

SPRÁVA zo zahraničnej pracovnej cesty – podujatia: 32nd ECM Summer School 2018

Zahranická pracovná cesta sa uskutočnila do štátu:

Thessaloniki, Grécko

Miesto konania: Hotel Porto Palace Thessaloniki

Dátum od - do: 24.8. – 29.8. 2018

Účastníci ZPC za BTB: Zuzana Valacsai

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 2018 sa konal 32. ročník ECM Summer School. ECM letná škola je intenzívny vzdelávací program - komplexné školenie pre mladých profesionálov v oblasti Meetings Industry, ktorý ponúka príležitosť uviesť sa do skúseností Európskych organizácií cest. ruchu, DMC a PCO, návrhy konkrétnych dopytovaných riešení, účasť medzinárodných expertov a speakerov z oblasti MICE, prednášky, workshopy a interaktívne panelové diskusie.

Účastníkov programu (študentov) bolo 62 z celého sveta, najmä predstavitelia európskych mestských či celonárodných CVB a 16 členov fakulty Letnej školy (prednášajúcich) vrátane odborníka na zdravý životný štýl a výživu.

Prednášajúci boli z rôznych oblastí Meetings industry (IMEX group, CVB Dublin, CVB Bolzano, PCO Dublin, CVB Vienna, ICCA, TW tagungswirtschaft Nemecko (press) atd..) :

<p>Lise ALLETORP CALLARD Head of Research Wonderful Copenhagen Copenhagen, DENMARK lcall@wonderful.dk</p> <p>Lise has effectively worked with tourism all my life and I've studied tourism. Being from a small and very remote coastal village in the north of Denmark, I have, from an early age, been aware of tourists and the effect of tourism on a community. Studied Tourism Management in England and later a Bachelor Degree in a master's MSc in tourism management from the University of Plymouth and a PhD in Leisure and University research. I have worked with almost all aspects of tourism from being a visitor to a museum to the local village, to being part of both England and Denmark, to consultancy work in a big American consultancy company to now being Head of Research in Wonderful Copenhagen. One thing remains, that has always interested me, whenever I have been working in research, knowledge and data and how you can learn from it and perform better.</p>	<p>Nahla EMRE Chief Operating Officer IMEX Group Ipswich, UNITED KINGDOM nahla.emre@imexexhibitions.com</p> <p>Nahla Emre, Chief Operating Officer, IMEX Group has been involved in the exhibition industry since 1995. Nahla began her career as Project Manager for a trade show company based in Munich, Germany. During her six years with the company she gained significant experience in project management, client relations, Contracting. In April 2001 Nahla moved to the USA to work for Hallmark Inc. in Chicago, USA supporting the operations of the Metropolitan Show - at the time, the world's largest trade show for hand and watchmakers. From there she joined the IMEX Group as Organising Manager and was an integral part of the launch team for the IMEX UK in London exhibition that took place in April 2003. Nahla was promoted to Organising Director in 2006. In 2007 she was again a key member of the launch team for IMEX America taking place in Las Vegas, USA. She was promoted to Chief Operating Officer in 2010.</p> <p>Nahla is also involved in the development of the IMEX Group's overall strategy. She works alongside internal teams to continuously develop, implement and improve a strategic HR development process. Nahla is a strong mentor and coach - assisting staff in implementing best practice within the business. Nahla has become a high profile advocate for the business, addressing key issues and ensuring exhibitors' experience and satisfaction at the IMEX stand.</p>	<p>Cain LEATHAM Exercise & Nutrition Consultant IMEX Group Birmingham, UNITED KINGDOM cain@fitness.com</p> <p>Cain is one of the UK's leading fitness and nutrition consultants having worked extensively across the human body, exercise and nutrition, biochemistry, physiology, DNA assessment. He has completed a programme of study through the University of Birmingham, UK and has a number of qualifications in fitness and nutrition. He has spent time in the USA and has worked for the USA and Canada. He has also worked for the USA and Canada. He has spent time in the USA and has worked for the USA and Canada. He has spent time in the USA and has worked for the USA and Canada.</p>	<p>Pier Paolo MARHOTTI Course Director Meeting Manager EUPEC/Meetings - European Academy of Business Bologna, ITALY pierpaolo.marhotti@eupec.eu</p> <p>Pier Paolo is the Vice President of the Italian Association of Exhibition Administration (AIEEA) and has worked as a project manager and worked extensively in South East Asia for several European and Asian exhibitors. He has worked for the Italian Association of Exhibition Administration (AIEEA) and has worked as a project manager and worked extensively in South East Asia for several European and Asian exhibitors. He has worked for the Italian Association of Exhibition Administration (AIEEA) and has worked as a project manager and worked extensively in South East Asia for several European and Asian exhibitors.</p>
<p>Esti BALCI FISLI HOGLU Regional Director for Europe ICCA - International Congress and Convention Association Amsterdam, THE NETHERLANDS est@iccanetworld.org</p> <p>Esti began her career in the communications field, spending 20 years working in various roles in the world, advertising, media and technology industries, before being appointed as ICCA Regional Director (Europe) in January 2010. In 2011 Esti moved to the ICCA Headquarters and worked in various roles, before being appointed as Regional Director for Europe in 2014. Esti has been a member of the ICCA Board since 2014 and is currently the Vice President of the ICCA Board. Esti is also a member of the ICCA Board of Directors and is currently the Vice President of the ICCA Board. Esti is also a member of the ICCA Board of Directors and is currently the Vice President of the ICCA Board.</p>	<p>Sarah JOHNSTON Manager Dublin Convention Bureau Dublin, IRELAND sjohnston@dublinconventionbureau.com</p> <p>Sarah has worked in the industry since 1995, both in Ireland and abroad. Initially 7 years in Ireland before moving to the USA in 2002 and then to London. She has a wealth of experience in the industry and has worked for a number of years in the USA and London. She has a wealth of experience in the industry and has worked for a number of years in the USA and London. She has a wealth of experience in the industry and has worked for a number of years in the USA and London.</p>	<p>Helma MAHROUD Chief Operating Officer ICCI - Congress Center Hamburg Hamburg, GERMANY helma.mahroudi@icci.de</p> <p>Helma Mahroudi has been the CEO and authorized signatory of the ICCI Congress Center Hamburg, a division of Hamburg Messe und Congress, since March 2010. She led the team to position the ICCI as one of the leading Congress Centers in Europe. After a period of consolidation and restructuring, she led the ICCI to record growth in 2015 and 2016. She has a wealth of experience in the industry and has worked for a number of years in the USA and London.</p>	<p>Nicola McGRANE Managing Director Conference Partners Dublin, IRELAND nicola.mcgrane@conferencepartners.com</p> <p>Nicola established Conference Partners International (CPI) in Ireland in 1991 and the business has since expanded to reach the UK and Continental Europe. With a reputation for partnering with leading exhibitors and sponsors, CPI has led for and delivered over 200 international meetings. Over the past 19 years, CPI's portfolio of expertise has grown to encompass Core MICE and Association Management Services. Nicola is a member of the industry and has worked for a number of years in the USA and London.</p>

<p>Christian MUTSCH-LECHNER</p> <p>Director Vienna Convention Bureau Vienna, AUSTRIA christian.mutschlechner@vienna.info</p> <p>1971 - 1977: University Studies (Lawyer and Linguist) (Vienna, Austria) 1977 - 1982: First Vice President of the Austrian Convention Bureau 1982 - 1988: AUSTRIAN CONVENTION BUREAU, P.O. 40000, Vienna, Austria, staff member, organizing meetings in Vienna 1988 - 1994: CONFERENCE MANAGEMENT (P.O. 40000) company based in Vienna, Austria, junior sales leader organizing meetings in Vienna 1994 - 1997: VIENNA CONVENTION BUREAU, Sales Promotion and Convention Department 1997 - 1998: Deputy Director, Sales Promotion and Convention Dept. 1998 - 2000: Director of the International VIENNA CONVENTION BUREAU (one of the four departments of the Vienna Convention Bureau) Since 2000 he is President of Austrian Convention Bureau, he was President of ICTA and C.I.A. and is in the Advisory Board of several organizations. He was awarded Honorary Doctor Honoris Causa, was Awarded Gold Medal for his services to the industry and received several other prestigious awards.</p>	<p>Colleen PALEEN</p> <p>Executive Vice-President Program Development & Meetings Destinations International Washington, D.C., USA cpaleen@destinationsinternational.org</p> <p>Colleen Paleen is the Executive Vice President, Program Development and Meetings for Destinations International. Paleen is a meeting professional with a 20-year work history of directing conventions ranging from 100 attendees to 100,000 attendees with a focus on multi-meeting and professional networking. Paleen was previously Senior Director, Meetings and Conventions at the American Association for Justice. Known for her innovation and creativity, she is a frequent speaker at industry and international programs, multiplies her research, research and analysis, she works closely with customers, innovative staff and industry thought leaders and speakers. Prior to her current role, Colleen Paleen has worked at the American Association for Justice, International Association of Chiefs of Police, and American University. Paleen is a Certified Meeting Professional (CMP) and Certified Exhibition Management (CEM) and current member of ICMBA, IMCA and IMPS.</p>
<p>Miguel REYES</p> <p>Head Chief Social Media Chiefs Copenhagen, DENMARK miguel@socialmedia.chiefs.com</p> <p>Miguel is a passionate social media advocate and an experienced events industry professional who regularly speaks at international and local technology events. Since 2009 Miguel has focused on digital engagement for the meetings industry and from 2011 to 2017 he managed the IMCA's digital marketing strategy and digital strategy. In 2017 Miguel founded Social Media Chiefs where he now continues his love of travel and his social media expertise in meeting, events and technology. Miguel sits on the International Board of Directors of the Meetings Professionals International, he co-chairs the Events Industry Council's Industry Digital Committee and holds a research degree in Conference and Event Management from the University of Westminster.</p>	<p>Kyriakis FYLAKOS</p> <p>Professor Aristotle University Thessaloniki Department of Civil Engineering Thessaloniki, GREECE kfy@ccae.auth.gr</p> <p>Professor Kyriakis Fylakos graduated from Aristotle University of Thessaloniki and was a PhD student in Paris in the field of 2D and 3D finite element analysis, research and development in the field of hydrology and groundwater. He is currently responsible for the 10 years of experience in research projects, by his long experience in the field of hydrology and groundwater, he has published 100 scientific papers, 100 patents and 100 articles in international journals, books and conference proceedings. He is currently responsible for the 10 years of experience in research projects, by his long experience in the field of hydrology and groundwater, he has published 100 scientific papers, 100 patents and 100 articles in international journals, books and conference proceedings. He has been the program chair for several international conferences. He is member of the editorial boards of several international journals, member and president of the national board of several international organizations and member of several international organizations. He is a member of the editorial boards of several international journals, member and president of the national board of several international organizations and member of several international organizations.</p>

<p>Mathias SONDERMANN</p> <p>Senior Director Head of Technology & Lead Events SAP Walldorf, GERMANY mathias.sondermann@sap.com</p> <p>Mathias Sondermann is Senior Director, Global Events, at SAP SE, based out of the SAP Global Headquarters in Walldorf, Germany. In this role he is responsible for Technology and Global Events Global Events of SAP with a team of dedicated and passionate event experts for thousands of customers and partners worldwide. These events include SAP Global SAP Global and SAP Global events. Mathias has been in the events industry since 1998 and held several positions in leading German agencies before joining SAP in 2008. He is a frequent speaker at international software industry events. SAP is the world's largest provider of enterprise application software - founded in 1972. We serve some of the world's largest customers - and we always have exciting projects on the go. Our mission is to be simple, and we're big on using our technological and business know-how to make the world a better place.</p>	<p>Daniel WAGL</p> <p>Executive Director CRISE - Cardiovascular & Interventional Radiological Society of Europe Vienna, AUSTRIA wagld@crise.org</p> <p>Daniel Wagl has been involved in association and congress management since 1991. He started his career at the European Congress of Radiology where he was national and where he served in different positions in leading fields of radiology and interventional radiology. In 2004 he was appointed the Executive Director of CRISE. CRISE is an international and scientific association aiming to improve patient care through the support of teaching, science, research and clinical practice in the field of cardiovascular and interventional radiology.</p>
<p>Anja STAS</p> <p>Chief Commercial Officer FRACCA - Planners Meeting & Convention Center Antwerp, BELGIUM anja.stas@fracca.org</p> <p>Anja Stas lived and worked in countries from Corporate America (Case Study) to Europe (SAP) with a Law Degree and Marketing MBA, she combined a career as an award-winning innovative marketer and transformation agent. She worked for the marketing department of several leading companies in the field of inter-organizational marketing. She created a marketing campaign that turned the country in a strong brand in the field of an elephant which she implemented at the beginning of digital media, was part of the team with the appropriate legal and business approach, the impact and results into a better way, closer to what matters. The business that matured nature and the business (SAP) regional power companies, the marketing team with it, which was the industry's prestigious international "Best Marketing Award". Anja is an accomplished public speaker, author and keynote.</p>	<p>Wendie WUNSCH</p> <p>Editor-in-Chief for tagesscheitzeit Frankfurt, GERMANY wunsch@tagesscheitzeit.de</p> <p>Kristin Wunsch, editor-in-chief of the trade publication tagesscheitzeit, has been in Germany, writes about the Meetings industry for 20 years. Kristin studied economics, did an apprenticeship in hotel business and worked in travel, logistics and event.</p>

Harmonogram školenia bol celodenný od 8:00 rána do 18:00 s prestávkou na obed a krátkymi prestávkami na malé občerstvenie. Hlavné témy prezentácií pojednávajú o novodobých trendoch a javoch v Meetings & Meetings industry, podľa ktorých pracujú CVB, DMC, PCO, jednotlivé asociácie a meeting planneri. Poukazovali na dôležitosť štatistik a očakávaného smerovania Meetings industry v ďalších rokoch. Predposledný deň bola súčasťou programu site inspection hotelov, mestskej filharmónie a budovy radnice v Thessalonikách a členmi fakulty Letnej školy zadaná prípadová štúdia na vypracovanie bidu pre vedenie ECM Summer school z pohľadu destinácie mesta Thessaloniki, ktorá sa uchádza o hostovanie letnej školy, prezentácia bidu a itineráru site inspection v Thessalonikách. Všetci účastníci boli rozdelení do 4 teamov. Každý team mal danú obľadku jedného priestoru, ktorého prezentáciu mal spolu s vypracovaným bidom a podrobným itinerárom site inspection predniesť členom fakulty v posledný deň programu. Účastníčka vyslaná BTB - Zuzana Valacsai – bola súčasťou výherného teamu, ktorý bol ocenený za najlepšie vypracovaný bid a navrhnutý itinerár s najlepšou kreativitou a vecným obsahom 😊



PROGRAMME
25th - 29th AUGUST 2018

SATURDAY 25th AUGUST 2018
Individual arrivals of participants and faculty
15:00 - 16:00 Registration at the Hotel
16:00 Introduction to European Cities Marketing
Hanna Bascchi / ECM Activity Head
16:15 Welcome remarks and introduction of the convention destination Thessaloniki
Spatou Pappas / Deputy Mayor for Tourism Development & International Relations / City of Thessaloniki
17:00 First gathering, introduction of the course programme, venue setting, round of introductions for students and Faculty
Pier Paolo Marzetti
20:00 Welcome reception at Thessaloniki City Hall
22:00 Return to Hotel

All plenary sessions take place in Crystal Hall.
Other rooms are indicated under the title of the workshops.

SUNDAY 26th AUGUST 2018
08:00 The Meetings Industry - definitions, players, tools - an overview
Christian Mutschelknecht
09:00 Marketing & promotion of your city/region in the meetings industry - where to start, what to consider, how to build a plan!
Flavia Malvarosa
09:40 Clients are around any corner - how to find them, which tools help you?
Sam Johnston
10:20 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!
Sam Johnston, Flavia Malvarosa, Christian Mutschelknecht & Colleen Phelan
Moderated by *Pier Paolo Marzetti*
11:00 Coffee break
11:20 Introduction to a healthy lifestyle - *Cain Leahman*
12:00 Healthy lunch sponsored by **IBTM GROUP**
13:30 ICCA Association Database: Finding Clients
Elj Bakir Finlayson
14:00 Trade exhibitions - a key tool to get in touch with clients?
Nikola Wenzel
14:30 How Do You Tell Your Story? A journalist's insights on Storytelling
Kristin Wenzel
15:00 How to use social media to communicate and promote in the Meetings Industry
Miguel Pérez
15:30 How to deal with clients requests
Arjo Stas
16:00 Coffee break
16:20 Workshops on the following subjects:
a) Using the ICCA database to qualify clients - hands on training - *Elj Bakir Finlayson - Room Dark 5a 1*
b) Social media (storytelling) workshop - *Miguel Pérez - Room Crystal Hall*
c) Working with the press to put your destination on the map - *Kristin Wenzel - Room Dark 5a 1*
d) How exhibitions can help you make your destination known - *Nikola Wenzel - Room Dark 5a 1*
e) Everything you ever wanted to ask about dealing with RFPs - *Arjo Stas - Room Dark 5a 1*
17:00 Workshops a) - e) repeated
17:50 - 18:00 Closing remarks
20:00 Dinner at Thessaloniki Concert Hall

MONDAY 27th AUGUST 2018
08:30 RFP and decision making process of corporate clients
Mathias Sondemann
09:15 16th European Conference on Earthquake Engineering 2018 - Thessaloniki as a success story in the history of EAEE conferences
Professor Kyriakos Polakaki
09:30 RFP and decision making process of associations
Daniel Waigl
10:15 Coffee break
10:30 Intermediaries - are they clients, are they suppliers? What role are they playing?
Nicola McGraw
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!
Mathias Sondemann, Nicola McGraw, Daniel Waigl
12:00 A long and winding road - to bid or not to bid?
Christian Mutschelknecht
12:30 Lunch sponsored by **ibtm WORLD**
13:30 Wake up after lunch with Cain
13:45 Workshops
a) Bids - in depth examples - *Christian Mutschelknecht - Room Crystal Hall*
b) Everything you ever wanted to know about PCOs and intermediaries - *Nicola McGraw - Room Dark 5a 1*
c) Everything you ever wanted to know about corporate clients - *Mathias Sondemann - Room Dark 5a 1*
d) Everything you ever wanted to ask about associations - *Daniel Waigl - Room Dark 5a 1*
14:30 Coffee break
14:45 Workshops a) - d) repeated
15:30 Briefing for the group work sessions - how to prepare a bid presentation / a site inspection itinerary
15:45 Site inspections at Venues in Thessaloniki
Evening free for the students
20:00 Faculty dinner at Miami Restaurant

TUESDAY 28th AUGUST 2018
08:00 Small is beautiful - opportunities for second tiered destinations | Ambassador Programme
Pier Paolo Marzetti
08:45 Knowledge building and cooperation: how ECM can help you perform better
Lene Albstrop Coland
09:15 An overview of the RFP process in America
Colleen Phelan
09:45 Meetings Statistics: data collection, mining and interpretation
Panel discussion moderated by Lene Albstrop Coland, with Elj Bakir Finlayson, Christian Mutschelknecht & Colleen Phelan
10:30 Coffee break
10:45 How that you have identified your potential clients, how can you bring them to your city? Farm trips and site inspections
Sam Johnston
11:10 Group work - preparing a bid presentation and making a site inspection itinerary
12:45 Lunch sponsored by **ibtm WORLD**
14:15 Wake up after lunch with Cain
14:15 Group work continuing
15:30 Bid presentations and presentations of site inspection itineraries (each group has 10 minutes)
17:30 Presentation of the ECM Summer School next destination and closing remarks
Pier Paolo Marzetti
20:00 Gala Dinner at Grand Hotel Palace
Handing over of the certificates and presents

WEDNESDAY 29th AUGUST 2018
Individual departure

SUMMER SCHOOL
EUROPEAN CITIES MARKETING

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Cieľom pracovnej cesty bolo získanie všeobecných a nových poznatkov z oblasti Meetings Industry a európskych trendov, získavanie relevantných kontaktov nielen zo susedných štátov, ale aj z USA, možnosť výmeny poznatkov, skúseností a situácií v iných CVB, transfer know - how, networking.

Výstupom bol certifikát potvrdzujúci účasť na vzdelávacom programe, podmienkou získania ktorého bola 100% účasť na celom programe (všetkých prednáškach, workshopoch, diskusiách) a aktívna spolupráca na riešení prípadovej štúdie.

Fotodokumentácia a všetky prezentácie zo školenia vo forme ppt sú uložené na internom úložisku BTB v sekcii 2018_MICE_ECM Summer School 2018

Vyhotovil:

3.9.2018

Zuzana Valacsai
odd. MICE BTB