

\$25.00

INTERNATIONAL MEETING PLANNING SEEN FROM EUROPE



International Society of
Meeting Planners

Compiled by:
Internatioal Society of Meeting Planner

Written by:
Egon L' Eplattener, RMP

All twelve states of the European Community, called EC (*Germany* including the new “Länder” in the former East Germany, *Belgium, France, Italy, Luxemburg, Netherlands, United Kingdom, Ireland, Denmark, Greece, Spain, and Portugal*), witnessed a new dimension of Europe coming to life with almost 350 million citizens, to enjoy their new Four Freedoms, enabling people, goods, services and money to travel freely within the EC territory.

Not all citizens might have realized the existence of such “freedoms”, before testing one of them e.g. by passing a former internal border without being bothered by inquisitive customs and immigration officers, as it used to be in the past.

But the former guardians of borders have not disappeared altogether, they just retired some miles backwards to watch illegal trafficking and immigration.

The success of unification was such that four more countries (*Austria, Finland, Norway and Sweden*) have decided to join the “pack”. This pushed the number of members up to sixteen. Also the original name, “EC”, was changed meanwhile into “EU”, Europe Union.

For Europe's meeting business this unification brings new opportunities, but additional problems as well.



PROBLEMS?

One of the greatest and oldest problems of Europe, which is *fragmentation* through languages, dialects, separate currencies and contrasting mentalities, will most likely remain for years, if not for decades. People in former “Magic Dozen”, now the EU, think and express themselves in almost as many languages and dialects. The

diversity of mentalities, of ways of life, is astonishing within the EU territory.

Outside the EU fragmentation becomes even wilder: just think of the former Yugoslavia, broken up into Slovenia, Croatia, Bosnia/Hercegovina, Macedonia, Serbia/Montenegro; the CSFR, with Slovakia broken away, (each with separate cultures, mentalities and currencies) - not to speak of the former USSR split up eventually into who knows how many new states.

Generally spoken, *money* is more stable in the “west” than in the “east”, where unpredictable inflation and impending currency changes darken the picture. This shall be crucial for the international meeting planning business that normally bound to anticipate prices and services years ahead of time.

Therefore, meeting planning in countries with weak currencies can be made easier by *budgeting in German Marks, or US Dollars*. Vice-versa it could be hard.

OTHER POSSIBLE PROBLEMS IN THE EU AFTER UNIFICATION

A new “Package Tours” legislation made by the European Parliament, is causing some concern and involves some facets of conference planning.

New and uniform Health and Safety regulations may adversely influence convention center costs.

Unfair Competition guidelines are to be adhered to, thus too generous subsidies of some centers may become an issue.

Legislation on employment, data protection, aviation and tariff deregulation etc., form a vast area of insecurity.

Some VAT (value added tax on goods, sales and services) handling is unclear in many instances as yet.

In times of economic slow-down, when every penny should be invested with care, in times of parsimony with a trend toward, “no frills” meetings, a circum-spect planning is mandatory.

In spite of abolished border and other controls (within the EU) - which certainly is an asset for international meeting planners and attendees - other important principles of *site selecting*, such as availability of adequate rooming and catering in a large choice of hotels, reliable transportation, easy cooperation with local suppliers and authorities in an atmosphere of cordial hospitality and dependable services, low risk of strikes, will remain as important as ever.

In conclusion: the European Single Market is already existing, it functions in many new ways and its benefits (as well as the temporary drawbacks) must be taken in account. However, most of the inhabitants - consumer, or supplier - within, or outside the meeting industry shall keep a "national frame of mind", at least for a while.

e.g. Italian "spumante" would probably be ordered and tasted only in Italy - French "champagne" all over the EU, as a matter of prestige, for those who can afford it.

All the above means that a price-conscious and efficient Meeting Planner must be knowledgeable with many facts and possibilities that are hardly available locally in their totality. To get them all, either he would contact a number of suppliers individually in the countries of his/her preliminary choice, (he would get heaps of leaflets, tenders, quotations, often written in a somewhat opaque English that needs exact interpretation, even imagination to get down to the facts), or he may turn to a specialized advisor or conference consultant to cover one, or several countries.

Anyway, in times of economic slowdown, when every penny should be invested with care, in times of parsimony with a trend towards "no frills" meetings, a circumspect planning is mandatory.

The beneficial effects of international and multilingual communications needs to be enhanced through meetings that are the basis of association of life and corporate advancement.

LOOKING TO THE BRIGHT SIDE

Fortunately, besides problems and obstacles there are also new opportunities that make one optimistic:

As companies and associations expand into other countries, more need is felt for every sort of meeting, general assembly, convention, board meeting, international seminar, training session, product launch in a new area and other events to motivate and promote.

Meanwhile, international associations are creating new European branches. They, in turn, are alert to the need for change within the group and are multiplying the meeting schedules. American and Japanese associations are liaising with European counterparts.

The beneficial effects of international and multilingual communications need to be enhanced through meetings that are the basis of association life and corporate advancement.

From the technical point of view there is progress to be noticed. Where as the free circulation of goods and services is more latently effective in the meeting industry, unlike in the exhibition sector, the free circulation of money and capital is important. Although the unique European money, the Ecu, shall not be for tomorrow, electronic banking systems penetrated deep into the different countries. Through the introduction of EC cards and cheques, travelers have gained easy access to many currencies. Also no meeting attender must be afraid of transgressing

As companies and associations expand into other countries, more need is felt for every sort of meeting, general assembly, convention, board meeting, international seminar, training session, product launch in a new area and other events to motivate and promote.

some obscure national law while importing, or exporting money (at least in western and central Europe). Along the European Single Market, the airlines, mostly national enterprises in the past, are forced to give up privileges on national account and are starting with deregulation of monopolistic tariffs, seeking their salvation in mergers and other cooperative forms to keep themselves afloat.

The resulting tariff cuts are benefitting the international meeting business. e.g. flight tickets of some airlines can be bought with 20-40% or more discount depending on dates and availability, often one only has to know a destination.

In an effort of promotion, many convention centers in good locations and with fine services are seasonally offering appealing prices for rooming and equipment. Those “off-season” prices might apply to just an ordinary weekend (mostly in so called business cities with ample hotel capacity, like Basel), or to a certain period of the year (e.g. Monaco that offers, in case of three days stay at one of the hotels of the principality, free convention rooming, discount hotel rates and other advantages).

Such possibilities exist now all over Europe, but to find out where and when needs patience, time, or good advice and documentation.

Luckily, there are several sources from where some, or all of the necessary information, together with propositions of sites and suggested prices may be available. Naturally, many of those sources are not strictly neutral, but rather self-advertising, still the facts they supply are mostly correct; only the propositions may be somewhat biased. Those advisory sources could be divided into three categories: local, national and international.

Often the cases are not “ideal”, which means that the location of a meeting is already chosen before any serious investigation into the matter could be realized, just upon positive recommendation of a pushy sales representative from a hotel, or convention center with a dynamic promotion concept.

In an ideal case, the main interest of the meeting planner would turn to the latter two in a first move towards site selection. Then the local aspects would be examined before reaching a definite decision. But often the cases are not “ideal”, which means that the location of a meeting is already chosen before any serious investigation into the matter could be realized, just upon positive recommendation of a pushy sales representative from a hotel, or

convention center with a dynamic promotion concept. This, of course, does not exclude, but does not guarantee neither, a good quality standard for the same center.

Commenting on the above:

Locally seen, each city that aspires to be called a convention place has established a convention bureau within, or outside the local tourist board, mostly subsidized by the city itself, by travel/incoming agents and other business sectors. They are perfectly able to give accurate information on available convention and hotel rooming, transportation, excursions, even on possible subsidies, or other advantages. As to direct services like making hotel bookings, or other reservations, they mostly are in clinch with local suppliers by reason of unwanted competition on their part. Their ambiguous position between promoter and supplier may change though with the years.

A few cities do already run PCO hotel booking services out of their own convention department. Anyway, it is left up to the meeting planner to find out how far those services go and how useful they will be for his/her planning. (Don't rely just on vague promises, ask for references.)

Nationally seen, most European countries have supplemented their national *Tourist Board* with a Convention Bureau (sometimes it is something of a national agency, in other cases it is an association of suppliers and convention centers). They operate on the PR and promotion lines. They may be the key to government, industry and science contacts, produce spectacularly colored catalogues and brochures on the multitude of meeting and convention facilities of the respective country. They compile statistics, give even cautious and discreet hints as to the choice of venue, but by nature of their sandwich position between public and private sectors, they have to remain neutral and reserved in their judgements. Not seldom they issue invitations for site inspections to potential buyers, so that they may judge for their own and be favorably impressed.

On the international (European) level, there are mainly the several international associations of convention cities and convention centers like the “Association Internationale des Palais de Congrès” (A.I.P.C.), or the “European Federation of Conference Towns” (E.F.C.T.). Here again, the overall view has preference over the detail suggestions as to the site selection are discreet, but the facts and figures are furnished with generosity.

Moreover, there are a few specialized publications, the exhibitions such as the EIBTM (European Incentive & Business Travel & Meetings) in Geneva, Switzerland, Confex in London, BTC, the Italian Meetings, Conventions and Incentives Trade Show in Florence and, last but not least some international PCOs. These latter do seldom work directly outside their country, or area, but have their associates, or counterpart to do the job on the spot.

THE ASSOCIATIONS

Local associations do seldom leave the city limits; national associations rotate between cities within the country; international (European) ones take pride in alternating with their congresses between the several countries on this continent, or worldwide. The market is vast, but scattered and slowreacting. To get business it needs tedious planning with long discussion periods that might be followed by sudden hectic action. As clients, international associations used to be quite steady. However, in a new trend, those with regularly recurring meetings feel that they have learned enough from their PCOs to do the job by themselves just as well and with less capitol.

Annual international conferences are being arranged mainly by the “host country”, the local branch being the “host committee”. As one national group takes over, it figures that it will simply “inherit” the experience of the previous one that has already learned a terrific amount about running its own conference.

Such reasoning certainly is pure theory, for working conditions differ greatly from place to place, from one “host group” to the other and from one “local committee” to the other. It stems from the idea that they could effortlessly substitute the know-how and professionalism of a meeting planner by the inherent enthusiasm of a volunteer worker. Budgets, of course, look much lighter without planner’s fees; however, the quality standards are not comparable.

Arguing this point with prospects, meeting planners should point out that, although an association’s secretariat may own a computer with employees to run it, they are organizing the event only by imitating the previous one.

Whereas the professional counselor and planner would put in, right from the beginning of the planning stage, a large array of ideas and demonstrate many problem-solving skills at a later stage.

Another argument for the meeting planner: a chain of “inbred” congresses would undoubtedly end in monotony. Some associations already complain that they are losing their international identity right at their own annual congresses, because, it seems, they are run wholly “by and for the local association” while the international body is taking a back seat.

CORPORATE MEETINGS

Turning to the corporate sector, here the approach is twofold: to run conferences “in-house” by own staff versus those conducted by an outside meeting planner. Many middle sized companies are oscillating between these two solutions (the giant ones running their own meeting planning department as a rule). Often they believe, it would be cheaper to dispatch someone from within the company to do the work or, that the independent meeting planner is selling to them what tourist boards and convention centers are giving free.

The appropriate answer to this would be: “Could one ever obtain something (valuable) for nothing? And point out that a revenue-generating consultant would be able to propose a host of clever ideas about rentability that in-house amateurs could not imagine.



MARKET DATA

If you need useful and up-to-date data for advertising, canvassing and other purposes, here are a few suggestions from where you may obtain them:

Yearbook of International Organizations, published by K.G. Saur, Ortlerstrasse 8, D 80000 München 7 (Germany)

Volume 2., the “Geographic Volume by Country” is of interest for “international lobbyists, international trade associations, tourism etc.”

International Congress Calendar; published quarterly by the Union of International Associations, (U.I.A.), rue Washington 40, B 1050 Brussels, (Belgium; fax 2 646 05 25.

It is “an indispensable tool for all those concerned whether attending, organizing, planning, or hosting international meetings” (over 12000 every year) and unique in providing data on future international meetings, whatever the subject may be. It announces meetings planned currently up to the year 2010. Every volume of the Calendar is divided into 3 sections: Geological, Chronological, Title and Index.

ICCA DATA of the International Congress and Convention Association, Entrada 121/122, NL 1096 EM Amsterdam, The Netherlands; fax +31 20-699 07 81.

ICCA keeps records on meetings which rotate between at least four countries and have a minimum of 100 participants. It is able to furnish tailor-made listings, research on meetings, and associations - such services being available also to non-members.

Event Line - the “international database of conferences”, P.O. Box 521 NL 1000 AN Amsterdam; or North American Database Dept. 655 Avenue of the Americas, New York NY 10010 USA.

Its four different services being: PDS (Personal Database System) - to be used on PC with monthly updates; ONLINE (via Datastar) Dialog and Siteselex; PDS MEDICAL Version; ON DEMAND - for single printouts.

COMMUNICATION AND CONGRESS

Those who fail to realize that conventions are essentially vehicles, means and *platforms of communication* cannot help but commit organizational errors. (From a report of CB, Frankfurt). Communication in a multilingual Europe is an art of its own, mixed with misunderstandings, national feelings and high concentration both from the speaker and from the audience.

All written documents can be in English, but it is essential to give participants the means to express themselves in the language which comes naturally to them.

Communication means grasping, transmitting and exchanging information. But, the question remains, how to make minds meet that think in differing idioms?

After long cogitations, some organizers seem to have discovered an ingenious solution; no matter how many languages are being represented in an audience: the “official language” of a meeting was declared to be English. Using strictly English was widely supported in an effort to save money in the budget, but, to the great disappointment of many organizers, it gradually led to shrinking attendance. Differing expressions and pronunciation of English by geographically distant nations, as well as the gap between their mentalities and ways of thinking did not help much to safely transmit thoughts in this supposedly “universal” language.

Then, in an effort to improve verbal transparency without many interpreters, organizers invented the E to E method: speakers of every nationality still had to use English as a single “conference language”. Their speech was then directed to the E to E method: speakers of every nationality still had to use English as a single “conference language”. Their speech was then directed to the E to E interpreter’s cabin where the mistreated and mispronounced English was corrected by them and re-distributed via earphones to the attendees, so that even an Englishman could understand his own language.

Yet such great effort brought only a small improvement, as it ran against one of the basic principles of any democratic gathering which is: *“Equal opportunities for all participants”*.

It was not the fault of the suppliers that things went so far.

Sophisticated communication facilities, ready to be used simultaneously for four to six, or more languages, have always been open to convention organizers. (Either built in - mostly in convention centers - or rented from specialized enterprises). The fact that they are not frequently used may be the reason for the relatively high hiring fees. High investments must be written off in a short period dictated by technical progress, therefore the owners

try to recoup wherever they can.

By the way, most houses quote a fixed price for the use of set including technicians and a variable amount according to the number of earphones supplied.

Is it then the interpreters' costs that dissuade multilingual groups to use SI (Simultaneous Interpretation)? - Maybe.

The Association of French Speaking Conference Towns, advocating the use of SI, advises that: *“a congress is not an exchange of papers, but an exchange of oral communication. Its interest lies in the informal discussion which follows the communication. All written documents can be in English, but it is essential to give participants the means to express themselves in the language which comes naturally to them.*

People may not be aware of comfort, but discomfort is almost immediately noticed and prompts people to complain thus interrupting the conference.

To read and understand a text in English has nothing in common with delivering a speech in front of people in a language which is not *“one's own”*, adding the *“simultaneous interpretation costs not more than coffee breaks”*.

To conclude with this point: planning an international multilingual convention has got an additional dimension, that of languages. Meeting planners (in Europe) are well advised to get familiar with the matter. (Some nations are most critical as to the use of their own language).

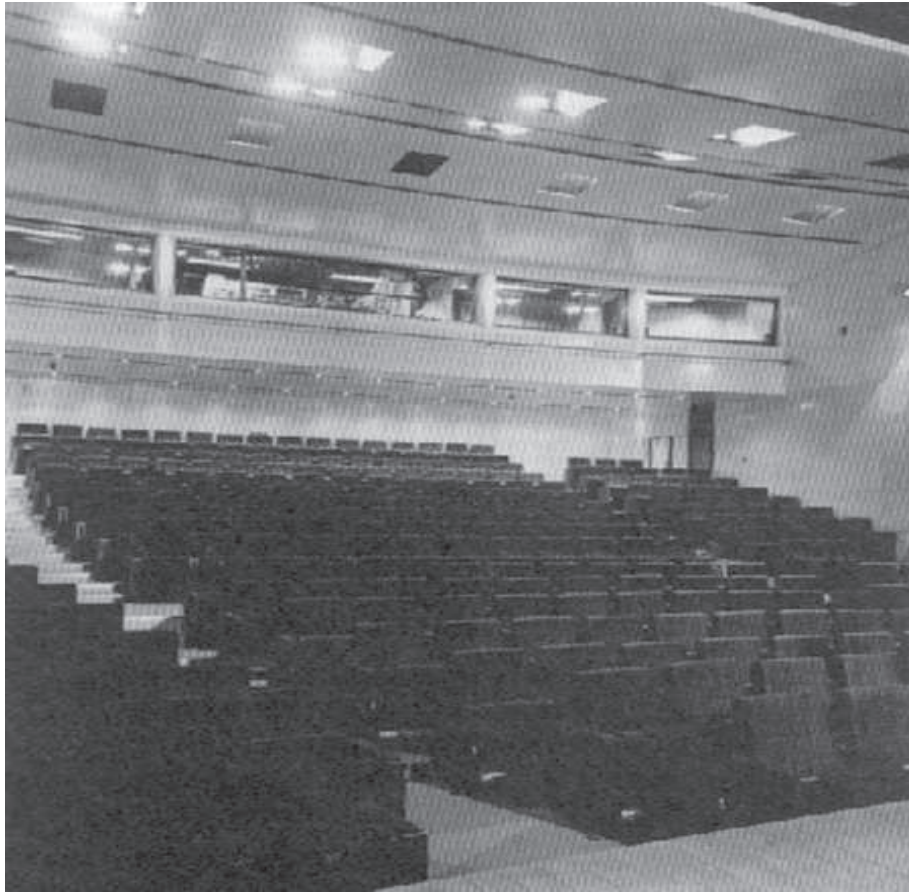
To supplement SI, depending on the composition of the audience and the subject of the conference, a multi-media system could be of



Language barriers can be broken down when recognizable images accompany the words.

help. Thanks to the extremely variable and meaningful uses to which it can be put, a computer-controlled system with several optical and acoustic elements for presentation, explanation, graphic display, etc., could give good results and would be able to satisfy many.

A note: “interpretation” is not “translation”. Translation applies to written material only. These two terms are often confused even by people who have been in the communication business for years.



The auditorium called "Rene Descartes" with 350 seats and SI boxes. This may be a good illustration for solid and comfortable seating and unobtrusive lighting.

LATEST ELECTRONIC HARDWARE FOR SI:

n The new DIGIVOTE System from Brähler ICS, Germany.

It is a digitalized professional conference system, not only for SI, but also, as its name indicates, for other conference-connected tasks. E.g. Digivote makes it possible for delegates to answer speakers' questions addressed to them simply by pressing a button in five variations (from "complete agreement" to "reject"). The impulses are converted in seconds by a computer and the results projected onto the screen in the form of a graph, so that the audience is promptly informed of its own opinion.

Brähler ICS maintain a worldwide rental service and offices in Königswinter, Germany, (Fax: +49 2223 26819), Copenhagen, Denmark, Hong Kong, and Washington DC, USA.

n The DCN, "Digital Congress Network" of Philips. A totally digital congress system for 14-channel SI. Full system control is via user-friendly PC-based software for microphone management, delegate identification, voting, information recording and display. Easy to install: all signals are routed via simple coaxial cabling. (Philips, The Netherlands, Fax: +31 76 786 283).

TIPS, HINTS AND GOOD ADVICE

Always contact a set of *several suppliers* and facilities for preliminary negotiations before placing an event with the one of them which offers the best conditions.

n The present recession prompts many suppliers to *negotiate prices* on a lower level. Signing contracts now that shall be effective in a few years time might be betting for better prices. As in every betting, there are risks that should at least be estimated.

n As a rule, *new convention centers* are more likely to offer "promotional prices" (launching subsidies to the center at the start are richer), discounts and bargains than the long established ones. However, relying exclusively on their expertise might hide pitfalls due to inexperience and lack of know-how. Personnel and technical equipment might not have been completely "run in". Also they hope to make their way in the crowded world of centers by actually learning the trade from the clients -in fact, experienced meeting planners should charge them tuition fees for (indirect) coaching.

n The caterers' approach to *food, beverage and catering* is likely to reflect the local habits and customs as it is influenced by market conditions!

In the “Latin” countries (France, Italy, Portugal, Spain etc.) with a huge wine production and wine-oriented cuisine, your suppliers would suggest to include it with the meals, against a reasonable surcharge. -

Everybody gets their “ration” (1-2 glasses) of wine like in the Foreign Legion. Those objecting may get something else. Serving a sizeable group, this procedure certainly simplifies catering (very reduced individual service and money cashing) cuts labor costs and extends indirectly conference time.

Trying to do the same in countries outside the “wine-belt” could mean an extravagant burden to the budget. -For the meeting planner it is a matter of information and perhaps negotiation.



COMFORT AND RELIABILITY

Comfort at meetings and congresses means looking after the natural well-being of participants and allowing easy and enduring concentration on complex subjects communicated by the speaker, or the panel to the audience. People may not be aware of comfort, but discomfort is almost immediately noticed and prompts people to complain thus interrupting the conference.

Comfortable seating at a meeting is of foremost importance, even if it lasts only a few hours. - Who would like to sit on a camp stool for hours trying to listen to the speakers, while his/her back is aching or his/her legs are asleep?

As a rule, convention centers are equipped with permanent seating (with earphone, writing desk, reading lights etc.), whereas meeting halls in hotels mostly use removable, multipurpose, lightweight chairs and rather cumbersome restaurant tables for schoolroom type arrangements. Of course, there is a difference in the comfort level between the two types of seating, (like between traveling in a Mini, or in Mercedes), but the rental fees often do not reflect such a difference.

n **Rule No. 1** is, therefore, while inspecting sites:

Always check the quality of the seating and don't accept compromises, or improvisations.

The *lighting* in convention halls has a great influence on the “mood” (good, or bad) of the participants. It positively contributes to the success of the event. For this reason, adequate, non-blurring and modifiable lighting in the convention facilities should be available at all times.

Moreover, the *ventilation* of the rooms should be draftfree, noiseless and easily adjustable.

n **Rule No. 2:** Before signing the contract, *it is a must to test the lighting, ventilation, air conditioning and electrical outfit* under the guidance of a technician who would later be in charge of such equipment (including SI) during the entire time of the meetings.

n **Rule No. 3:** If there are restaurant services included in the program (lunch, banquet), *test also the cuisine, the cellar and the catering capacity* of the respective supplier prior to hiring them

ON RELIABILITY

Meetings are planned to be held on a specific date and time at a previously advertised place, so the organizer must be able to rely completely on the punctuality and quality of all services coming from his suppliers and contractors.

Generally spoken, professional suppliers such as hotels, convention centers, PCOs, restaurants, tour operators are highly reliable in their own interest. But how about circumstances beyond their (and our) control? What if the delegates are not able to reach the meeting in time due to an airline, or rail strike, a mass demonstration, or the like?

Unfortunately, strike-ridden countries exist also in Europe and violent demonstrations may erupt in many big cities, airports and harbors. Luckily, such risks are calculable. Your insurers' quotation will tell you more about this.

n **Rule No. 4:** *Take out appropriate event insurance* if you intend to hold your meeting in a place with such risks.

SPECIALIST INSURANCE SERVICES

There is no uniform legislation on liability and other professional activities encompassing the whole of Europe. Instead, there is a great variety between the more practical "Anglo-Saxon" and the rather codified "Napoleonic" (or roman) type of law in the several European states.

Also, the magnitude of the same risk, e.g. risk of strikes and violent demonstrations, differ greatly from country to country.

Just to mention two extremes: Switzerland, where strikes are practically ruled out by widely accepted consents, is on the lowest end of this risk, whereas Italy and lately also France represent highest hazards when it comes to transportation (air and rail, sometimes even road) and other public services. In those and many other EU countries there is an ongoing struggle for denationalization, or privatization of formerly nationally owned companies, such as airlines, railways, electric power etc. In Germany even the postal and telecommunication services shall be soon "privatized."

And such situations will still last for years, providing dangerous fuel for strikes and dramatic upheavals in many countries.

Considering the above, the event organizer's decision to insure his undertaking can only be positive. The main question will then be: what to insure, to which extent and through whom?

Basic and essential risks to be covered are:

1. Abandonment, cancellation or curtailment.

This cover will protect organizers and their expenditures (and profit if required), should the event be affected due to any cause beyond their control. It will cover the risks of:

- n Strikes
- n Non-appearance of speakers and/or entertainers
- n Non-availability of the venue
- n Failure of power supplies
- n Terrorist activity
- n Infectious diseases
- n Any other cause outside the insured's control.

Also any costs incurred in preventing cancellation or to minimize any loss, and mostly included in a serious cover.

Such insurance does not, of course, guarantee the financial success of an event and, consequently, lack of support of financial causes are not included in the cover. However, the organizer (i.e. the insured) will be in a position to allow refunds of fees already cashed should the event be cancelled.

There is no uniform legislation on liability and other professional activities encompassing the whole of Europe... Also, the magnitude of the same risk, e.g. risk of strikes and violent demonstrations, differ greatly from country to country.

2. Enforced Reduced Attendance

This is an innovation brought in by some insurers to protect established events against a reduction of attendance from an unexpected cause even though the event itself is not cancelled. The Enforced Reduced Attendance will cover your lower income so you can refund to your delegates or visitors.

3. Non-Appearence

To protect against loss resulting from non-appearance of principal speakers and entertainers causing cancellation.

4. Failure to Vacate

Whenever the contract conditions of a venue include a penalty clause should the organizer find himself unable to vacate at the end of the agreed period, such risk will be covered.

5. Physical Loss or Damage to Property

If the organizer is responsible to damage or loss of hired propriety, these will be fully protected-together with his own property. The direct transit risks to and from the venue may be included.

6. Money

Some insurers in many instances are able to arrange cover on money collected by the organizer.

7. Travel

A type of special travel insurance for all delegates - or only for a restricted number of own officials and staff. It includes personal accident benefits, medical and emergency travel expenses, baggage and personal money, cancellation and personal liability.

The premium rates are so reasonable that many organizers include it within the delegate fee as many forget to effect their own cover.

Meetings are planned to be held on a specific date and time at a previously advertised place, so the organizer must be able to rely completely on the punctuality and quality of all services coming from his suppliers and contractors.

The question of to which extent an event should be insured will depend on the organizers appreciation within a given parameter. This, eventually, will determine the total premium to be paid.

Thinking of premium, insurers may also offer a no claim bonus where more than one event is contracted and the insurance is renewed claim free.

THROUGH WHOM TO BE INSURED?

Well, through an international specialist having a good reputation and record, e.g.: the "Insurex/Expo-Sure Ltd.", England; the "Zurich" insurance, etc.

The first is a British specialist with many years' experience of arranging insurance programmes for exhibitions, conferences and special events in Europe and overseas. It makes "full and discriminating use" of the Lloyd's and London insurance company market. This access to the major markets ensures competitive rates highest security of the policies. They can also deal with your insurance broker directly if you prefer.

The second is a reputed, Zurich-based company with world-side activities and experience also in this field.

The addresses:

INSUREX EXPO-SURE Group,
The Pantiles House,
7 Nevill Street
Royal Tunbridge Wells,
Kent TN2 5TT England

ZURICH INSURANCE
CH 8000 Zurich, Switzerland
(or maybe in your local tel. directory)

APPENDIX

A Guide For Site Selecting

Every meeting site has got its own character, charm and specific possibilities. This is what makes site selecting in Europe, where diversity of places and venues is almost limitless, so difficult, and, at the same time, challenging. However, the rating method as described below, could ease the process of evaluation.

Most meeting sites can be characterized by a combination of rating given along the three main types:

1. the “dream factor”
2. the “easy approach” site and
3. with “meeting efficiency”

To illustrate the above, here are the prototypes for each category carrying rating 5:

- | | |
|-------------------------|--|
| 1. “dream factor” | Monaco, Prince Rainer’s paradise (advance sales of congresses are 10-15% higher than average in such “dream” places) |
| 2. “easy approach” | <i>Geneva</i> , Switzerland, with Palexpo, and others, (proximity of all carriers makes it possible to minimize time losses by shortest transfers. Hotels nearby). |
| 3. “meeting efficiency” | <i>Berlin</i> with ICC (everything under one roof and by control of professionals. A real “meeting factory”). |

With the help of a three dimensional rating one can draw up the “profile” of venues that seem to match the planner’s and establish a list of preferences.



Official Membership Application

(Please complete all sections)

APPLICANT INFORMATION

Name _____ Title _____

Company _____

Company Address _____

City _____ State _____ Zip/Postal Code _____ Country _____

Phone () _____ Fax () _____

E-Mail _____

For mailing purposes, please use my: Company or Residence Address

Residence Address _____

City _____ State _____ Zip/Postal Code _____ Country _____

Phone () _____ Fax () _____

E-Mail _____

PROFESSIONAL DESIGNATION SELECTION

Select one or more of the professional designations that you wish to apply for. See reverse side for designation requirements.

- | | <u>Annual Dues</u> |
|---|--------------------|
| <input type="checkbox"/> RMP - Registered Meeting Planner | \$210.00 U.S. |
| <input type="checkbox"/> CEP - Certified Event Planner | \$210.00 U.S. |
| <input type="checkbox"/> CDS - Certified Destination Specialist | \$210.00 U.S. |
| <input type="checkbox"/> CEM - Certified Entertainment Manager | \$210.00 U.S. |
| <input type="checkbox"/> Affiliate Member | \$175.00 U.S. |

EXPERIENCE

Please be specific. Attach your resume or bio if necessary.

Experience Dates _____ to _____

Description _____

Experience Dates _____ to _____

Description _____

Experience Dates _____ to _____

Description _____

ADDITIONAL PROFESSIONAL AFFILIATIONS, IF ANY

A. _____

B. _____

C. _____

RMP - Registered Meeting Planner

Requirements:

- A. Applicant must have a minimum of one (1) year of experience planning and/or coordinating meetings.
- B. Applicant must submit a completed membership application.
- C. Applicant must submit membership dues of \$210.00 U.S.

CEP - Certified Event Planner

Requirements:

- A. Applicant must have a minimum of three (3) years of experience planning and/or coordinating meetings.
- B. Applicant must submit a completed membership application.
- C. Applicant must submit membership dues of \$210.00 U.S.

CDS - Certified Destination Specialist

Requirements:

- A. Applicant must have a minimum of three (3) years of experience as a travel coordinator and/or similar responsibilities.
- B. Applicant must submit a completed membership application.
- C. Applicant must submit membership dues of \$210.00 U.S.

CEM - Certified Entertainment Manager

Requirements:

- A. Applicant must have a minimum of three (3) years of experience either booking entertainment for events and/or managing entertainers or professional talent (i.e. speakers, musicians, comedians, etc...).
- B. Applicant must submit a completed membership application.
- C. Applicant must submit membership dues of \$210.00 U.S.

Affiliate Member

Requirements:

- A. Applicant has an interest in planning or coordinating meetings or is involved in the event industry.
- B. Applicant must submit a completed membership application.
- C. Applicant must submit membership dues of \$175.00 U.S.

I hereby apply for membership in the International Society of Meeting Planners as a Designated Member and attest that all information in this application is true and correct to the best of my knowledge. If for any reason the application is not accepted, all fees will be returned. Completed Applications can be mailed, faxed or emailed.

Applicant Signature

Date

FOR BANK CARD CHARGES	
<input type="checkbox"/> Visa <input type="checkbox"/> Master Card <input type="checkbox"/> AMEX <input type="checkbox"/> Discover	Charge Amount \$ _____ Expiration Date _____
	Card Number _____
	Billing Address State _____ Zip Code _____
	Signature _____



International Society of Meeting Planners

P.O. Box 879 • Palm Springs, California 92263 USA

Tel (760) 327-5284 • Fax (760) 327-5631 • Email: info@ismp-assoc.org



International Society of
Meeting Planners

CEP - CERTIFIED EVENT PLANNER
CDS - CERTIFIED DESTINATION SPECIALIST
RMP - REGISTERED MEETING PLANNER
ITS - INCENTIVE TRAVEL SPECIALIST
CEM - CERTIFIED ENTERTAINMENT MANAGER

P.O. Box 879
Palm Springs, CA 92263 USA
Tel: 877-743-6802 Fax: 760-327-5631