



The 24th

ECM *Summer School*



AN UNMISSABLE LEARNING OPPORTUNITY FOR ALL PROFESSIONALS WORKING IN CONVENTION BUREAUS, TOURIST OFFICES, CONGRESS CENTRES, AIRLINES, HOTELS, DMCS, PCOS & MEETING PLANNERS!

28 August - 1 September 2010

TAMPERE, FINLAND



The 24th ECM Summer School

Dear Colleagues,

It is with great pleasure that I invite you to the 24th annual ECM Summer School, which will take place from 28th August to 1st September 2010. For the first time in its history Summer School is invited to Finland, it will be hosted by the town of Tampere, the second biggest Finnish congress destination.

As is the case every year, our number one goal is to provide a solid basic education for those just starting out in the Meetings Industry, but we are also doing our utmost to adapt to the latest industry developments as well as the changing needs of our students.

In this light, one important development we have implemented last year for the first time is the concept of green meetings and green venues. We will put special emphasis on this important issue and organize an environmental friendly event (recycled paper for prints, as few packing material as possible, local food, etc). The green aspect is only one of the benefits of attending the 24th ECM Summer School. As always, the educational content of the school matches the needs of those who have recently come to this industry from other professions, or of colleagues who are researching the potential of the Meetings Industry for their own town, city or venue.

So who exactly should be attending?

- Staff members of convention bureaus
- Hotels
- PCOs
- DMCs
- Airlines
- Conference Venues
- Congress Centers
- Convention Centers
- Exhibition Centers
- And all those working in and around the Meetings Industry.

It is indeed a great honor for Tampere to be hosting the 24th ECM Summer School, and a great opportunity for us to meet in a modern Nordic city and experience the Northern spirit, the short summer nights, the exceptional landscape, the wide open space, the excellent food and the friendly people.

You will enjoy the unspoiled nature around Tampere, the beautiful lakeside and of course, a must in Finland, the sauna!

We are looking forward to welcoming you in Tampere!

Elisabeth Hansa, Course Director



Elisabeth Hansa
Course Director



Olivier Lépine
ECM Vice-President
Conventions Forum

Tranquil, Thrilling Tampere

The City of Tampere was founded 230 years ago on the banks of the Tammerkoski rapids, which have ever since provided water power for the inhabitants and industry.

Precious old textile mills have been preserved in the downtown area even though the traditional industry isn't there anymore. Today, these red-brick buildings have been turned into movie theatres, museums, restaurants, shopping malls, offices and pubs.

Tampere is a modern, Nordic city with a population of 210 000. It is the most desired hometown for Finns due to its perfect size and its beautiful, central location in Mid-Finland. In Tampere, you can find all the big-city services you need, but enjoy the easy-going, small-town atmosphere.

A quarter of Tampere's inhabitants are students. There are two universities and a large polytechnic. High-level research and education as well as cooperation between companies, research institutes and the universities have developed strong, modern industry in the region.

Tampere is ideal for the nature-lovers. The city is located on a narrow strip of land between two vast lakes. Moreover, there are some 200 smaller lakes, all within the city limits.



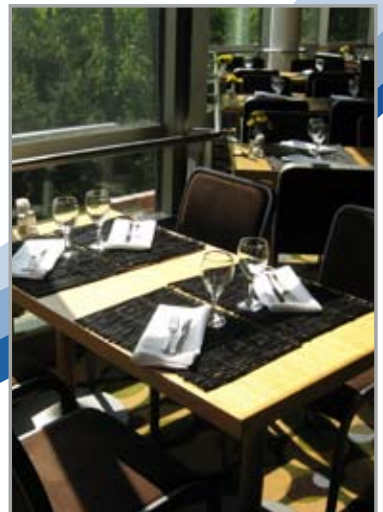
Ella Kuula
Convention Director
Tampere Convention Bureau

Venue and Travel

ECM Summer School will be accommodated in Hotel Scandic Rosendahl. It is located on the lakeside just outside the city centre next to a natural park and a beach. There are buses running twice every hour taking you to the very heart of the city in ten minutes.

Take some sneakers or walking shoes with you in order to enjoy a stroll and a spectacular view on the high ridge behind the hotel. And don't forget your swimming suit!

The most flexible way of travelling to Tampere is flying into the Tampere-Pirkkala International Airport. It is only 20 minutes from the city centre. Alternatively, over 20 international airlines offer regular flights to Helsinki. There are over 130 direct flights daily from over 30 European cities to Helsinki. Finnair has approximately 4 daily connecting flights from Helsinki to Tampere.



Registration fees

	ECM members	Non-members	Group rate*
Early bird before 30 June 2010	1.400 Euro	1.550 Euro	1.200 Euro
After 30 June 2010	1.500 Euro	1.650 Euro	1.300 Euro

Enrolment is limited to 70 participants

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

Please, note my interest in the 2010 ECM Summer School. I would like to reserve place(s) for.....student(s).

Mr. Mrs. Ms.

First name:..... Last name:.....

Company:.....

Job title:.....

Address:.....

Post code:..... City:..... Country:.....

Tel:..... Fax:.....

E-mail:..... Website:.....

Kindly return the pre-registration by fax to: **+43 1 533 35 42 - 19**

For mor information contact: summerschool@vereint.com or visit www.europeancitiesmarketing.com

Method of payment

By bank transfer

Please send the total amount in Euro, net of all bank charges, with reference "ECM Summer School 2010" 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 vereint.

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 2010 and is subject to a 150 Euro administration fee.

After 1 August 2010, no refund will be made. However, you may send a substitute in your place.

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

I need an invoice

.....
 Signature