

**SPRÁVA  
zo zahraničnej pracovnej cesty – podujatia:  
31st ECM Summer School 2017**

**Zahraničná pracovná cesta sa uskutočnila do štátu:  
Draždany, Nemecko**

**Miesto konania:** The Westin Bellevue Hotel Dresden

**Dátum od - do:** 26.8. – 30.8. 2017

**Účastníci ZPC za BTB:** Jana Mičková

**Údaje o podujatí:**

Bratislava Tourist Board je členom medzinárodnej asociácie European Cities Marketing, ktorá okrem iných aktivít pravidelne organizuje pre svojich členov medzinárodné odborné konferencie na aktuálne témy v cestovnom ruchu. V roku 2017 sa konal 31. ročník ECM Summer School. Komplexné školenie pre mladých profesionálov v oblasti MICE. ECM letná škola je príležitosť lepšie pochopiť veľké vody meeting industry a je určená pre pracovníkov v Convention Bureau, kongresových centrách, airolinkách, hoteloch, DMC, PCO a Meeting Plannerov.

Prednášajúci boli z rôznych oblastí MICE (IMEX group, CVB Berlín, CVB Bolzano, PCO Dublin, CVB Vienna, ICCA, TW tagungswirtschaft Nemecko (press) atď..)

Program prednášok bol celodenný od 8:00 rána do 18:00 s prestávkami na obed. Hlavné témy prezentácií pojednávali o novodobých trendoch a javoch v Meeting industry, podľa ktorých pracujú CVB, DMC, PCO, meetings planneri. Poukazovali na dôležitosť štatistík a očakávanom smere MICE segmentu v ďalších rokoch.



SATURDAY 26 <sup>th</sup> AUGUST 2017	SUNDAY 27 <sup>th</sup> AUGUST 2017	MONDAY 28 <sup>th</sup> AUGUST 2017	TUESDAY 29 <sup>th</sup> AUGUST 2017
<p>10:00-10:30 Registration at the Bratislava-Brno Hotel Bratislava</p> <p>10:30 Introduction to European Cities Marketing *John Van Alphen for the Meetings Industry</p> <p>10:35 Welcome remarks and introduction of the convention destination Bratislava *Miroslav Drobny, Bratislava Marketing Board</p> <p>11:00 First gathering, introduction of the course programme, networking, visit of Bratislava for students and faculty *Pavol Hlavinka</p> <p>10:00 Welcome reception and cocktail at Outspark with special delivery event "Carnationella"</p> <p>22:00 Return to hotel</p>	<p>08:00 The Meetings Industry - definitions, players, trends in recruitment *Christina MacKinnon</p> <p>09:00 Marketing &amp; promotion of your city/region in the meetings industry - where to start, what to consider, how to build a plan *Helen McCreesh</p> <p>09:00 Clients are varied and you've never - how to find them, which leads help you? *Helen McCreesh</p> <p>10:00 Round table on marketing and promotion of your city/region in the meetings industry - where to start, what to consider, how to build a plan *Helen McCreesh, Christina MacKinnon, Carolee Pluhar</p> <p>11:00 Coffee break</p> <p>11:20 Introduction to a healthy lifestyle - Carolee Pluhar</p> <p>12:00 Healthy lunch sponsored by <b>max GROUP</b></p> <p>13:00 ECA Association Database - Finding Clients</p> <p>14:00 Trade exhibitions - a key tool to get in touch with clients?</p> <p>14:30 Meetings Industry Press - based on live - can you beat it now?</p> <p>15:00 How to use social media to communicate and promote in the Meetings Industry *Miroslav Drobny</p> <p>15:30 How to deal with clients requests *John Van Alphen</p> <p>16:00 Coffee break</p> <p>16:30 Workshops on the following subjects: a) Using the ECA database to qualify clients - hands on training b) Social media (storytelling) workshop - *Miroslav Drobny c) Marketing the green to your guest - *Christina MacKinnon d) How to build your marketing plan *Christina MacKinnon e) Everything you ever wanted to ask about dealing with RFPs - *John Van Alphen</p> <p>17:00 Workshops a - d - repeated</p> <p>17:00-18:00 Closing remarks</p> <p>19:30 Address by Chair of Negotiation "Strategy" of World Affairs</p>	<p>08:30 RFP and decision making process of corporate clients *Carolee Pluhar</p> <p>09:15 Let's meet the president of the association *Dr. Ján Šuchling</p> <p>09:30 RFP and decision making process of associations *Miroslav Drobny</p> <p>10:15 Coffee break</p> <p>10:30 International - are they clients, are they suppliers? What role are they playing? *Helen McCreesh</p> <p>11:15 Round table on marketing and promotion of your city/region in the meetings industry - where to start, what to consider, how to build a plan *Helen McCreesh, Christina MacKinnon, Carolee Pluhar</p> <p>12:00 A long and winding road - to bid or not to bid? *Christina MacKinnon</p> <p>12:30 Lunch sponsored by <b>EDITY WORLD</b></p> <p>13:00 Meet up after lunch with Carolee</p> <p>14:00 Workshops a) Bid - in depth examples - Christina MacKinnon b) Everything you ever wanted to know about PCNs and exhibitions - *Christina MacKinnon c) Everything you ever wanted to know about corporate clients - *Christina MacKinnon d) Everything you ever wanted to ask about associations - *Miroslav Drobny</p> <p>14:30 Coffee break</p> <p>14:45 Workshops d - d - repeated</p> <p>15:00 Briefing for the group work sessions: how to prepare a bid presentation / a site inspection itinerary</p> <p>15:45 Site inspection of Bratislava in Bratislava *Miroslav Drobny</p> <p>16:30 Healthy lunch for those attending "Carnationella"</p>	<p>08:00 Small breakfast - opportunities for second round distribution *Pavol Hlavinka</p> <p>08:30 Knowledge building and cooperation from ECA can help you perform better *John Van Alphen</p> <p>09:00 An overview of the RFP process in America *Carolee Pluhar</p> <p>09:30 Meetings Statistics: data collection, making and interpretation *Helen McCreesh, Christina MacKinnon, Carolee Pluhar</p> <p>10:15 Coffee break</p> <p>10:30 How do you have identified your potential clients, how are you going to reach them to your city? *John Van Alphen and site inspection - *Helen McCreesh</p> <p>11:00 Group work - preparing a bid presentation and making a site inspection itinerary *EDITY WORLD</p> <p>12:45 Lunch sponsored by <b>EDITY WORLD</b></p> <p>14:00 Meet up after lunch with Carolee</p> <p>14:15 Group work workshop *Miroslav Drobny</p> <p>14:30 Bid preparation and presentation of site inspection itineraries (each group has 30 minutes)</p> <p>17:30 Presentation of the ECM Summer School work distribution and closing remarks *Pavol Hlavinka</p> <p>19:00 Departure for Gdansk Center of Director Transport Network handling over of the certificates and presents.</p> <p><b>WEDNESDAY 30<sup>th</sup> AUGUST 2017</b> Individual departures</p> <p><b>SUMMER SCHOOL</b> EUROPEAN CITIES MARKETING</p>

Cielom pracovnej cesty bola účasť zástupcu Jany Mičkovéj na Letnej škole ECM, kde získala dôležité nové poznatky o MICE segmente, novinky, európske trendy, ale aj pomocou workshopov stať zoči-voči reálnym situáciám a zvoliť správnu stratégiu pomocou odborných lektorov.

Záver ECM Summer School bola prezentácia. 58 účastníkov bolo rozdelených do 4 skupín a na vypracovanie zadania mali 6hodín. Zadanie bolo veľké RFP, na ktoré sa odpovedalo BIDom, ktorý bol dôkladne spracovaný v podobe BID book a prezentácie.

Po splnení a vyhodnotení výsledkov, účastníci dostali certifikát- CMP (Certified meeting professional)

Neodškriepiteľnou súčasťou letnej školy bolo aj získavanie relevantných kontaktov nielen zo susedných štátov, ale aj z USA a Canady, možnosť výmeny poznatkov, skúseností a situácií v iných CVB, transfer know - how, networking ap.



Vyhotovil:

6.9.2017 .....

Jana Mičková  
odd. MICE BTB