

## **The 22<sup>nd</sup> ECM Summer School hosted by the city of Opatija**

We are pleased to announce you that the 22<sup>nd</sup> ECM (European Cities Marketing) Summer School will be held from August 30 to September 3, 2008 in the city of Opatija in Croatia.

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).

In the course of the past 22 years, the Summer School has become a very reputable part of professional education in its domain. During the three days of intensive learning, the participants will get the opportunity to analyse and acquire the latest marketing tools and develop the knowledge and skills necessary for a successful career in conference, meeting and event management.

All lectures and workshops are provided by highly experienced teachers from many professional backgrounds and countries. The faculty includes senior ECM personalities and keynote speakers from the meeting industry sector.

“The aim of ECM Summer School is to offer the widest possible range of knowledge and skills. That is the reason why the first two days consist of seminars and the last day is dedicated to workshops. This structure enables the participants to acquire the theoretical skills at first and to put them into practice during a site inspection.” explains the Course Leader Elisabeth Hansa.

The City of Opatija, located on Kvarner Rivera, is considered the leading tourist destination in Croatia for the organization of conventions.

***For further information on the ECM Summer School please contact [summerschool@europeancitiesmarketing.com](mailto:summerschool@europeancitiesmarketing.com) or visit the website [www.europeancitiesmarketing.com](http://www.europeancitiesmarketing.com)***

*European Cities Marketing is the European leading association of City Tourism Offices and Convention Bureaus. Its network comprises 134 members spread over 31 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.*

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