



EVENTS AND MEETINGS IN THE CITY



City Break Exhibition June 15-16 2009
European Cities Marketing June 17-20 2009
Annual Conference & General Assembly
Göteborg Sweden



What will it take to be a truly successful

INTERNATIONAL EVENTS- AND MEETINGS DESTINATION?

Dear friends and colleagues,

It is a great pleasure to welcome you all to **European Cities Marketing Annual Conference & General Assembly**, preceeded by the **City Break Expo**, in Gothenburg on June 15–20, 2009.

The 5th **CITY BREAK EXPO** organized by Reed Travel Exhibitions in collaboration with European Cities Marketing will open our programme. Gothenburg, the international seaport and trading city of Scandinavia, will welcome you during the best possible time of the year – the Swedish Midsummer Week – with old cultural traditions, dining and dancing (with flowers in your hair), and hopefully a sun that never goes to rest among all the islands in the western archipelago.

You will be accompanied by the football stars of tomorrow since at the same time the city hosts the, **UEFA UNDER 21 EUROPEAN FOOTBALL CHAMPIONSHIPS**, as a pre-event to the bidding for the Euro2016. Gothenburg, as a beautiful and modern meetings- and event city, is an ideal place to have the 5th City Break Expo on June 15-16 2009. Attend and meet international buyers together with your business partners using the highly successful format of pre-scheduled one-to-one appointments. City Break Expo is an exclusive business opportunity not to be missed. Make sure to register and book your place now!

“**EVENTS & MEETINGS IN THE CITY**” is the theme of this year’s Annual Conference. The goal of the conference is to answer the question “What will it take to be truly successful as an international meetings- and events destination in the future?”

The focus will be within three areas: • Sport Events • Meetings • Festival & Cultural Events

International top class keynote speakers will give their view on respective issues, followed by discussions in working groups. The groups will be moderated by professional and academic experts to create a dynamic environment. All members will have the opportunity to play their part in the seminar. Together, by sharing best practices and experiences on the European and worldwide level, we will try to explore and define some real active projects to bring to the market. Are you interested to take part and become one of the winners of tomorrow? Register and book now – You are welcome!

Gothenburg will do its outmost to make you feel welcome to our city during the best part of the year – the Swedish Midsummer week. We can assure you that it will be worth the trip and that you will have a lot of memorable experiences to bring with you back home.

Looking forward to seeing you in Göteborg!



Frank Magee
President
European Cities Marketing



Mark Walsh
Exhibition Director City Break
Reed Travel Exhibitions



Claes Bjerkne
CEO
Göteborg & Co



SWEDISH MIDSUMMER

Swedish summer nights are truly magic. It never gets really dark, wildflowers line the roads and fill the fields, the air is warm and the sea sparkles of sea-fire. One of the most beloved Swedish traditions is celebrated in the summer. Midsummer is an old pagan celebration, dating back to the Viking Era. The original purpose was to celebrate the fertility of the summer and the midsummer pole was a phallic symbol "impregnating" Mother Nature. It is believed to be a magical and supernatural time when the forces of the nature are stronger than ever and therefore it was considered a good night to perform rituals to look into the future. The arrival of Christianity made midsummer the holiday of John the Baptist but in modern times it has become more of a celebration to the glory of summer and to light. Midsummer's Eve is a lively and colourful feast with music, dancing and entertainment, garlands of flowers in the hair, traditional Swedish cuisine, such as herring and potatoes, strawberries, beer and aquavit. On this magical night, you just might see trolls peeking behind the trees or fairies dancing in the fog over the meadows. Midsummer is the magical time when the days are longest and the nights are shortest. The summer solstice is the actual day on which the sun climbs to its highest point in the sky.

HOTELS

HOTEL GOTHIA TOWERS ECM

MAIN HOTEL

Hotel Gothia Towers has 704 first-class hotel rooms, of which eleven are exclusive suites, in a twin tower building. The plans of adding a third hotel tower would give them a total of 1,200 hotel rooms. Furthermore this would mean that the hotel would become the largest in Europe (excl. Russia).

Located on the 23rd floor of Gothia West Tower is Heaven 23 Restaurant & Bar, where guests and visitors can enjoy a high-class meal and unbeatable view over the city. Hotel Gothia Towers is attached to the Gothenburg Convention Centre, and located right next to the popular amusement park Liseberg and the science centre Universeum. The hotel's city-centred location puts it within walking distance of all amenities, from entertainment and shopping to sporting and cultural events.



Hotel Gothia Towers ★★★★★ Mässans gata 24

Distans to Swedish Exhibition Centre 0 m

Single room € 135 Standard € 167 Design € 199 Executive

Double room € 167 Standard € 188 Design € 220 Executive

Number of hotel rooms 704

QUALITY HOTEL PANORAMA

Quality Hotel Panorama is centrally located only a five minutes walk from the Gothenburg Convention Centre. The hotel contains 339 rooms, all furnished in Scandinavian style. The relax department offers jacuzzi, sauna, solarium and a bar. The restaurant is considered the heart of the hotel and is keeping a varied menu which offers both Swedish specialities and an international flare.

Flexible conference facilities are available on the premises. There are ten conference rooms varying in size from small rooms for intimate meetings or up to 90 participants.



Quality Hotel Panorama ★★★★★ Eklundagatan 51-53

Distans to Swedish Exhibition Centre 600 m

Single room € 105

Double room € 150

Number of hotel rooms 339

SCANDIC HOTEL OPALEN

The Scandic Hotel Opalen is situated within five minutes walk of the Gothenburg Convention Centre and the main entertainment area in the city. Renovations of the conference area, the lobby, the restaurant and bar as well as some of the hotel rooms were finished in 2006. A relax area that offers a jacuzzi, sauna, gym and solarium is also available. The hotel houses a total of 242 hotel rooms and 18 spacious conference rooms that seats up to 230 people.

Scandic Hotels were awarded the IMEX Green Meetings Awards 2008 which have been developed to ensure that organisations within the meetings industry who are making an effort to minimise their environmental and social impact are given recognition within the industry.



Scandic Hotel Opalen ★★★★★ Engelbrektsgatan 73

Distans to Swedish Exhibition Centre 500 m

Single room € 110

Double room € 120

Number of hotel rooms: 242

CITYBREAK 2009

15–16 JUNE SWEDISH EXHIBITION CENTRE

Preliminary Programme

SUNDAY JUNE 14

Stand set up for all exhibitors and registration for Buyers, Exhibitors and Press

MONDAY JUNE 15

09.00 – 09.15 Welcome address
 09.15 - 10.45 Supplier meets Buyer session
 11.00 - 12.55 Pre-scheduled appointments x 6
 13.00 - 14.30 Lunch
 14.30 - 17.45 Pre-scheduled appointments x 10
 Evening Welcome reception at Liseberg Amusement Park

TUESDAY JUNE 16

09.00 - 11.35 Pre-scheduled appointments x 8
 11.45 - 13.00 Seminar / free networking session
 13.00 - 14.30 Lunch
 14.30 - 17.45 Pre-scheduled appointments x 10
 Evening Traditional Swedish Midsummer celebration at New Elfsborgs Fort

FAMILIARIZATION TOUR 17-18 JUNE

A tour of the Gothenburg region on Wednesday and Thursday, including overnight accommodation outside of the city, will be available to the participating Tour operators. Discover some of the city highlights, such as the contemporary Opera House, historic Haga Old Town and Gothenburg Art Museum. Experience some of the thousands of islands in the archipelago, stretching from the city to the Norwegian border, including close-by Marstrand, home to the impressive Carlsten's Fortress and picturesque wooden houses. The food and drink in this area is a highlight and schnapps and herring tasting at Salt & Sill Floating hotel and Restaurant - Swedens first floating hotel – is a gourmets delight. **The post tour will be available to a limited number of tour operators. By invitation only.**

ABOUT CITY BREAK

City Break 2009, organised by Reeds Travel Exhibitions in cooperation with ECM, is the only trade event dedicated to European city tourism. City Break is an exclusive business opportunity not to be missed. Some 150 international buyers and 150 exhibitors from over 70 ECM members cities are expected to meet from 15-16 June in Gothenburg.

For further information and registration please visit www.citybreakexpo.com

EUROPEAN CITIES MARKETING ANN

2009 SWEDISH EXHIBITION CENTRE

Preliminary Programme*

WEDNESDAY JUNE 17

09:00 - 10:00 Common Steering Committee meeting
 10:00 - 10:30 Coffee Break
 10:30 - 12:00 Steering Committee Tourism meeting
 10:30 - 12:00 Steering Committee Conventions meeting
 12:00 - 13:30 Lunch
 13:30 - 15:30 Meetings Committee meeting
 13:30 - 15:30 Working Group Communication PR
 13:30 - 15:00 Working Group Events and Culture in European Cities
 15:30 - 15:45 Coffee Break
 15:45 - 18:45 Board meeting
 15:45 - 18:45 Working Group Research & Statistics
 16:15 - 17:15 Knowledge Group Online Marketing & Sales
 16:15 - 17:45 Knowledge Group Events and Culture in European Cities
 Evening Free at your own disposal

*Time schedule correct at time of going to press. ECM reserves the right to amend these details when necessary.



T S A N D M E E T I N G S I N

ANNUAL CONFERENCE AND GENERAL ASSEMBLY 17-20 JUNE

THURSDAY JUNE 18

08:00 - 08:45 President's Breakfast
This breakfast is open to all potential members and new members attending the annual conference for the first time.

08:45 - 09:10 Welcome to ECM and Gothenburg

09:10 - 10:00 Introduction to Conference theme
Meetings and Events in the city
Holistic view

EVENTS AND MEETINGS IN THE CITY

10:00 - 12:30 SEMINAR PART I

Presentation of top international speakers such as Professor Donald Getz, Centre for Tourism, School of Business, Gothenburg University and The University of Queensland, Australia, moderated by Director Peter Hansen, Wonderful Copenhagen
Keynote speaker Sport Events
Keynote speaker Meetings
Keynote speaker Festivals & Cultural Events

12:30 - 14:00 Lunch

14:00 - 18.00 SEMINAR PART II

Introduction to Part II

Parallel working groups Sport Events/ Meetings / Festival & Cultural Events. Each "working group" will be led by one professional expert and one academic expert. The working groups shall come up with 1-3 ideas / proposals about how to develop events and meetings in a successful way.

19:30 - 00.00 Welcome reception at Liseberg Amusement Park

FRIDAY JUNE 19

08:00 - 09:00 Meetings Committee Breakfast

09:00 - 11:00 SEMINAR PART III

Presentations from the three working groups

The best proposals from the "working groups" will be presented, discussed and analyzed during a plenum session. The delegates/participants will vote for the best proposals to be tested/ implemented in reality. Cities, as well as researchers/universities, who are interested in participating may volunteer as candidates.

11:00 - 11:30 Coffee Break

11:30 - 13:30 Working Group TIC

11:30 - 13:30 Working Group City Cards

11:30 - 13:30 Working Group Online
Marketing & Sales

13:30 - 14:30 Lunch

14:30 - 15:30 Knowledge Group City Cards

14:30 - 15:30 Knowledge Group Research & Statistics

14:30 - 15:30 Lead Exchange

Afternoon Traditional Swedish Midsummer Celebration at Nääs Castle. Dinner and dancing.



SATURDAY JUNE 20

09:30 - 11:30 General Assembly

OPTIONAL POST TOURS

CITY SIGHTSEEING € 50

See the sights of Gothenburg, a beautiful harbour city with a network of canals and wide boulevards. Visit the stunning waterside Opera House, the impressive Art Museum, historical Haga Old Town – full of cobbled streets, cosy cafes and shops – take a Paddan boat ride along the waterways and see the city's colourful gardens and parks. This fascinating afternoon will start with a tasty lunch offering some of the best in West Sweden's renowned cuisine.

ARCHIPELAGO EXPLORATION € 70

Explore the scenic archipelago that lies on Gothenburg's doorstep. The scattering of rocky isles offers a soothing environment in which to relax and provides an idyllic playground for water activities from sea kayaking to sailing. Visit Marstrand Island, full of sailing boats and picturesque wooden houses, for a taste of life by the sea. This afternoon trip starts with lunch.

AN ARCHIPELAGO ADVENTURE € 95

Experience the beauty of the Bohuslän archipelago which stretches northwards from Gothenburg to the Norwegian border. Take in the otherworldly atmosphere out on the waves and visit peaceful fishing villages that are dotted around the islands. A highlight of this tour will be lunch with a flavour of the sea.

CONFERENCE FEES

	before May 15	after May 15
ECM Members	€ 399	€ 449
Third delegate and more	€ 349	€ 399
Non-member	€ 499	€ 549

Accompanying person may take part in the social programme and dinners, Thursday €€ 45 and Friday €€ 75.

TO REGISTER

Please visit www.europecitiesmarketing.com

PAYMENT CONDITIONS

Full payment is requested by the given date of your invoice; payment of conference fee is due before arrival/departure to Svenska Mässan Travel Service. Payment by credit card. The hotel is paid upon arrival.

The voucher is valid for payment only for given dates and registered names.

Extra nights and other costs shall be paid by the guest at the hotel to regular price.

Company agreements, discounts or other reward programs are not applicable.

CANCELLATION POLICIES

Hotel

Changes and/or cancellations have to be made directly to reseservice@svenskamassan.se

When the booking is confirmed until 01/05/2009, no charge will be taken.

For any written cancellation between 02/05/2009 and 22/05/2009 one night will be charged as a cancellation fee.

For any written cancellation between 23/05/2009 and 15/06/2009 two nights will be charged as a cancellation fee.

No show will be charged with the full amount. Verify closely that dates and hotel is correctly stated on your confirmation and invoice.

Conference fees

Any cancellation must be sent in writing to grit@europecitiesmarketing.com. In case of cancellation before May 30, the fee will be refunded entirely. After this date €€ 100 administration fee will be charged.



SHORT FACTS ABOUT GÖTEBORG/SWEDEN

STRATEGICALLY LOCATED IN A BEAUTIFUL REGION

Göteborg/Gothenburg is situated in the heart of Scandinavia, between the Swedish, Danish and Norwegian capitals. The strategic location makes Gothenburg a true gateway to Scandinavia.

CITY OF KNOWLEDGE, RESEARCH AND INDUSTRY

The region in and around Gothenburg is Scandinavia's most important area for trade and industry. Gothenburg is the hometown of worldfamous companies such as AstraZeneca, Volvo, Hasselblad cameras, SKF ball bearings and Ericsson Microwave Systems. The telecommunications network in the Gothenburg region is one of the most sophisticated in the world. Some 500 foreign companies operating on the international market are represented here. Gothenburg is also the home of the University of Gothenburg, Chalmers University of Technology and the IT University of Gothenburg.

CLIMATE SMART CITY

As a member of the European Union Sweden has put the EU Sustainable Development Strategy into action. It aims at bringing about a high level of environmental protection, social equity and cohesion, economic prosperity and active promotion of sustainable development worldwide. Gothenburg has since 1996 also an additional environment policy in place to reach the vision of the city's development for a sustainable environment. The municipality of Gothenburg is working actively with the matter and improvements are frequently being implemented.

PRICE EXAMPLES GOTHENBURG

- Local transport € 2
- Travel card 24 hours € 5
- Lunch € 7
- Dinner, main course € 10-30
- House wine € 3-6
- Beer € 3-5
- Coffee € 2
- McDonald's meal € 6

ECM CONTACT DETAILS

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