







# ECM Summer School

London, August 24-28, 2019



## SUMMER SCHOOL

EUROPEAN CITIES MARKETING

- 3 full day courses
- 17 faculty members
- 65 students
- 18 different sessions
- 9 different workshop sessions
- Group work
- Networking opportunities
- Social programme



### SUMMARY

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## PROGRAMME

### SUNDAY 25th AUGUST 2019

- 07:30 Walk from The Tower Hotel to etc.vanous Monument
- 08:00 The Meetings Industry - definitions, players, tools - an overview  
*Christiane Mutschelknecht*
- 09:00 Marketing & promotion of your city/region in the meetings industry - where to start, what to consider, how to build a plan!  
*Barbara Jamison & Suzanne Singleton*
- 09:40 Coffee break
- 10:00 Clients are around any corner - how to find them, which tools help you?  
*Sam Johnston*
- 10:40 Round table - Marketing and promotion of your city/region in the Meetings Industry  
*Barbara Jamison, Sam Johnston, Kristin McGrath & Christiane Mutschelknecht*  
Moderated by *River Pacific Marriott*
- 11:20 Introduction to a healthy lifestyle - *Can't eat them*
- 12:00 Healthy lunch sponsored by **IMEX GROUP**
- 13:00 ICCA Association Database - Finding Clients  
*Dennis Speed*
- 14:00 Trade exhibitions - a key tool to get in touch with clients?  
*Nolan Entro*
- 14:30 How Do You Tell Your Story? A Journalist's insights on Storytelling  
*Christiane Funk*
- 16:00 How to use social media for communication and promotion to the Meetings Industry  
*Miguel Navas*
- 16:30 How to deal with clients' requests  
*Hilke Mathmoud*
- 16:00 Coffee break
- 16:20 Workshops on the following subjects:
  - a) Using the ICCA database to qualify clients - hands on training - *Dennis Speed*
  - b) Social media (storytelling) - *Miguel Navas*
  - c) Working with the press to put your destination on the map - *Christiane Funk*
  - d) How exhibitions can help you make your destination known - *Nolan Entro*
  - e) Everything you ever wanted to ask about dealing with RFPs - *Hilke Mathmoud*
- 17:00 Workshops a) - e) repeated
- 17:50 - 18:00 Closing remarks
- 19:46 Meeting in the lobby of the Hotel & walk to dinner
- 20:00 Dinner at The Dickens Inn, Marble Quay

### SATURDAY 24th AUGUST 2019

Individual arrivals of participants and faculty

- 16:00 Registration at The Tower Hotel
- 16:30 Walk from The Tower Hotel to etc.vanous Monument
- 16:00 Introduction to European Cities Marketing  
*Flavia Baudet / ECM Office Manager*
- 16:16 First gathering, introduction of the course programme, scene setting, round of introductions for students and Faculty  
*River Pacific Marriott*
- 18:30 Early evening buffet dinner
- 19:40 Walk from etc.vanous Monument to London & Partners office
- 20:00 Light drinks and desserts followed by an introduction to the London Convention Bureau  
*Barbara Jamison*
- 21:00 Walk back to The Tower Hotel or explore busy Brompton way like a local

### PROGRAMME 24th > 28th AUGUST 2019





**MONDAY 26<sup>th</sup> AUGUST 2019**

08:30 RFP and decision making process of corporate clients  
*Matthias Sondarman*

09:16 Let's meet the President of the association  
*Nicholas Barrett*

09:30 RFP and decision making process of associations  
*Daniela Waigl*

10:16 Coffee break

10:30 Intermediaries - are they clients, are they suppliers? What role are they playing?  
*Sissi Lygkou*

11:16 Round table - Meet the client, relevant issues and priorities in the decision making process for selecting the destination  
*Sissi Lygkou, Matthias Sondarman, Daniela Waigl*

12:00 A long and winding road - to bid or not to bid?  
*Christian Mutschlechner*

12:30 Lunch sponsored by **ibfm WORLD**

13:30 Wake up after lunch with Cain

13:46 Small is beautiful - opportunities for second tiered destinations | Ambassador Programme  
*Rita Paolo Marotti*

14:30 Knowledge building and cooperation: how ECM can help you perform better  
*Lone Allénbyr Gallard*

16:00 An overview of the RFP process in America  
*Kristin McGrath*

16:30 Coffee break

16:46 Workshops

a) Bids - in depth examples - *Christian Mutschlechner*  
b) Everything you ever wanted to know about PCOs and intermediaries - *Sissi Lygkou*  
c) Everything you ever wanted to know about corporate clients - *Matthias Sondarman*  
d) Everything you ever wanted to ask about associations - *Daniela Waigl*

16:30 Workshops a) - d) repeated

17:16 Preparation of the site inspections and free evening for the students

20:00 Faculty dinner

**TUESDAY 27<sup>th</sup> AUGUST 2019**

08:00 Now that you have identified your potential clients, how can you bring them to your city? Fam trips and site inspections  
*Sam Johnston*

08:26 Site inspections of venues in London

10:30 Gathering of all students at the Guildhall (Bathinghall Suite). A cup of coffee will be followed by a presentation from Nick Bodger, Head of Tourism for the City of London

11:46 Group work - preparing a bid presentation and making a site inspection itinerary

12:46 Lunch sponsored by **ibfm WORLD**

14:16 Group work continuing

16:30 Bid presentations and presentations of site inspection itineraries (each group has 10 minutes)

17:30 Closing remarks  
*Rita Paolo Marotti*

18:46 Meeting in the lobby and departure by Thames Clipper

19:30 Private tour and drinks reception on board The Cutty Sark, one of the last tea clippers to be built in the 19<sup>th</sup> Century and now a tourist and events location which is part of The Royal Museums of Greenwich.

20:30 Gala Dinner at The Trafalgar Tavern Park Row, Greenwich, London SE10 9HW  
sponsored by **IMEX GROUP**  
Handing over of certificates and presents

**WEDNESDAY 28<sup>th</sup> AUGUST 2019**  
Individual departures

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**ECM SUMMER SCHOOL**

Since 1987, the ECM Summer School has been an educational landmark in the panorama of the Meetings Industry in Europe.

The ECM Summer School has consistently been the bridge to a successful career in the Meetings Industry. It has graduated more than 1,900 students - many of whom have gone on to become future leaders.

Despite the fact that constant in the only change, the winning formula of the Summer School remains the same: a unique opportunity for young professionals just entering the Meetings Industry to spend four days with some of the biggest names in our business in an "old-fashioned" school.

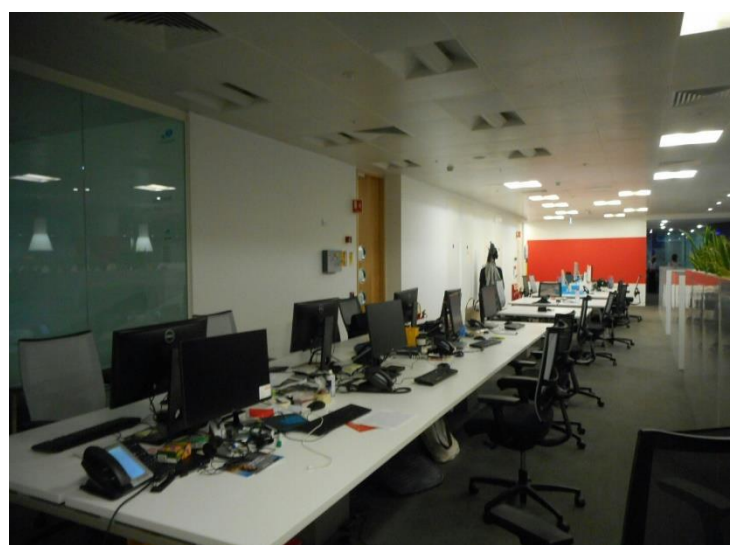
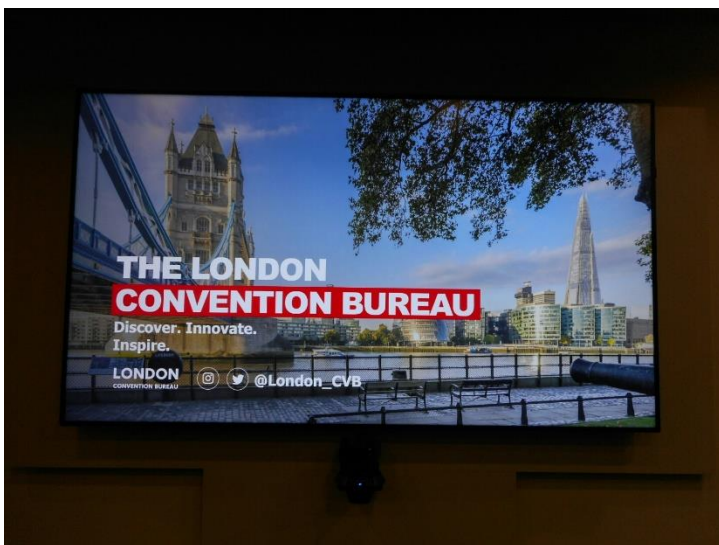
The Faculty is not made up of academics but seasoned practitioners with a "tell it as it is" angle based on many years hands-on experience.

1987 Gmunden	1998 Biarritz	2009 Bolzano
1989 Luxembourg	1999 Luxembourg	2010 Tampere
1990 Antwerp	2000 Ljubljana	2011 Krakow
1993 Bergen	2001 Sorrento	2012 Dubrovnik
1994 Lisbon	2002 Stockholm	2013 Istanbul
1995 Salzburg	2003 Istanbul	2014 Genoa
1996 Valencia	2004 Budapest	2015 Vienna
1998 Brussels	2005 Marsaskala	2016 Zagreb
1999 Innsbruck	2006 Berlin	2017 Dresden
1999 Nice	2007 Tallinn	2018 Thessaloniki
1997 Barcelona	2008 Opatija	2019 London

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Súčasťou programu bola aj návšteva officu London & Partners, ktorá je sídlom London Convention Bureau. V priestoroch prebehla prezentácia Londýna s hlavným mottom „London is Open“ pod taktovkou Head of Business Development, ktorou je Barbara Jamison.







**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, Kanady a Južnej Afriky, 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 pdf sú uložené na internom úložisku BTB v sekcii 2019\_MICE\_ECM Summer School 2019.

Vyhotovil:

2.9.2019 .....

Bohdana Jelemenská  
odd. MICE BTB

2.9.2019 .....

Sabina Šperglová  
TIC BTB