



EUROPEAN CITIES MARKETING

MEET EUROPEAN CITIES

The 27th

ECM *Summer School*

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



24th - 28th August 2013

ISTANBUL, TURKEY



The 27th

ECM

Summer School

Dear Colleagues,

With great pleasure, we invite you to the 27th annual ECM Summer School, taking place in Istanbul on August 24-28, 2013.

The ECM 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 ECM 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 social networks and how they are affecting the meetings industry. Social media are changing our way of working and destinations now receive RFPs via Facebook or LinkedIn... or even the way of getting a job !

The ECM Summer School is also tackling 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.

Istanbul is the hub city of Turkey for international meetings. The city hosted many important and large scale international congresses with success within the past 10 years and became one of the world's leading destinations for international events providing the city worldwide reputation and references. Istanbul holds many reasons to be on the agenda of international meeting planners such as: easy accessibility from all parts of the world, world class accommodation and convention facilities, attractiveness for participants to events with its colorful cultural and social life, rich history and exotic appeal. Istanbul offers a once in a lifetime experience to its visitors!

We look forward to welcoming you in Istanbul!

The ECM Summer School now qualifies for Certified Meetings Professional credits... Spread the word!

The ECM Summer School is now so well respected that future graduates can earn credits towards the highly sought after CMP certification. Getting your Summer School diploma will grant you 7.5 points. You can learn more about CMP accreditation on www.conventionindustry.org



Pier Paolo Mariotti
Course Director



Heike Mahmoud
ECM Vice-President

Why Istanbul and Turkey?

Istanbul offers an unforgettable experience with its colorful daily life and dynamic nightlife. It is also an attractive destination for international meetings with its world class accommodation and convention facilities.

Istanbul is a natural gateway spread over two continents, Europe and Asia, divided by the Straights of Bosphorus. It is a metropolis proud of its rich history of 8500 years. The natural beauty of the city, the exciting scene blending modern city life and history, and the modern infrastructure makes it a unique meeting place for international congresses and meetings. As Napoleon Bonaparte has quoted, «if the world was a single country, Istanbul would be the capital of it».

Istanbul is also the capital of art and culture with a rich tradition in opera and ballet, theatres performing Turkish and foreign plays, concert, art exhibitions, festivals, auctions, conferences and of course unique museums. Istanbul has been proclaimed European Capital of Culture 2010; a recognition that can only enhance further its status as an exciting and intriguing meeting destination.

Istanbul is increasing its appeal for the international meeting industry every year as a result of its growing importance for international trade, commerce and industry, constantly improving infrastructure, international networking and active involvement of national associations and corporations and universities.

The city has hosted many important and large scale international congresses and events within the past 10 years and became a preferred destination for international congresses. Istanbul has ranked the number 1 conference destination with more than 500 delegates. Along with the developments in the meeting industry, foreign visitor number of Istanbul reached over 9.3 million in 2012.

With its modern infrastructure, state of the art venues and luxurious accommodation facilities, Istanbul now is one of the world's leading destinations for international meetings, congresses and exhibitions.



Elif Balci Fisunoglu
General Manager
Istanbul Convention & Visitors Bureau

Venue

The ECM Summer School will be held in Mövenpick Hotel Istanbul (www.moevenpick-hotels.com/istanbul). Voted «Europe's Leading Business Hotel» by World Travel Awards in 2011, the Mövenpick Hotel Istanbul combines contemporary style with flawless service. Experience unique gastronomic highlights and the latest technology created for the discerning traveller in mind. Discover this exceptional hotel in Istanbul's most exciting spot.

In the heart of Istanbul's modern business and chic shopping district, the Mövenpick Hotel Istanbul provides you with easy access to Taksim Square. A range of fashionable shopping malls are within walking distance.

Accommodation will also be organised in Mövenpick Hotel.



The 27th ECM Summer School

Program

Saturday, August 24, 2013

Individual arrivals of participants and faculty

15:00 - 18:45 Registration at Mövenpick Hotel

16:00 Introduction to European Cities Marketing
Heike Mahmoud, Vice-president, ECM

16:15 Welcome remarks and introduction of the convention destination Istanbul, including structure and marketing activities of the convention bureau
Elif Balci Fisunoglu, General Manager, Istanbul Convention Bureau

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 Welcome reception and cocktail at Mövenpick Hotel, Skyline Lounge

Sunday, August 25, 2013

08:30 The Meetings Industry - definitions, players, tools - an overview
Christian Mutschlechner

09:30 Marketing & promotion of your city/region in the meetings industry - where to start, what to consider, how to build a plan!
Rémy Cregut

10:20 Coffee break sponsored by USI

10:40 Clients are around any corner - how to find them, which tools help you
Anne Wallin-Rødven

11:30 The road to a healthy lifestyle followed by a healthy lunch
Cain Leatham

13:00 Wake up after lunch with *Cain*

13:15 Data assembling, data mining, data analysing - what is behind figures and names? The ICCA Association and the UIA databases.
Dennis Speet

13:45 Trade exhibitions - a key tool to get in touch with clients?
Nalan Emre

14:15 Meeting Industry Press - friend or foe - can you trust them?
Cécile Koch

14:35 Coffee break sponsored by USI

14:55 Wake up after coffee with *Cain*

15:10 Are you social and what can you APPLy for your business?
Miguel Neves

15:30 Workshops on the following subjects:
a) Using the ICCA database to qualify clients - hands on training
Dennis Speet
b) Creating your own database of hot leads
Tina Walspurger
c) Apps, tools and networks in the meeting industry
Miguel Neves

d) Working with the press to put your destination on the map
Cécile Koch

e) How exhibitions can help you make your destination known
Nalan Emre

16:20 Workshops a - e repeated

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

18:30 Bus transfer to Student and Faculty Dinner at Asitane restaurant

22:30 Return to Hotel

Monday, August 26, 2013

09:00 How to deal with clients requests
Elisabeth Hansa

09:30 RFP and decision making process of corporate clients
Luca Favetta

10:30 RFP and decision making process of associations
Andrea Bauer

11:30 Coffee break sponsored by USI

Programme

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11:50 Intermediaries - are they clients, are they suppliers? What role are they playing?

Michel Neijmann

12:50 Lunch sponsored by EIBTM

14:05 Wake up after lunch with *Cain*

14:25 A long and winding road - to bid or not to bid?

Christian Mutschlechner

15:05 Coffee break

15:25 Workshops

a) Everything you ever wanted to ask about dealing with RFPs

Elisabeth Hansa

b) Bids - in depth examples

Christian Mutschlechner

c) Gearing up your city for the meetings industry

Rémy Cregut, Pier Paolo Marriotti

d) Everything you ever wanted to know about corporate clients

Luca Favetta

e) Everything you ever wanted to ask about associations

Andrea Bauer

16:15 Workshops a - e repeated

17:10 Take home messages

Pier Paolo Mariotti

Evening free for the students.

19:30 Faculty leaves for dinner at Sunset restaurant

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 sponsored by EIBTM

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

19:00 Departure for Gala Dinner at Sait Halim Paşa Mansion. Handing over of the certificates and presents.

Tuesday, August 27, 2013

08:30 Green Meetings / sustainability as a USP for a city or convention centre

Pier Paolo Marriotti

09:00 Knowledge building and competition: how ECM can help you perform better

Olivier Ponti

Wednesday, August 28, 2013

Individual departure

The Faculty

Andrea Bauer, M.A.	CEO vereint, Association & Conference Management Ltd.
Rémy Cregut	Director, Montreux Music and Convention Centre
Nalan Emre	Organizing Director, IMEX Group
Luca Favetta	Senior Director, Global Events EMEA, SAP Marketing
Elisabeth Hansa, M.A.	Head of Event Management, Austria Center Vienna
Cécile Koch	Managing Director, Headquarters & MIM Europe Magazine
Cain Leathem	Exercise and Nutrition Consultant, GB Fitness
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
Miguel Neves	Knowledge and Social Media Manager, IMEX Group
Olivier Ponti	Head of Research, Amsterdam Marketing
Dennis Speet	Director Marketing & Sales, ICCA
Anne Wallin Rødven	Convention Director, VisitOSLO
Tina Walsperger	Account Manager Europe, Ungerboeck Systems International



Practical Information

Venue

The ECM Summer School 2013 will take place at the Mövenpick Hotel, Istanbul, Turkey.

Address

Mövenpick Hotel Istanbul
Buyukdere Caddesi, 4. Levent
34330 Istanbul
Turkey

Phone: +90 212 319 29 29

Fax: +90 212 319 29 00

E-mail: hotel.istanbul@moevenpick.com

www.moevenpick-hotels.com/istanbul

Accommodation

All participants are accommodated in single rooms at Mövenpick Hotel Istanbul.

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 (mini-bar, room service...) are to be directly paid to the hotel upon departure. Travel expenses are not included.

Payment

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

Registration confirmation

After your registration on the ECM Summer School website (<http://www.cvent.com/d/mcq8cc>) you will receive a confirmation and all necessary information.

Cancellation / Refund Policy

Any cancellation must be received in writing before August 1, 2013, 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 Istanbul

By air

Most international and domestic flights arrive and depart from Istanbul's Atatürk Airport, which is 28 km from the city center. Istanbul's second airport, Sabiha Gökçen International Airport is on the Asian side of İstanbul, 50 km away from Taksim Square in the city center. Most major European airports are 2-4 hours away from Istanbul by air. From the east coast of North America, Istanbul is about a 10-hour journey. İstanbul is accessible from all parts of the world, served by more than 300 international airlines.

By rail

There are trains from Sofia, Belgrade, Bucharest and Budapest (connections from Munich and Vienna) to Sirkeci Station in Istanbul. There are two main train stations in İstanbul: Sirkeci Station on the European side and Haydarpaşa Station on the Asian side. Both stations are conveniently located.

By Road

The road network throughout Turkey is extensive. Drivers bringing cars into Turkey must show their registration documents and driving license at the point of entry. If arriving from Europe, visitors must have a Green Card (available from insurance companies) as well as appropriate insurance. Driving is on the right. The speed limits are 120km/h on motorways, 90km/h on main roads and 50km/h in towns. Coach services to all parts of Turkey are reliable, reasonably priced and convenient. İstanbul's International Bus Terminal located in Esenler, about ten kilometers from the city center, serves all international and domestic lines.

Transfers

Students must organise their own airport transfers. Upon arrival, bus transport to İstanbul is organised for each regular flight. A taxi service is available all day. The ride from Istanbul Airport to Mövenpick Hotel costs appr. 30-35 Euros.

Questions concerning the programme:

Language:

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

Certification:

Please note: Only those participants who are present at all 4 days of Summer School will receive a certificate at the Gala Dinner.

Getting your Summer School diploma will grant you 7.5 points towards CMP accreditation.

Climate:

Istanbul has a climate combining those of the Mediterranean and Black Sea types, with a hot dry summer and pleasantly warm spring and fall. Winters are cold but snow is rare. The vegetation is predominantly of the Mediterranean type. August minimum and maximum temperatures are around 20- 33°C.

Dress Code:

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

Due to air conditioned rooms at the hotel we kindly ask participants to bring a warm jacket.

For more information, contact:

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21000 Dijon
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Fax. +33 3 80 56 02 05
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www.europeancitiesmarketing.com



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Summer School

Registration fees

	ECM members	Non-members	Group rate*
Early bird before 30 June 2013	€ 1.400	€ 1.650	€ 1.200
After 30 June 2013	€ 1.500	€ 1.750	€ 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:.....

Register online at <http://www.cvent.com/d/mcq8cc> or kindly return this registration form by fax to: + 33 3 80 56 02 05

For more information contact: katy@europeancitiesmarketing.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 2013" and the attendee's name to:

Name: ECM Bank details: Société Générale, 22 avenue Victor Hugo - 21000 Dijon FRANCE
Account number: 00050410261 IBAN: FR76 3000 3007 5700 0504 1026 117 BIC/SWIFT: SOGEFRPP

A copy of the bank transfer should be sent together with the registration form via fax to ECM (+33 3 80 56 02 05).
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)

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 2013 and is subject to a € 150 administration fee. After 1 August 2013, no refund will be made. However, you may send a substitute in your place.

I need an invoice

.....
Signature