

The 25th

ECM
Summer School



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

August 27 - 31, 2011, KRAKOW, POLAND

The 25th ECM Summer School

Dear Colleagues,

With great pleasure we invite you to the 25th annual ECM Summer School, taking place in Krakow on August 27-31, 2011. It is an extraordinary jewel of a city, and is a fitting venue within which the Summer School can celebrate its quarter of a century anniversary.

The Summer School provides great insight into the structure and functioning of the meetings industry. It sets the background and context to this most lucrative sector of tourism, illustrating its subject with up-to-date and cutting edge examples of European best practice. It is perfect for those just starting out in the sector and quickly wanting to get up to speed, and for those of you who are exploring its potential as a tool of commercial and economic development. Course content is both relevant and practical, and at the same time is incisive and leading edge.

The summer school is tailored for

- Staff of convention bureaux
- Hotels
- PCOs
- DMCs
- Airlines
- Conference venues
- Congress centres
- Convention centres
- Exhibition centres
- Suppliers of ancillary and other products.

An important development recently introduced as a part of the curriculum is the concept of green meetings and green venues. Students are sensitised to this important issue and shown how to organize an environmental friendly event - from strategy to operational detail such as recycling, paper reduction, and the sourcing of locally produced foodstuffs.

Poland's most visited city, Krakow, is honored to be hosting the 25th ECM Summer School. Tourists flock to the old part of the city, with its statuesque castle and renowned market square. Krakow lays claim to being Poland's cultural capital, such is the attraction of its theatre, galleries, music and festivals - not to mention the intensity of its legendary nightlife. Krakow is also an ideal base for excursions to the Polish countryside and mountains, and is well positioned for international connections.

We look forward to welcoming you in Krakow!



Pier Paolo Mariotti
Course Director



Olivier Lépine
ECM Vice-President

Krakow - inspired meetings

Krakow is a place that must be visited, a place that you are bound to return to. "You will find here everything that human nature can desire" - this is how the German historian and geographer Hartman Schedel put it in his Chronicle of the World published in 1493.

For many centuries, travellers from afar have come to Krakow, lured by the city's historical monuments, unique atmosphere, and great traditions. Artists, scholars and scientists as well as ordinary people feel at home at the foot of Wawel Hill. They have left behind them an extraordinary urban ensemble, the largest in Poland and one of the finest in the world, comprising over six thousand priceless architectural monuments and Poland's largest national collection of works of art, housed in museums and churches. Krakow is a city of tradition, sublimely combining the achievements of the past with the character of a modern European metropolis.

Extensive development of the city's transport and tourist infrastructure in conjunction with a large number of places of historic interest, museums, art galleries and restaurants makes Krakow a desirable place for its inhabitants and as well as for visitors seeking out unique and original locations. This is one of the reasons why Krakow is so often selected as a venue for congresses, conferences, exhibitions and business meetings.

Krakow's historic centre was included in the 1st UNESCO World Heritage List published in 1978, and the city was nominated European Capital of Culture in 2000.

Krakow has a population of nearly 800,000 and is visited by approximately 8 million people every year. Since the reign of King Casimir the Great it has been an important stop on the east-west trade route. Krakow's Main Square is the largest medieval market square in Europe. For centuries it played a leading role in the trade exchange in this part of the continent.

In short, Krakow is a magical place bustling with history, arts, architectural heritage and traditions, filled with lyrical nostalgia, yet vibrant with the energy of ambitious young people who continuously draw inspiration from it and see it as a challenge.



Beata Paliś
Manager
Krakow Convention Bureau

Venue

The ECM Summer School will be accommodated in Hotel Park Inn Krakow. The hotel is situated near the city centre, within walking distance of many attractive sights. It is well connected to the train/tram station and the airport.

Travelling time to the city centre by tram or bus is about 10 minutes. For more detailed information please go to www.parkinn.com/hotel-krakow

Ringed by parkland, the Old Town is both charming and compact. The Main Market Square is flanked by historic buildings, museums and churches.

Saint Adalbert's Church is one of the oldest, dating back to the 10th century. And the museum of museums, Czartoryski Museum, exhibits a fascinating and impressive collection of European art.



The 25th ECM Summer School

Prog

Saturday, August 27, 2011

Individual arrivals of participants and faculty

15:00 - 18:45 Registration at Park Inn

16:00 Introduction to European Cities Marketing
Olivier Lépine

16:15 Welcome remarks and introduction of the convention destination Krakow, including structure and marketing activities of the convention bureau
Beata Palis (Krakow CVB) and Sara Lamik (ICE Congress Centre)

16:45 - 18:45 First gathering, introduction of the course programme, scene setting, round of introductions for students and Faculty.
Pier Paolo Mariotti, Course Director

19:30 Departure of busses to welcome reception at Wielopolski Palace.
Official welcome by Mr Jacek Majchrowski, Mayor of the City of Krakow.
Hosted by Krakow Convention Bureau

Sunday, August 28, 2011

08:30 What is the meetings industry and why is every city so keen on getting a share? How does it differ from general tourism?
Christian Mutschlechner

09:30 You have the mandate to build up a marketing plan and to start the promotion of your city or region. How do you start? What should you consider?
Olivier Lépine

10:20 Coffee break

10:40 How do you find your clients - research tools and databases (ICCA, UIA, Bedouk, meetings industry magazines, exhibitions)
Anne Wallin-Rødven

11:30 Introduction to "a healthy lifestyle on the road" followed by a healthy lunch
Cain Leathem

13:00 Wake up after lunch with *Cain*

13:15 Introduction to the ICCA association database, incorporating the UIA. How do you find association meetings business?
Dennis Speet

13:45 From research to implementation - the daily business of marketing
Airy Garrigosa

14:15 Introduction to and liaising with the meetings industry press
Julia Hof

14:35 Coffee break

14:55 Wake up after coffee with *Cain*

15:10 Introduction to trade exhibitions
Nalan Yilmaz

15:30 Workshops on the following subjects:

- Using the ICCA database to qualify clients
Dennis Speet
- Creating your own database of hot leads
Tobias Lienhard
- Gearing up your city for the meetings industry
Olivier Lépine, Pier Paolo Mariotti
- Working with the press to put your destination on the map
Julia Hof
- How exhibitions can help you make your destination known
Nalan Yilmaz

16:20 Workshops a - e repeated

17:20 Conclusion of the day; take home messages
Pier Paolo Mariotti

19:30 Bus transfer to student and faculty dinner
Hosted by Krakow Convention Bureau

22:30 Busses return to Hotel

ramme

August 27-31, 2011
Krakow, Poland

Monday, August 29, 2011

- 09:00 **How to deal with clients requests**
Elisabeth Hansa
- 09:30 **RFP and decision making process of associations**
Andrea Bauer
- 10:30 **If you are asked for a bid you need to decide - "to bid or not to bid"**
Christian Mutschlechner
- 11:00 **Coffee break**
- 11:20 **If the point of contact is not the client directly - the role of the intermediaries (PCO, core PCO, AMC, DMC, in house operators etc.)**
Michel Neijmann
- 12:20 **Lunch**
- 13:40 **Wake up after lunch with Cain**
- 14:00 **RFP and decision making process of corporate clients**
Luca Favetta
- 15:00 **Coffee break**
- 15:20 **Workshops**
- a) Everything you ever wanted to ask about dealing with RFPs
Elisabeth Hansa
 - b) Bids - in depth examples
Christian Mutschlechner
 - c) Everything you ever wanted to know about the daily work of a Convention Bureau
Airy Garrigosa
 - d) Everything you ever wanted to know about corporate clients
Luca Favetta
 - e) Everything you ever wanted to ask about associations
Andrea Bauer
- 16:10 **Workshops a - e repeated**
- 17:10 **Take home messages**
Pier Paolo Mariotti

Evening free for the students

- 19:00 **Faculty leaves for dinner**
Hosted by Krakow Convention Bureau

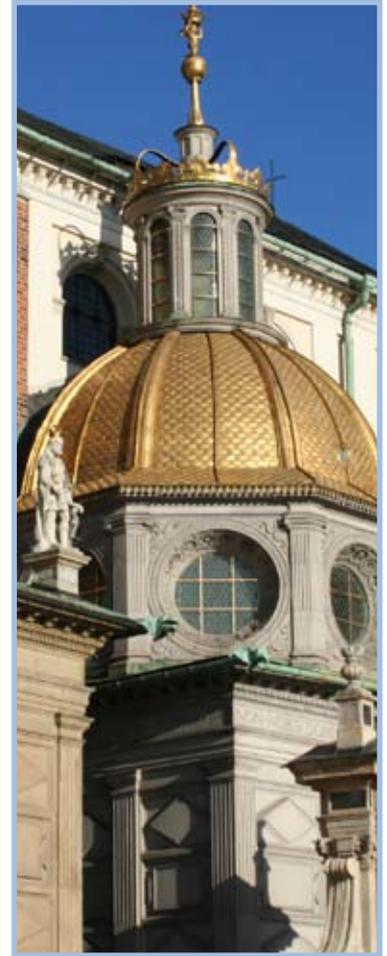
Tuesday, August 30, 2011

- 08:30 **Green Meetings / sustainability as a USP for a city or convention centre**
Pier Paolo Mariotti
- 09:00 **Social Networks: how they can be used to develop marketing strategies for an association.**
An approach based on experience.
Denis Speet
- 09:30 **Briefing for the morning group work - how to make a bid presentation**
- Corporate incentive summer/winter
 - Association congress summer/winter
- Pier Paolo Mariotti*
- 10:00 **Group work**
Coffee break during group work
- 11:30 **Bid presentations**
(4 presentations, each according to a topic)
- 12:30 **Lunch**
- 13:45 **Wake up after lunch with Cain**
- 14:00 **Now that you have identified your potential clients, how can you bring them to your city? Fam trips and site inspections.**
Anne Wallin-Rødven
- 14:45 **Briefing for the afternoon group work - to make a site inspection itinerary**
- Corporate incentive summer/winter
 - Association congress summer/winter
- Pier Paolo Mariotti*
- 15:00 **Group work**
Coffee break during group work
- 16:30 **Presentation of site inspection itineraries**
(4 presentations, 10 minutes each)
- 17:15 **Take home messages for the day**
Closing remarks
Pier Paolo Mariotti
- 18:30 **Departure for gala dinner at Wieliczka Salt Mine. Handing over of the certificates and presents.**
Hosted by Convention Bureau of Poland

Wednesday, August 31, 2011

Individual departure

| | |
|------------------------------|---|
| Andrea Bauer, M.A. | CEO vereint, Association & Conference Management Ltd. |
| Luca Favetta | Senior Director, Global Events EMEA, SAP SA |
| Airy Garrigosa | Director, Barcelona Convention Bureau |
| Elisabeth Hansa, M.A. | Director, Congress Centre Mariazeller Europeum |
| Julia Hof | Editor, CIM - Conference & Incentive Management |
| Cain Leathem | Exercise and Nutrition Consultant, GB Fitness |
| Olivier Lépine | Vice-President European Cities Marketing, Director, Biarritz Tourism |
| Tobias Lienhard | Director of Marketing, EMEA, Ungerboeck Systems International |
| Pier Paolo Mariotti, CMP CMM | Meeting Manager, EURAC convention center Course Director |
| Christian Mutschlechner | Director, Vienna Convention Bureau |
| Michel Neijmann | Managing Partner, K2 Conference and Event Management Co., member of IAPCO Training Academy |
| Dennis Speet | Director Marketing & Sales, ICCA |
| Anne Wallin Rødven | Convention Director, Visit Oslo |
| Nalan Yilmaz | Organising Director IMEX - The Worldwide Exhibition for Incentive Travel, Meetings and Events |



Practical Information

Venue

The ECM Summer School 2011 will take place at the Hotel Park Inn in Krakow, Poland.

Address

Hotel Park Inn
Ul. Monte Cassino 2
30-337 Krakow
Poland
Tel: +48 (0)12 375 5555
Fax: +48(0)12 375 5556

Email: reservations.krakow@rezidorparkinn.com

<http://www.parkinn.com/hotel-krakow/>

Accommodation

All participants are accommodated in single rooms at Hotel Park Inn. It is located near the city centre and in walking distance to Wawel Castle and other sightseeing attractions.

Registration fee

The registration fee includes all course material relating to the Summer School, as well as 4 room nights, coffee breaks, lunches and dinners for the duration of the course as stated in the programme. Please note that Monday evening is free for students, dinner is not included in the costs. Any personal expenses made during your stay (minibar, room service...) are to be directly paid to the hotel upon departure. Travel expenses are not included.

Payment

Payment must accompany registration form. Registration without payment information will not be processed.

Registration confirmation

After your registration and your payment you will receive a confirmation and all necessary information from vereint. If you do not receive confirmation, please call us on +43 1 533 35 42-27 or email at summerschool@vereint.com

Cancellation / Refund Policy

Any cancellation must be received in writing before August 1, 2011 and is subject to a 150 Euro administration fee. After August 1, no refund will be made. However, you may send a substitute in your place. Telephone cancellations will not be accepted.

Travel to Krakow

By air

The most flexible way of travelling to Krakow is flying into the John Paul II International Airport Krakow-Balice. Travelling time to the city centre by bus is about 35 minutes.

Eleven international airlines offer regular flights to Krakow, the city can be reached from seventeen European countries by direct flights, for more information please go to the official website : www.krakowairport.pl/en

By rail

Krakow has direct railway links with Berlin, Budapest, Bucharest, Hamburg, Kiev, Lviv, Prague, Vienna and Zilin.

The city is easily and comfortably accessible by train from all larger cities in Poland, e.g. the journey by InterCity train from Warsaw takes only 2.5 hours.

Transfers

Students must organise their own airport transfers. A shuttle train service links Krakow's John Paul II International Airport in Balice with the Krakow Główny main rail station in the city center. On average, trains run every thirty minutes between 4 a.m. and midnight. The ticket costs less than 2 Euro.

Bus line 208 connects the Balice airport with the central bus depot and Krakow Główny central train station and runs every hour from 4:55 a.m. to 9:25 p.m (tickets about 0,80 Euro).

Taxi stands are situated at both passenger terminals. Daytime fare for a ride to the center of Krakow should not exceed the equivalent of 20 Euro.



Questions concerning the programme:

For all questions, please contact vereint, summerschool@vereint.com

Language:

All sessions will be conducted in English. No translation will be provided.

Certification:

Please note: Only those participants who are present at all 3 days of Summer School will receive a certificate of attendance.

Climate:

The medium temperature in August is 21C/71F, in September 17C/64F.

“Days are longest in June, hottest in July, and most beautiful in August” - an old Polish poem says, but occasional rainfalls can occur in August.

Dress Code:

Sessions and Saturday & Sunday dinners: casual.
Gala Dinner: smart casual.

Due to the character of the Gala Dinner venue on Tuesday (World Heritage Site Wieliczka Salt Mine, http://en.wikipedia.org/wiki/Wieliczka_Salt_Mine) we kindly ask participants to bring a warm jacket or coat and solid shoes.

For more information contact:

ECM Summer School Organisation Office
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A-1020 Vienna
Tel. +43 1 533 35 42 - 27
Fax. +43 1 533 35 42 - 19
summerschool@vereint.com
www.europeancitiesmarketing.com



The 25th
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August 27 - 31, 2011, Krakow, Poland

Registration fees

| | ECM members | Non-members | Group rate* |
|--------------------------------|-------------|-------------|-------------|
| Early bird before 30 June 2011 | € 1.400 | € 1.550 | € 1.200 |
| After 30 June 2011 | € 1.500 | € 1.650 | € 1.300 |

Enrolement is limited to 70 participants

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

Mr. Mrs. Ms.

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

Company:.....

Job title:.....

Address:.....

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

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

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

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

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

Method of payment

By bank transfer

Please send the total amount in €, net of all bank charges, with reference “ECM Summer School 2011” 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 (+43 1 533 35 42-19).
 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 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 2011 and is subject to a € 150 administration fee.
 After 1 August 2011, no refund will be made. However, you may send a substitute in your place.

I need an invoice

.....
 Signature