modern, reliable and inexpensive. The GVB is the public transport company of Amsterdam.

SHOPPING HOURS

Monday 11.00 - 18.00
Tuesday - Saturday 09.00 - 18.00
Thursday evening till 21.00
Sunday 12.00 - 17.00

SMOKING

Smoking is not allowed in any public areas (hotels, restaurants, etc.)



TIME

The conference will take place during wintertime hours and Amsterdam is one hour ahead of GMT.

TIPPING

Service is always included. It is however customary to tip in restaurants, bars and when paying for taxis. As a general rule tipping between 5 - 10% is acceptable.

TOURIST OFFICES

Stationsquare (Stationsplein 10)
Across from Central Station Amsterdam, Noord-Zuid
Hollands Koffiehuis

Central Station

Central Station: platform 2b

Holland Tourist Information

Amsterdam Airport Schiphol (Arrival Hall 2)

VARIOUS

The city of Amsterdam has 750,000 inhabitants and 600,000 bicycles. It is rare to have a moment in the city when a bicycle does not zip by you. The Dutch use their bicycles as a means of transportation - to go shopping, commute to work and so on - rather than for recreational purposes. With beautiful scenery, flat landscapes and some 15,000 kilometres of specially designated bicycle paths and routes, cycling in the Netherlands is not only practical, but also very enjoyable.



European Cities Marketing: Events To Come

Meet Europe, 27th January 2010, Washington D.C.

A workshop dedicated to organisers of European and International Conventions, event managers, meeting planners looking for new destinations in Europe.

ECM Spring Meeting, 24th -27th February 2010, Turku, Finland

The Mercado, 25th - 27th March 2010, Biarritz, France

ECM member cities each bring one of their best clients in order to enhance new business opportunities.

Photos

The following photographs have been used for this programme. In order: 1. Hotel d'Europe, 2. Herengracht, 3. Sheepvaartmuseum, 4. Melkmeisjesbrug, 5. D'Vijff Vlieghe, 6. Welcome Host in Amsterdam, 7. Science Centre Nemo, 8. Brouwergracht, 9., 10. & 11. NH Barbizon Palace Hotel, 12., 13. & 14. NH City Centre Hotel, 15. Tulips, 16. Singelgracht, 17. Oudezijdsachterburgwal

With special thanks to:

Hogeschool **INHOLLAND**



NH
HOTELES

Thanks to ECM sponsors and partners:



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I amsterdam.

