



**BRATISLAVA
TOURIST BOARD**

SPRÁVA

zo zahraničnej pracovnej cesty – podujatia: 33rd ECM Summer School 2019

Zahraničná pracovná cesta sa uskutočnila do štátu:

Londýn, Veľká Británia

Miesto konania: The Tower Hotel London a Etc. Venues Monument

Dátum od - do: 24.8. – 28.8. 2019

Účastníci ZPC za BTB: Bohdana Jelemenská, Sabina Šperglová

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 2019 sa konal 33. ročník ECM Summer School v Londýne. ECM letná škola je intenzívny vzdelávací program - komplexné školenie pre mladých profesionálov v oblasti Meetings Industry, ktorý ponúka príležitosť uviesť sa do problematiky kongresového cestovného ruchu, ukážky a analýzy konkrétnych prípadov zo skúseností Európskych organizácií cest. ruchu, DMC a PCO, návrhy konkrétnych dopytovaných riešení, účasť medzinárodných expertov a speakrov z oblasti MICE, prednášky, workshopy a interaktívne panelové diskusie.

Účastníkov programu (študentov) bolo vyše 60 z celého sveta, najmä predstavitelia európskych mestských či celonárodných CVB z 23 krajín a 17 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 Londýn, PCO Atény, CVB Vienna, ICCA atď.) :

COURSE DIRECTOR



Pier Paolo MARIOTTI
Meeting Manager
EURAC Research
Boltano, ITALY
pierpaolo.mariotti@eurac.edu

Pier Paolo Mariotti is a member of the Board of Directors of the European Cities Marketing (ECM) and a member of the Board of Directors of the European Cities Marketing (ECM) and a member of the Board of Directors of the European Cities Marketing (ECM).

THE FACULTY

The major asset of the ECM Summer School is its faculty. They are experienced meeting professionals working for relevant institutions like Convention Bureaus, PCOs, association associations, hotels and conference center managers, tourist boards, hotel chains, meeting industry exhibition corporate event planners, and related professionals that give solid value to the course. The faculty members have senior management or relevant position in the company.

Line Alstorp Callard Head of Research Wonderful Copenhagen Congress President Wonderful Copenhagen Chief Operating Officer IMEX Group Editor IMEX Magazine - the magazine for the meetings industry Charles Park Head of Events Development Europe London & Partners Manager Convention Bureau of London Executive & National Coordinator IMEX Group Neil Ogden CEO Convention & Event Management IMEX Group Chief Operating Officer ECM - European Cities Marketing Pier Paolo Mariotti, CHM, CHM Head of Research EURAC Research Executive Director Head of Research EURAC Research Executive Director Head of Research EURAC Research Executive Director Michael Barrett Head of Research EURAC Research Executive Director Head of Research EURAC Research Executive Director Head of Research EURAC Research Executive Director David Wally Executive Director ICCA	Head of Research Wonderful Copenhagen Congress President Wonderful Copenhagen Chief Operating Officer IMEX Group Editor IMEX Magazine - the magazine for the meetings industry Charles Park Head of Events Development Europe London & Partners Manager Convention Bureau of London Executive & National Coordinator IMEX Group Neil Ogden CEO Convention & Event Management IMEX Group Chief Operating Officer ECM - European Cities Marketing Pier Paolo Mariotti, CHM, CHM Head of Research EURAC Research Executive Director Head of Research EURAC Research Executive Director Head of Research EURAC Research Executive Director Michael Barrett Head of Research EURAC Research Executive Director Head of Research EURAC Research Executive Director Head of Research EURAC Research Executive Director David Wally Executive Director ICCA
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ibtm WORLD

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Head of Research

Line Alstorp CALLARD
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Line Alstorp Callard has effectively managed the business of the Wonderful Copenhagen, the first and only destination marketing organization in the world. She has been a member of the Board of Directors of the European Cities Marketing (ECM) and a member of the Board of Directors of the European Cities Marketing (ECM).

Congress President

Nicholas BARRETT
EurEBO 2020
London, UNITED KINGDOM

Nicholas Barrett is a consultant in critical care medicine at Guy's and St Thomas' NHS Foundation Trust who originally trained in both anaesthesia and intensive care medicine in Australia. He leads the severe respiratory failure programme at Guy's and St Thomas', with particular interests in critical care medicine, intensive care medicine, and critical care medicine.



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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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#ECMSS2019

THE 33rd ECM SUMMER SCHOOL | 3

PROGRAMME

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.venues 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
Rafaela Marotti
- 18:30 Early evening buffet dinner
- 19:40 Walk from etc.venues 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 Bermondsey like a local

PROGRAMME 24th > 28th AUGUST 2019



SUNDAY 25th AUGUST 2019

- 07:30 Walk from The Tower Hotel to etc.venues Monument
- 08:00 The Meetings Industry - definitions, players, tools - an overview
Christian Mutschelchner
- 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 Singelton
- 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, Kirstin McGrath & Christian Mutschelchner
Moderated by Rafaela Marotti
- 11:20 Introduction to a healthy lifestyle - Can't eat them
- 12:00 Healthy lunch sponsored by **imex GROUP**
- 13:30 ICCA Association Database - Finding Clients
Dennis Speil
- 14:00 Trade exhibitions - a key tool to get in touch with clients?
Nolan Enrie
- 14:30 How Do You Tell Your Story? A Journalist's Insights on Storytelling
Christian Funk
- 15:00 How to use social media for communication and promotion to the Meetings Industry
Miguel Navas
- 15:30 How to deal with clients' requests
Heiko Mahmoud
- 16:00 Coffee break
- 16:20 Workshops on the following subjects:
 - a) Using the ICCA database to qualify clients - hands on training - *Dennis Speil*
 - b) Social media (storytelling) - *Miguel Navas*
 - c) Working with the press to put your destination on the map - *Christian Funk*
 - d) How exhibitions can help you make your destination known - *Nolan Enrie*
 - e) Everything you ever wanted to ask about dealing with RFPs - *Heiko Mahmoud*
- 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



MONDAY 26th 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
Danwei Wang

10:16 Coffee break

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

11:16 Round table - Meet the client, relevant issues and priorities in the decision making process for selecting the destination
Stav Lygkou, Matthias Sondarman, Danwei Wang

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

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

13:30 Wake up after lunch with Cain

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

14:30 Knowledge building and cooperation: how ECM can help you perform better
Lone Allsborg Callard

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 - *Stav Lygkou*
c) Everything you ever wanted to know about corporate clients - *Matthias Sondarman*
d) Everything you ever wanted to ask about associations - *Danwei Wang*

16:30 Workshops a) - d) repeated

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

20:00 Faculty dinner

TUESDAY 27th 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 (Bathgall 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 **ibtm 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 Maricelli

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 19th 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 9NW
sponsored by **ibtm GROUP**

Handing over of certificates and presents

WEDNESDAY 28th AUGUST 2019

Individual departures

SUMMER SCHOOL
EUROPEAN CITIES MARKETING

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.

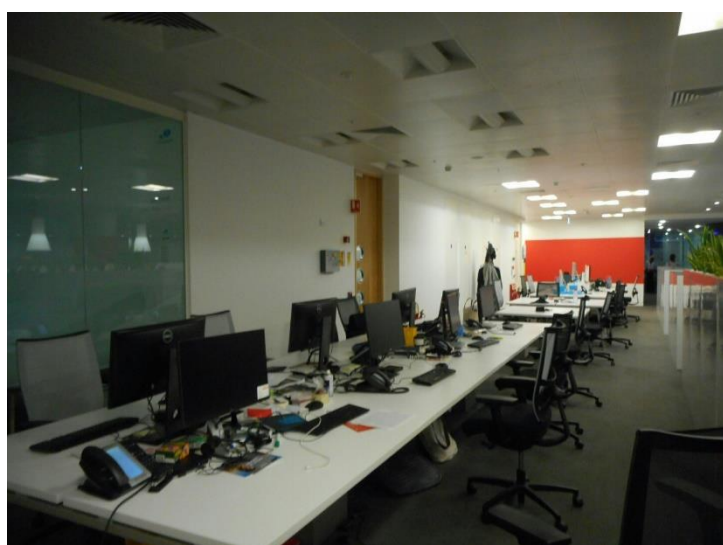
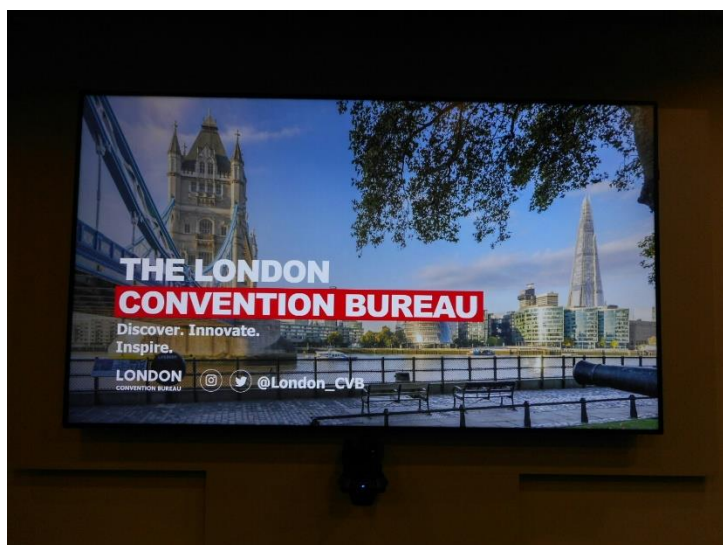
Despite the fact that constant in the only change, the winning formula of the Summer School remains the same: a unique opportunity for young professionals just entering the Meetings Industry to spend four days with some of the biggest names in our business in an "old-fashioned" school.

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.

ECM SUMMER SCHOOL

1987 Gmunden	1993 Biarritz	2009 Bolzano
1988 Luxembourg	1994 Luxembourg	2010 Tampere
1989 Antwerp	2000 Ljubljana	2011 Krakow
1990 Bergen	2001 Sorrente	2012 Dubrovnik
1991 Lisbon	2002 Stockholm	2013 Istanbul
1992 Salzburg	2003 Istanbul	2014 Genoa
1993 Valencia	2004 Budapest	2015 Vienna
1994 Brussels	2005 Marsaskala	2016 Zagreb
1995 Innsbruck	2006 Berlin	2017 Dresden
1996 Nice	2007 Tallinn	2018 Thessaloniki
1997 Barcelona	2008 Opatija	2019 London

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.





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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, 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