

PRESS RELEASE

09/04/2009



ECM Summer School goes green!

The 23rd ECM Summer School will be hosted by the city of Bolzano/Bozen in Italy from 29th August to 2nd September 2009.

The programme of the ECM Summer School is designed for a wide spectrum of professionals working in all sectors of the conference marketplace (convention bureaus, tourist offices, congress and conventions centres, hotels, airlines, DMCs, PCOs and Meeting Planners).

This year, as during the 22 past years, the ECM Summer School will offer a solid basic education for those just starting out in the Meetings Industry. The educational content of the ECM Summer School is revised and adapted every year to reflect the latest industry developments and fulfil the needs of students.

To continue to do this, the 23rd year of Summer School will take into account an important aspect of recent industry developments: green meetings and venues. The climate of our planet is changing, with potentially significant implications for industries everywhere - the Meetings Industry is no exception. Some companies are now consistently using environmentally sustainable venues.

"ECM Summer School must embrace this movement, and with the help and support of our Bolzano hosts, the event will mark a major shift this year: it will be the first "Green Summer School" in its history," says Elisabeth Hansa, ECM Summer School Course Director and Head of Marketing and Business Development, Congress+event, Graz

The city of Bolzano and especially the host venue - EURAC convention center - focus their work on the domain of sustainable meetings and environmentally sustainable venues. "The EURAC convention center hosts important meetings on eco-related themes, such as the National Conference of Ecology, the "Pact for the Climate", and, of course, this year's ECM Summer School. Within the field of Meetings Management, we favour processes that help the world to reduce CO₂ emissions, energy consumption and waste production," adds Pier Paolo Mariotti, Meeting Manager of the EURAC convention center.

If you are interested in knowing more about the educational content, event's schedule and registration fees of this year's ECM Summer School, please have a look at the attached programme.

*For more information about the 23rd ECM Summer School, please contact **vereint** by e-mail: summerschool@vereint.com or by phone: +43 1 533 35 42 - 27*

**ECM (European Cities Marketing) is the leading European association of City Tourism Offices and Convention Bureaus. Its network comprises 134 members spread over 32 countries. Its aim is to strengthen city tourism by*

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

For more information and photographs, please contact:

Marie Kuklova

press@europeancitiesmarketing.com

+33 380 56 59 51