

Skå! News

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International Association of Travel and Tourism Professionals
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72nd SKÅL WORLD CONGRESS



TURKU 2011 NATURALLY • *18-23 September 2011*



FLORIMOND VOLCKAERT FUND

How does it work?

If a Skålleague is in need of help, an application should be sent to the three Trustees. They will assess the request and quickly come to a decision as to the form the assistance will take.

HOW TO DONATE NOW

Donations can be made by :

Bank transfer to the Florimond Volckaert Fund account:
Banco Bilbao Vizcaya
Plaza Costa del Sol 9, 29620 Torremolinos, Spain

US\$ Account No. 0182.0481.62.201121003.9
Swift: BBVAESMM
IBAN ES89 0182 0481 6220 1121 0039
EURO. Account No. 0182.0481.65.0011510764
Swift: BBVAESMM
IBAN ES94 0182 0481 6500 1151 0764

Cheque to the following address:
Skål International
Av. Palma de Mallorca 15, 1º
P.O. Box 466
29620 Torremolinos, Spain

Credit card by forwarding the details to yolanda.sanchez@Skål.org

How to Apply for Grant

Go to our website and click on Members Only and Florimond Volckaert Fund. Here you will find the application form. Fill it out, and send it via your International Councillor or Club President to the three Trustees. You can also send it directly to the Trustees, but then the process might take longer.

Your Trustees are:

Trygve Sødning,
Past President Skål International:
sodring@online.no

Alfonso Passera,
Past President Skål International:
alfonso.passera@gmail.com

Richard Hawkins,
Past President Skål International:
richard.hawkins@hawkrentacar.com

WARMLY-APPRECIATED

HELP WITH HOSPITAL BILLS

Dear Skål International,

The diagnosis of a family member with cancer is never easy, especially when it happens to someone with so much love and joy to spread. From the time of her admittance into hospital on 27 September 2010, this ordeal has felt like a hazy dream to us.

In her three-week stay in hospital we realised how many people's lives Thanaa touches in her everyday life, as no one could look at her without tears in their eyes. It was hard to look at her and imagine life without her.

Prayers and positive energy got her through the hard times and out of danger so she could return home. The road to radiation and chemotherapy has not been easy but well worth it. She has virtually no

pain after radiation but just some side-effects of the chemotherapy. Treatment will last for another 26 Fridays, and all we ask for is a prayer to help her through it.

Her weight loss was rapid and she had clothes that no longer fit, so the donation from Skål

International Cape Town really helped, because we all know when you look good you feel great! She even picked out clothes for when she starts work again as she really wants to start living her life.

All the tests, operations, treatments, emergency room visits and hospital stay has amounted to a hefty bill; and we all know, when sick, money should be the last thing on one's mind. Therefore I want to say a huge THANK YOU to Skål International for giving her a monetary donation so that she could pay her hospital bills.

Thanaa is a kind and gentle person who touches your heart as soon as you meet her, and I am glad to see that so many people love her as much as we do.



Thanaa Holt

Yours sincerely,
Wiedaad Holt

MESSAGE FROM THE PRESIDENT

Generous support for disaster victims

2011 has certainly proven to be a tumultuous year to date. There has been an unprecedented number of significant political and civil unrest events as well as devastating natural disasters throughout the world. Skål members in *Cairo, Bahrain, Brisbane, Rockhampton, Townsville, Cairns, Christchurch* and our Skål Clubs in *Japan* have felt the effects of these events.

I am pleased to report that at the time of writing this article, none of our members or families have been killed, injured or are unaccounted for, however, many of our members have suffered financial loss from damage to their property and more significantly, a major decrease in tourism business. It is very heartening to see so many Skål members throughout the world rally to the cause sending messages of support and contributing significant donations to various relief appeals. It makes me very proud to be a Skålleague when I see such unselfish generosity by our members.

The Executive Committee recently met in Prague and many new initiatives and policies were adopted at that meeting. I wish to particularly thank the President of Skål International Prague, Heinz Reigl and all of the members of the Prague Skål Club for their outstanding generosity in sponsoring the majority of the meeting costs for the Executive Committee. The savings on the meeting costs have helped Skål's finances considerably and will offset some of the increased costs we incurred last year as a result of the sad passing of our Secretary General, Mr Jim Power.

Proposed Statutes amendments have been put forward by both Skål Clubs and the Executive Committee, many reflecting the recommendations presented by the Taskforce working on the Repositioning of Skål and these will be available for perusal in the "Members Only" section on the Skål website in May. These proposed Statute changes will be voted on by



Skål International President Tony Boyle

our membership at the General Assembly at the Skål World Congress in Turku, Finland, in September this year. I urge you to attend this Congress to ensure that you have an input into the future of our organisation. I strongly recommend you book for the Skål Congress early to ensure that you take advantage of discount airfare opportunities.

The recruitment for a new Secretary General is well underway and we have engaged a professional recruitment firm in the USA to assist us with this task. The job description is on the Skål website and we are inviting applications from Skål members and suitable applicants throughout the world.

The implementation of the new Skål website has been delayed due to some technical and logistical issues. The Executive Committee has decided not to release the new version until the integration issues are resolved and all of the new features are operational. The enhanced Members Benefits section and

the Skål Greeter programme will be incorporated on the new website and we expect this to be released very soon.

My Presidential theme this year is "Linking Business with Friends Worldwide" and I encourage you to actively use the database on the Skål website and take advantage of the opportunity of doing business with almost 20,000 fellow Skålleagues in 87 countries throughout the world. My Presidential banner reflects this theme.

We are continuing to look at new technology and how this can benefit our membership and we are in the process of developing a software application for Smart phones to enable our members to access the Skål database. This technology will make it easier for Skål members to visit other Skål Clubs throughout the world and do business amongst friends.

I WISH ALL Skål MEMBERS AND THEIR FAMILIES, PROSPERITY, GOOD HEALTH AND A PEACEFUL YEAR AHEAD.



Membership development and retention is a key priority for the Executive Committee and I urge you to invite a potential member to join your Club. An enhanced version of the Skål promotional DVD is now available for download from the Skål website and I encourage you to burn a copy and give this to a potential new member and invite them to join you at a future function of your Club to experience the great friendship and amicale that exists within our great organisation.

Economic recovery appears to be improving throughout the world and I very much hope the political unrest and natural disasters that have impacted our members and are continuing to affect so many people, diminish in the near future.

FRUITFUL MEETING IN PRAGUE

REPORT FROM THE EXECUTIVE COMMITTEE



The first meeting of the Executive Committee of 2011 was held in the wonderful city of Prague from 28-30 January at the Clarion Congress Hotel. The General

Manager and Skålleague Miroslav Bukva welcomed us in exceptional conditions, which resulted in a very studious and fruitful meeting being held.

During the two days of meetings we were able to discuss all the items on the agenda, and some important decisions for the administration of Skål and its future were taken. Most importantly we were able to draw up the profile of the person we would want to replace Jim Power, and his/her recruitment procedure was planned.

We also studied all the propositions for modifications to the Statutes received from Clubs and National/Area Committees, and drew up the guidelines for development, the Repositioning of Skål, communications, finance, etc., which we want to propose for Skål International.

A very big "thank you" goes to President Heinz Reigl and to the members of Skål International Prague who gave us an

exceptional welcome from the minute we arrived at the airport and were hosted in a private room while entry and customs formalities were completed on our behalf - for this we would like to thank Mr. Jiri Pos, Senior Executive Director Aviation Business, Operations and Properties Management - right up to the time we left, including an enjoyable cocktail reception with Club members at the Kempinski Hotel and a delightful meal in a typical Prague restaurant on the last night.

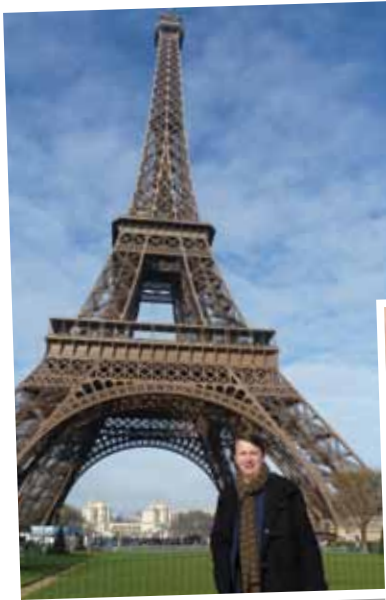


We would also like to thank Czech Tourism, which hosted a short guided tour of the city on the Monday morning to whet our appetites to return and discover more of the city.

The meeting and the visit to Prague were a great success.

PRESIDENTIAL VISIT TO PARIS

President Tony Boyle took advantage of his presence in Europe for the meeting of the *Executive Committee in Prague* to pay a visit to *Skål International Paris*, before returning to Australia.



Whilst in Paris he worked on various communication projects with Karine Coulanges and also had appointments with sponsors and current and future Skål International partners.

He met with Diversey, our partner in Sustainable Development to discuss how the partnership can be strengthened. We are waiting for proposals from Diversey and these will be made known to the membership as soon as they are received.

A meeting was organised with a Paris-based company to study the possibilities of using QR/Flash codes to improve and modernise communications within Skål International and to receive “useful” information on Smart phones, Blackberries, etc. This system would also allow members to access membership details when travelling and thus develop professional and personal contacts.

President Tony Boyle recorded a video message for all members. This message can be viewed on the home page of the Skål International website – www.skal.travel. He also met Paris Skål members over lunch and was able to make known his objectives for

Skål during his Presidential year and answer their questions. Development, an essential point, was discussed and the Paris Club undertook to organise a special event in March, with the principal objective of increasing membership. The latest version of the Skål Promotional DVD which the Executive Committee, during its meeting in Prague, agreed to reduce in length from seven to five minutes will be shown. This new version is now available on the Skål website.

Paris, however, will always be Paris and we would like to thank those Skålleagues who came together to organise a few moments of leisure – a must when one is in Paris – President Tony took in a show at the Lido, compliments of Skålleague Christine De Ornelas, a lunch on the River Seine, Skålleague Martine Braudeau hosted the President in a suite in one of her 4* JJW hotels without forgetting Manu Eudeline who organised a tour of Paris.

President Tony Boyle reciprocated by offering all his hosts his presidential gift, a superb, hand-made boomerang.



72nd SKÅL WORLD CONGRESS

TURKU (FINLAND)

18-23 September 2011

COME TO A WORLD CONGRESS COMBINING EAST AND WEST

FINLAND: YOUNG COUNTRY – OLD HISTORY

In prehistoric times, the first settlers to Finland came from the East. From the Middle Ages onwards, the area of Finland was under Swedish rule for 600 years. In 1809, Finland was incorporated into Russia as a result of a war lost by Sweden. Finland became a Grand Duchy of the Russian Empire, and was granted autonomy with its own government and currency.

Helsinki became the capital in 1812 (replacing Turku in the south-west). The official national languages were – and still are – Finnish and Swedish. Amid the turmoil of the Russian Revolution, Finland declared its independence in 1917, establishing its present constitution and status as a republic in 1919. Today Finland is a high technology country with around 5.2 million people – and the land comprises approximately 70 per cent forest.

TURKU: THE OLDEST CITY IN FINLAND

With documents tracing its origins back to 1229, Turku is the oldest city in Finland. Today it is the capital of its region, Southwest Finland.

Turku is a vibrant city of events and culture, with a population of around 176,000 people. The city centre is in the valley of the river Aura, surrounded by seven hills. It is often said to be the only Western European town in Finland, as all medieval European towns have four things in common: a river for transport, a cathedral for religious power, a castle representing the secular power and a market place for commerce.

All the main places of interest are located by the river Aura, starting at Turku castle with its unique national treasures and ending at the medieval Turku Cathedral situated close to the Old Great Square. The riverbanks are pulsing with life in summertime, when people gather to wine and dine, to listen to music and to have a good time. In Turku you can see different styles of architecture ranging from the 13th century to modern times. The cultural life is versatile:





several theatres, a city philharmonic orchestra, chamber music, jazz and rock. The lively shopping district further increases the appeal of the city.

In 2011 Turku is the European Capital of Culture together with Tallinn, and that will also be clearly apparent to delegates during the Skål International World Congress. Turku is not only a special city; nature is also a main feature, as the Scandinavian Islands start just outside the city centre. In the Turku archipelago there are over 20,000 islands and skerries that you can reach by car, ferry or your own boat.

In Turku nature meets culture in a sustainable way!

Turku 2011 World Congress

Most of the programme for the Turku Congress is familiar to those who have attended congresses before. The 2011 Congress kicks off with Ecumenical Musical Prayers in Turku Cathedral on Sunday 18 September. The Get Together, also on Sunday, will be held at the headquarters hotel RadissonBLU Marina Palace.

During the Congress, delegates will have an opportunity to experience the traditional Finnish sauna – with the alternative of choosing Saunaround instead of the traditional Dinearound.

The main Congress venue, Turku Fair and Congress Centre, is also the host for the Tourism Forum on Wednesday morning. Professor Alf Rehn, an internationally recognised business thinker, will be among those giving a presentation. The Tourism Forum will be followed by a Trade Show in conjunction with B to B.

On Thursday all the delegates will have the chance to get a glimpse of the world's most beautiful archipelago as we head for a whole day excursion to the surroundings of Turku.

More information at: www.Skål2011.com

Experience the Scandinavian Islands on a full-day excursion

Did you know that Turku is surrounded by the biggest and most beautiful archipelago in Europe, an experience not to be missed! Only 20 minutes from Turku's urban pulse you can find your own little paradise amongst more than 20,000 islands, islets and outcroppings rising from the sea. The best way to see this unique environment in a day is to take a "picnic" cruise from Turku to Mariehamn and back. This small city is located on the Åland Islands, an autonomous province of Finland in the middle of the Baltic Sea.

One of the excursion options on Tuesday 9 September is to attend a full-day picnic cruise onboard Viking Line's ferries (www.vikingline.com). This unique option has been tailored to Skålleagues interested in marine environment, nature, good food and drink and the possibility of seeing how a cruise liner able to carry approximately 2,500 passengers and 450 cars is operated.

Yes... you will, for example, be able to visit the engine room and other areas of the huge ship where normal passengers will not have access. The "Swedish ferries", as we Finns call these boats, are a place for leisure, fun and gourmet experiences. During the day you have the opportunity of enjoying the many services onboard – for example, sauna – as well as the many bars, restaurants

and shops. A typical Scandinavian “smörgårdsbord” (buffet) lunch with refreshments is included in your excursion package.

A curiosity onboard these ferries between Finland and Sweden is the possibility of buying tax-free products, so

DO I NEED A VISA TO ENTER FINLAND?

Aliens who wish to travel to Finland for a short period of time as tourists, in order to visit relatives and friends or to participate in a business or travel to a conference, need a visa unless an agreement on the abolition of visas applies to them.

THE MISSIONS DECIDE ON VISA APPLICATIONS

Foreign nationals who need an entry visa are requested to apply for it from the Finnish mission, subject to the Ministry for Foreign Affairs of Finland, that represents Finland abroad. Also, decisions on the visa applications are made by the missions.

RESIDENCE FOR A MAXIMUM OF THREE MONTHS

A visa is an entry permit to the country for a short-term and temporary residence that lasts for a maximum of three months.

Finland applies the Schengen Convention to visas. Together with other countries that have signed the Schengen Convention, Finland has decided which countries' citizens can enter Finland and other Schengen countries without a visa, and which countries' citizens need a visa.

Those who do not need a visa when coming to Finland include citizens of EU member states, citizens of the Nordic countries and citizens of countries on the list of visa-free states, provided they possess other valid travel documents.

make sure your Visa card has limit left for all those souvenirs!

All excursions will have professional Skål hosts and hostesses to make sure your day is as smooth as possible. Keep your eye on www.Skål2011.com for more details and excursion options.

Depending on the purpose of use, the visa can be either a single-entry, multiple-entry, re-entry, transit or airport transit visa. The main travel destination determines where to apply for a visa. If the main travel destination in the Schengen area is Finland, the visa is applied for at a Finnish diplomatic mission abroad.

MEMBER STATES OF THE EUROPEAN UNION

In addition to Finland, the member states of the European Union include Austria, Belgium, Bulgaria, Cyprus, the Czech Republic, Denmark, Estonia, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, the Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and the United Kingdom.

Further information

For further information on applying for a visa, the periods of validity for visas and visa fees, as well as a list of countries whose citizens can travel visa-free, visit the website of the Ministry for Foreign Affairs.

HOW TO GET TO TURKU?

Flights are operated to Finland by about 20 international airlines from all parts of Europe and from many overseas destinations. The official airline partner for the 72nd Skål World Congress will be Air Baltic (www.airbaltic.com). Air Baltic serves 80 destinations from its home base at Riga, Latvia. From every one of these, they offer convenient connections via North Hub Riga to its network spanning Europe, Scandinavia, Russia, CIS and the Middle East. The organisers are currently finalising Skålleague rates that will include a 25 per cent discount on Y category flights for all Congress passengers via Air Baltic's online booking system. A special code will be released soon for individual bookings, while Skål groups will be offered special group rates via the sales offices. Keep your eye on www.Skål2011.com for more details on special airfares.

Pre- & Post-Tours

Helsinki & St. Petersburg: two cities of the tsars

Helsinki, founded in 1550 by King Gustavus Vasa of Sweden, became the Finnish capital in 1812 after Finland was annexed to Russia as an autonomous Grand Duchy in 1809. The link with St. Petersburg was forged with the building of a railway between the cities in 1870.

Finland declared its independence in 1917 and became a member of the European Union in 1995.

The history of the city is also visible in the architecture.



The monumental Empire-style centre was built in the first half of the 19th century followed by growing affluence and European trends in the late 19th century. The Orthodox Uspensky Cathedral, which is the largest Orthodox Church in Western Europe, dates from this period. The architecture of the 1920s and 1930s was marked by classicism and functionalism.

Among the many sites in Helsinki is the Suomenlinna sea fortress situated on a group of islands off the city. Today, Suomenlinna is a UNESCO World Heritage site.

Helsinki will be the World Design Capital in 2012. More details at www.hel.fi.

Emperor Peter the Great founded St. Petersburg in 1703 as his “window on the west”. Although the city is just 300 years old, it has a rich and exciting history filled with dramatic events and historical figures.

The city is located in the delta of the Neva river, on the eastern shore of the Baltic Sea (Gulf of Finland). The city is built on over 100 islands, so it is not surprising that bridges are an essential part of the architectural make-up of the city. St. Petersburg’s Orthodox Cathedrals include some of the most magnificent churches in Russia. The numerous statues and monuments of the city commemorate its history and its greatest citizens.

The museums in St. Petersburg range from the vast Hermitage (one of the world’s most famous galleries) to small apartment museums honouring some of Russia’s great writers.

The Helsinki & St. Petersburg post-tour will take you to these magnificent cities by boat and by train, and on the way back from Russia you will have a stop-over by the beautiful Lake Saimaa (in Finland) at a new Saimaa Gardens resort.

Helsinki & Tallinn

Tallinn, the capital of Estonia, is also European Capital of Culture in 2011. The beginning of Tallinn history is not easy to determine; the first reliable data dates back to 1219. With one of the most completely preserved medieval cities in Europe it is a precious city on the UNESCO World Heritage list.

Tallinn is a unique mix of the very old and the very modern. Today, the historic centre is divided into “Lower Town” and “Upper Town”, both filled with important historical landmarks. The Helsinki & Tallinn tour will take you through the highlights of these two cities: Tallinn on the southern shore of the Baltic Sea and Helsinki on the northern shore.

More information on these and other tours can be found at www.Skål2011.com

CATEGORY 1 HOTELS	CREDIT CARD		CHEQUE/BANK TRANSFER	
RADISSON BLU MARINA PALACE HOTEL TURKU	Single	Double / Twin	Single	Double / Twin
Standard room	€ 1,291	€ 1,960	€ 1,247	€ 1,894
Superior room (no twin)	€ 1,394	€ 2,064	€ 1,347	€ 1,994
SOKOS HOTEL HAMBURGER BÖRS	Single	Double only	Single	Double only
Standard room	€ 1,135	€ 1,805	€ 1,097	€ 1,744
Superior room	€ 1,265	€ 1,934	€ 1,222	€ 1,869
CUMULUS TURKU	Single	Twin only	Single	Twin only
Standard room	€ 1,058	€ 1,805	€ 1,022	€ 1,744
HOLIDAY INN TURKU	Single	Twin only	Single	Twin only
Standard room	€ 1,078	€ 1,826	€ 1,042	€ 1,764
PARK HOTEL TURKU	Single	Double only	Single	Double only
Standard room	€ 1,125	€ 1,909	€ 1,087	€ 1,844
SCANDIC HOTEL JULIA	Single	Double / Twin	Single	Double / Twin
Standard room	€ 1,239	€ 1,909	€ 1,197	€ 1,844
CATEGORY 2 HOTEL	CREDIT CARD		CHEQUE/BANK TRANSFER	
BEST WESTERN HOTEL SEAPORT	Single	Double / Twin	Single	Double / Twin
Standard room	€ 1,032	€ 1,702	€ 997	€ 1,644
CONGRESS ONLY (no hotel)	CREDIT CARD		CHEQUE/BANK TRANSFER	
Per person	€ 618		€ 597	

The registration fee includes:

five nights’ accommodation with breakfast from 18-23 September 2011 (except Congress Only participants)
 four luncheons • five dinners • events and excursions as detailed in the programme • transfers from / to Turku airport and Congress hotels (*1) • transfers from / to Congress hotels and functions except Dine Around (*2)
 (*1) Complimentary airport transfers are provided for arrivals on Saturday 17 and Sunday 18 September and for departures on Friday 23 and Saturday 24 September 2011
 (*2) Congress Only participants are welcome to use the complimentary airport transfers to the Congress hotels and the transfers between Congress hotels and functions

For more information and registration visit:

www.skål.org / www.Skål2011.com

Skål International Turku is looking forward to welcoming all Skål leagues to Turku for the 72nd Skål International World Congress in September, Turku, 2011. Naturally.

The registration fee is:

per room in the case of hotels (single = one person / double or twin = two persons)
 per person in the case of Congress Only





COUNCILLOR'S CORNER

A glimpse over the border

I was spending a week on the Spanish island of Fuerteventura when Karine Coulanges from the Executive Committee phoned and asked me to give a Swiss point of view about our international organisation.

Whenever I am planning to leave Switzerland for a short or longer stay abroad, I have a look at Skål.org to see if there is a Skål Club at my destination. To my great surprise there is no longer Skål Club in Fuerteventura, a booming all-year-round holiday destination with more than 100 hotels, most of them built in the last 20 or 30 years.

It is quite obvious that our worldwide organisation with its three levels ("Clubs", "National Committees" and "Executive/Secretariat General") has problems recognising the need to found Clubs in new destinations, as the example of Fuerteventura shows.

The National Committees have more of a coordinating function. The President and members have plenty of work keeping the national organisation running. The top level – even in Spain with our headquarters – is too far away to keep an eye on what is going on and to react at the right time. If there are no Skålleagues working in the new destination it is almost impossible to build up a new Club without professional assistance and funds available to invite managers in tourism to the first meetings.

Skål International needs a strong and experienced coach for new Clubs

Studying the stagnating membership and the average age of our members, it is high time to put the stress on development. With the replacement of the Secretary General we think we now have a chance to look out for a manager who has the abilities to develop our organisation and, in particular, has proven experience in the founding of new Clubs.

The General Secretariat itself is in the good hands of our current staff and we recommend continuing with the way they have been working since June 2010.

The Swiss approach

How we do things in Switzerland may provide pointers to some solutions. The Swiss National Committee decided some years ago to have the functions of the President and Councillor united in one person. Our system eliminates interfaces and saves costs and time.

The National President tours around with his Vice President to visit the 15 Clubs with their 900 to 1,000 members, attends the Council meetings and Congresses, and is by far the best-informed person on what is going on in the Skål movement. The disadvantage is that only a person working part-time can fulfil all the functions and, should the President/Councillor decide to retire one day, it would be very difficult to find a successor.

What is our recipe for having so many members in Switzerland? First of all Skål is still a good brand in our country; and secondly we focus on the quality of our members. Our recommendation is to have all the managerial professions in tourism in the Clubs. Just having as many hoteliers or travel agents as possible is not our goal; they have their own professional organisations.

What we need is a membership covering all aspects and interests in the industry. For potential members of a Skål Club it is quite important to know that most of the important people in tourism in town are already Skål members. That gives opportunities for networking and makes a Club attractive.

Another important need is a very interesting program of guest speakers, or visits which finish with a fine lunch or dinner. And do you know how to find Young Skål? Invite the lecturers of the tourism schools to be members and they will bring their students to the Clubs!

And another point is typically Swiss: small is beautiful and the Clubs work best with 60-100 members, so the members know each other and no exchange of business cards is needed.

We need more changes in the Council

The Skål Council has gone through many changes in recent years, especially since the committees were reduced to two, and the organisation is run more efficiently by the new President. These changes give us hope that in the future the Council will not be limited to advisory functions.

Most of the Council members are very experienced Skålleagues; they know what is going on in their countries and in the Clubs. *So why not give them more rights; allow them to work out their own propositions and bring them forward to the General Assembly?*

Welcome to Switzerland

It is a great pleasure for Skål International Switzerland to have been asked to organise the next Mid-Year Meeting in St. Gallen. See you all very soon in Switzerland... Skål!

By Martin Vogt
International Councillor for Switzerland



www.croatia.hr

The rare natural beauty of Croatia, along with the variety of comfortable hotels and transport connections with the whole world, makes Croatia a perfect place for organization of congresses, symposiums and conferences.

Croatia has 219 conference centres, holding up to 2,000 conference guests. All the centres are fully equipped to meet modern business needs: Brac, Brijuni, Cavtat, Crikvenica, Dubrovnik, Hvar, Krk, Losinj, Makarska, Novi Vinodolski, Opatija, Plitvice, Porec, Primosten, Pula, Rab, Rovinj, Split, Sibenik, Umag, Zadar and of course, the capital, Zagreb. Zagreb's centres include the vast Vatroslav Lisinski Concert and Congress Hall, with a main auditorium that seats up to 1,860 guests.

The Croatian Convention and Incentive Bureau (CCIB), part of the Croatian National Tourist Board, specializes in providing help and information for conventions and business travellers. Information is all impartial and free of charge, and you will be taken through those options that are most suited to your needs by experienced, friendly staff who are all experts on business travel. Quality is guaranteed according to international standards and criteria.

FLIGHT INFORMATION

CITY	Flight Time
Amsterdam, Berlin, Brussels, Copenhagen, Frankfurt, London, Madrid, Moscow, Paris, Prague, Rome, Warsaw	2 hrs
Budapest, Istanbul, Munich, Vienna	1 hour

CCIB SERVICES FOR MEETING ORGANIZERS

- Site inspections arranged
- Help with familiarization tours & facility / contact information
- Promotion assistance given, with press releases & programme covers supplied for printing
- Supply of slide shows, promotional videos, brochures, maps & guides
- Co-ordination of tours & activities for spouses
- Help with planning special events, banquets, etc
- Co-ordination of pre- & post-convention tours
- Help with organizing conventions & trade shows
- Help with registration procedures
- Most services are complimentary or at minimal charge

CROATIAN CONVENTION AND INCENTIVE BUREAU

Croatian National Tourist Board
Iblerov trg 10/IV, p.p. 251
10000 Zagreb, Croatia

Director of CCIB
Nik Racic
Telephone: +385 1 46 99 307
Telefax: +385 1 4557 827
E-Mail: nik.racic@htz.hr
www.croatia.hr

Michael J. O'Flynn 1927-2011

A great ambassador for Skål



Michael O'Flynn was born in Cork in January 1927. He had three brothers (William, Timothy and the late John) and married Catherine Marsh in 1950. He had three children (Rosemary, Gerald and Deirdre) and two grandsons (David and Andrew).

Michael was a member of Dolphin Rugby Club in Cork for many years, and he won nine rugby medals when in CBC, six of them with Dolphin. In 1943-44 he won Minor and Junior Cup and League medals, and the following year Minor League and Munster Senior Cup medals.

He was actively involved for 45 years with the REHAB Trainee Group, and in 2010 he was presented with the "Person of the Year"

award – nominated by the REHAB Care Trainee Committee.

His career in tourism began when he opened O'Flynn's Hotel in Camden Place, Cork.

WRITTEN BY NORA CRONIN, PRESIDENT, SKÅL INTERNATIONAL IRELAND AND MEMBER OF SKÅL INTERNATIONAL CORK

The epitome of the Skål spirit

Michael O'Flynn passed away peacefully at home on 10 March 2011.

I first met Michael in Geneva in 1980 when he was a director on the Executive Committee and had brought in 30 bottles of Irish whiskey to make Irish Coffees for the members of the Executive Committee and members of Skål International Geneva.

He went to find a Swiss customs officer to declare the importation of the whiskey and, when he told him that he was importing 30 bottles of whiskey, the customs official told him to go through because nobody brought in that much whiskey!



That was Michael, with his hearty laugh and his unflinching dedication to the Skål Movement and its ideals – he dedicated a whole room in his house in Cork to his Skål memories.

He has, over the years, presented the Perpetual Skål Club of the Year trophy and the replicas that the Clubs receive at the end of their year as Skål Club of the Year. In addition he has always assisted the General Secretariat in the supply of chains and pins for members of the Executive Committee and Clubs.

He was one of the founder members of Skål International Cork in 1960, held the post of President of the Cork Club 1965-1967 and was Ireland's National President in 1965. He also held the offices of Secretary, Treasurer and PRO at various times, both nationally and in the Cork Club.

He was elected Skål International World President in 1981-1982, and Honorary World President in 2002 – the highest honour held in Skål International.

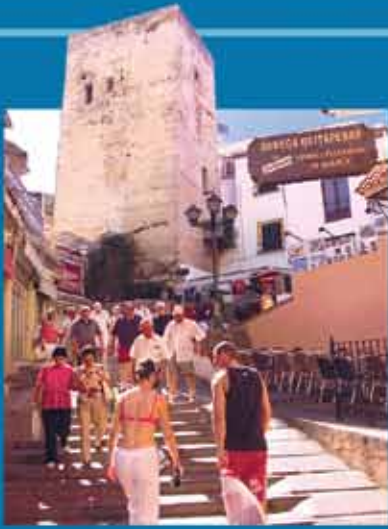
Michael was a great ambassador for Skål for many, many years and he will be sadly missed by all his friends in Skål International, not only in Cork but also in Ireland and around the world.



Michael last visited the offices of the General Secretariat late last year and, while his health was failing, he insisted that everyone pose for photographs.

Michael's last wishes were that the Skål Hymn be played at his funeral and Skål International Cork, his home Club, ensured that this came to pass.

TRIBUTE BY YVONNE MANSELL,
ACTING SECRETARY GENERAL



New **Torremolinos**



Ayuntamiento de Torremolinos
www.ayto-torremolinos.org



“SUSTAINABLE DEVELOPMENT in Tourism” AWARDS



Expanding the domain of Skål's pacesetting ecotourism initiative

One of the key developments in Skål International in recent years has been a more focused commitment to staying abreast of new trends in the tourism and travel industry. This philosophy has been reflected particularly impressively in the growing international status of the Skål Ecotourism Awards.

Launched in 2002 following the declaration by the United Nations of the Year of Ecotourism and the Mountains, the awards became extremely successful and were favourably received throughout the world over the next nine years.

As an international organisation of industry leaders, Skål is a powerful force in the travel and tourism industry to initiate change and encourage the conservation of the environment in order to promote tourism and travel. Presented on these grounds, the awards – while highlighting best practices in tourism around the world – also serve the purpose of acquainting the world with this new concept, which puts emphasis on the importance of the interaction of the physical, cultural and social environment, the traveller's responsibility and the need for active community participation for sustainability.

Eco and responsible tourism are only a small part of sustainable tourism. To have a greater impact and recognition in the sustainable development domain in tourism, Skål International wants to consider eco and responsible tourism as part of the greater picture of sustainable tourism. Therefore, one of the main differences this year is that, from now on, the awards will be known as the “SUSTAINABLE DEVELOPMENT in Tourism” Awards.

Companies from the public and private sector, as well as NGOs, are eligible to participate in the following categories:

1. Tour Operators – Travel Agents
2. Urban Accommodation
3. Rural Accommodation
4. Transportation
5. General Countryside (Alpine Tourism, Underwater Projects, Beaches, Theme Parks, Scenic Mountains, Rivers, Lakes)
6. Cities – Villages (Community and Government Projects)
7. Educational Programmes – Media
8. Global Corporate Establishments (*)

In order to qualify, participants must submit their project in triplicate, enclosing the following material, to the Skål International General Secretariat before the deadline of **30 April 2011**. Note that this closing date has been brought forward two months from previous years.

- Application form
- General description of the project (maximum one page)
- Brochure(s), any published material
- CD, maximum five minutes... preferably a PowerPoint presentation with illustrations/pictures highlighting sustainability aspects of the entry (entries without a CD will not qualify)
- Letter of verification from the local or national tourism organisation, or from the government department or local authority (*does not apply to category N° 8)

The evaluation of the “SUSTAINABLE DEVELOPMENT in Tourism” Awards will be carried out by three independent judges from important institutions/organisations dealing with eco and sustainable tourism. Their evaluation will be based on the following primary criteria:

- Contribution to the conservation of nature, environmental considerations
- Cultural heritage conservation
- Community involvement and benefits
- Educational features
- Business viability
- Innovation

The guidelines for the “SUSTAINABLE DEVELOPMENT in Tourism” Awards are available on the Skål website www.skål.travel, go to “Awards”.

The presentation of the Awards will take place in Turku (Finland) on 19 September 2011 during the Opening Ceremony of the 72nd Skål World Congress; and the winners will be announced by the President of Skål International, Tony Boyle.

ONGOING SUPPORT FROM BEST WESTERN INTERNATIONAL

The 2011 Skål membership cards are once again sponsored by our partner Best Western International (www.bestwestern.com). We thank Best Western International for their continuing support and we encourage Skål members to use the hotels of this prestigious international chain whenever travelling.



MEMBERSHIP DEVELOPMENT CAMPAIGN

HELP YOUR CLUB TO INCREASE ITS MEMBERSHIP – AND WIN A SPECIAL CONGRESS PRIZE!

Every member who introduces a new member between 1 March and 30 August 2011 is eligible to win a Congress Only registration (not including accommodation) for the 73rd Skål World Congress in Seoul & Incheon (Korea) in September 2012.

The name of the prize-winner will be drawn at the International Council meeting to be held during the Turku Skål World Congress and announced at the President's Gala Dinner. Members do not have to be there to be eligible – though this would be preferable if possible!

SKÅL MEMBERSHIP DEVELOPMENT AWARD PROGRAMME

The Skål Membership Development Award Programme has proven to be very popular with Skål Clubs throughout the world. Skål Clubs that increase their membership over the previous year by a net 10 per cent or more, or that introduce 10 new members or more after allowing for members who leave, qualify for a commendation certificate which is presented at the President's Gala Dinner during the Skål World Congress each year. The programme was recently enhanced with the awarding of special framed commendations to the top three Skål Clubs: Platinum Award, Gold Award and Silver Award. At the Sydney World Congress last October, a total of 76 Skål Clubs qualified for these Awards, which is a fantastic achievement given that the travel and tourism industry is going through what is arguably one of the most difficult financial periods.

THE EXECUTIVE COMMITTEE OF SKÅL INTERNATIONAL LOOKS FORWARD TO ANOTHER RECORD YEAR FOR THIS SKÅL MEMBERSHIP DEVELOPMENT AWARD PROGRAMME.

There are no limits on how many times a member can enter, so everyone is encouraged to ask colleagues in the industry to join. Young professionals can either join the special "Young Skål" category or, if they hold a managerial post, can enrol in the "Active" membership category.

Application forms can be downloaded from the Skål website: www.skål.travel. Please ensure that you put your name on the form in the section "Introduced by".

Last year, the three Clubs that achieved the highest net increases in membership were: Skål International Seoul, which was presented with the Platinum Award; Skål International Pattaya & East Thailand, which received the Gold Award; and Skål International Jakarta, recipient of the Silver Award.

For a second consecutive year, Skål International will provide a prize of a Congress Only registration to the Skål Congress in Seoul & Incheon next year for the Skål Club that achieves the highest net increase of new members. These awards will be calculated on membership growth on the previous year as at 1 September 2011.

There are many Skål membership classifications and Skål members are encouraged to consider inviting potential members from all sections of the travel and tourism industry to join Skål.



What is it?

A certificate of commendation for Clubs that boost their membership. The three Skål Clubs with the highest net membership increase receive Platinum, Gold and Silver framed commendation certificates.

What is meant by net growth?

Net growth means an increase in new members minus members who leave for any reason.

What is the criteria to win this Award?

Any Club that increases its membership by a net 10 per cent or more, or gains a net 10 or more new members, qualifies for this Award.

What is the date that membership numbers are calculated for this Award?

The date chosen this year is 1 September year as this is deemed to be the least volatile period for Club membership changes.

When is this Award presented?

The Membership Development Award is presented to a representative of a qualifying Club by the President of Skål International during the President's Gala Dinner at the Skål World Congress.

For example:

A Club has 30 members	30
It brings in six new members	+6
Three members leave	-3
Net membership	33
Growth achieved =	10%

SKÅL

AROUND THE WORLD

POPULAR SKÅL STAND AT FITUR IN MADRID

MADRID, SPAIN



Andrés Arcos and José Seguí taking time out to sample the Cava wine and the Serrano ham.

Skål International Málaga-Costa del Sol stalwart Andrés Arcos once again presided over the magnificent organisation of the association's star event in Spain during FITUR. As has become habitual in recent years, the Skål stand was buzzing with visitors – at one stage bringing together more than 100 people.

This year Andrés had the support of AMFORT, and members and guests visiting the stand came from throughout Spain, Europe and the Americas, as well as the other continents. The event attracted widespread praise and congratulations, especially for the cocktail reception.

The Cava wine sponsored this year again by the Grup-Soteras and the excellent Serrano ham provided by Julian Martin helped make the stand one of the most popular in that part of the fair, thus boosting the opportunities for contacts.

Among those taking part in this popular annual event were the National President, José Seguí, the International Councillor for Spain Maria Teresa Diaz Comas, and the Presidents of other Skål Clubs in Spain.



Club News

SPECIAL CELEBRATIONS FOR 75TH ANNIVERSARY

OSLO, NORWAY



Peter F. Holst, Egil Gløersen and Per Stendebakke

Skål International Oslo turned 75 on 20 January 2011. This milestone was celebrated at a luncheon at the Shipping Club in Oslo, where the guests of honour were the Mayor of Oslo, Fabian Stang, and Egil Gløersen, one of the founding members of the Club.

Addressing the audience, the Mayor expressed the city's gratitude for what Skål members had done for the travel industry in the capital over the past 75 years; while Egil Gløersen, who celebrates his 100th birthday this summer, spoke of the early years of the Club.

International Councillor and National President Per Stendebakken congratulated Oslo President Peter F. Holst and members on behalf of the other

Clubs in Norway, brought greetings from President Tony Boyle and handed over a diploma from Skål International commemorating 75 years of activities.



The Oslo Club has, over the years, also been mentor for other Clubs in Norway that were established later. The Club continues to meet on the first Wednesday of every month, offering "the best speeches in the country on travel and travel industry-related subjects".



CLUB NEWS

SKÅL INTERNATIONAL CÔTE D'AZUR

During their general assemblies held on 8 February, and with the authorisation of Skål International's Executive Committee, Skål International Cannes and Skål International Nice merged to form the new Skål International Côte d'Azur.

We wish the new management committee all the best in their efforts to ensure the success of this new Club. The committee members are:

President: Véronique Eerebout
 Secretary General: Michèle Ariza
 Treasurer: Jean-Jacques Huquet
 Assistant Treasurer: Liliane Cassini
 Recruitment: Simon Manoukian
 PR & Communications: Anne Delwarde
 Young Skål: Audrey Bruno



REACTIVATION OF CLUBS

Skål International had the pleasure recently of reactivating two Clubs: Skål International Monaco, with 24 new members; and Skål International Viedma-Patagones (Argentina), with 20 new members. We welcome back these two Skål Clubs and wish them every success in their ongoing development.

SKÅL CLUB OF THE YEAR *Guidelines 2011*

The Executive Committee of Skål International has agreed new rules governing the competition "Skål Club of the Year" in order to increase interest and boost member participation in the competition. The revised rules for the competition are as follows:

The General Secretariat will select a number of Clubs who have fulfilled the criteria which appear on the Skål International website. The criteria are as follows:

- That the Club has paid its membership fees to the General Secretariat by **28 February**.
- That the Club has returned a list of its current members to the General Secretariat on or before **31 March**.
- That the Club has sent a Form 2 by **8 April** showing the current officers.
- The number of new members in the previous calendar year is taken into account, which should be a minimum of a **10% net increase** or **10 new members** or more on the previous year.
- That the Club registered a voting delegate at one of the three previous Skål World Congresses.

Once the General Secretariat has established the list of Clubs which qualify according to the criteria outlined above, it will contact these Clubs by mid-April and ask them to submit a short presentation (maximum seven minutes) on CD Rom outlining why that Club feels it should be a candidate for Club of the Year.

The deadline for submission of presentations at the General Secretariat will be 15 June 2011.

Once again, all Clubs worldwide will have the opportunity to vote for their choice of the "Skål Club of the Year" through the Skål website from **1 July to 31 August 2011**. The Clubs will have one or two votes (two votes for Clubs with 66 or more members) and the votes received from the Clubs will be equivalent to 20 per cent of the total votes, the remaining 80 per cent being awarded by the judges during the Skål World Congress in Turku, Finland. The judges will consist of the two Vice-Presidents and one Director of Skål International.

To give an opportunity to other Clubs to win the award, any Club that has won will not be allowed to apply for the award until four years have elapsed.

The winners will be announced by the President of Skål International, Tony Boyle, during the Opening Ceremony of the Congress. The prizes for the winners will be as follows:

- **First prize** – the Michael O'Flynn Perpetual Trophy and a free Congress double registration for the next Skål World Congress.
- **Second prize** – single registration for the next Skål World Congress.
- **Third prize** – single "Congress Only" registration for the next Skål World Congress.

The selection of the eligible Clubs by the General Secretariat and the voting results will be subject to inspection by the Executive Committee and/or the Skål International Internal Auditors.



SKÅL

GOOD NEWS STORIES

Have you had a pleasant experience meeting other Skålleagues on your travels? Have you been able to take advantage of the benefits of “Doing Business Among Friends”? Do you have a positive story to tell about the advantages of being a member of Skål International? Have you savoured a special moment as a result of being a Skål member? If so, we would like to hear all about it – and share your “Skål Good News” with other members. Send us an email (and any high-resolution photos) to: anamaria.vera@Skål.org

YOUNG SKÅL CHINATOWN EXPERIENCE IN BANGKOK

Over 50 tourism industry leaders and future leaders met at the trendy Shanghai Mansion (www.shanghaimansion.com) in Bangkok’s busy Yaowarat Road, as part of the Young Skål Chinatown Experience.

The Chinatown Experience was inspired by a local destination management company’s unique Asian adventures. Gregory Matteosian, Director of Business Development for Shanghai Mansion and Burasari Resort, volunteered his 75-room boutique hotel for the venue, and the three-hour Chinatown adventure was organised by the hotel.

Scott Michael Smith, Director of Young Skål Thailand, said he was overwhelmed by the response. “What started out as a small adventure around the historic and colourful Chinatown turned into a real Chinatown Experience, with participation from Skålleagues, students and sponsors.”



Members visited temples and churches, took a boat ride at sunset, walked back through “Little India” and “Thieves Alley”, stopping for snacks and photos, and navigated the vibrant Yaowarat Road before returning to the Shanghai Mansion, where they enjoyed a bountiful buffet expertly prepared by the new chef of The Cotton Club Jazz Bar.

The Skål International Bangkok Executive Committee showed up in force to support the event and enjoyed networking with the future leaders of the tourism industry in Thailand.

Nancy Chandler Graphics (www.nancychandler.net) prepared a customised Chinatown map and donated 40 Bangkok maps for gifts; long-time Young Skål supporter and Skål International Pattaya President Ingo Rauber donated two nights at the Pinnacle Grand Jomtien Resort & Spa (www.pinnaclehotels.com); and the Rembrandt Hotel (www.rembrandtbkk.com) contributed lunch vouchers.

“It’s important to keep Young Skål functions affordable,” Scott explained. “Membership in Skål opens many doors and, I have found, the industry is very supportive of Young Skål activities. Encouraging future leaders to invest time and energy in their professional development can be a challenge but, having been doing this for many years, I have seen networks develop that have led to great internships, job opportunities and strong friendships. That’s what Skål is all about: happiness, good health, long life and friendship.”

CANADIAN SKÅLLEAGUES SUPPORT FLOOD APPEAL IN AUSTRALIA



Skål Sunshine Coast members Lynne & Phil; Amanda from Top Spot Motel; Helen & Peter; Lauris & Allan with Ron Waterhouse from Skål International Vancouver

The launch of the innovative Skål Greeter programme has led to a generous international show of support in the wake of the devastating floods in Australia.

It all began after the World Congress in Sydney, when Ron Waterhouse and other Canadian Skålleagues paid a post-Congress visit to the Sunshine Coast in Queensland. While there they were taken under the wing of local member Lauris Bryant.

According to Skål International Sunshine Coast President Sally Scott, “From what I hear, everybody had a great time! From this connection, Ron put out the call to all Canadian Skålleagues to raise funds for the Queensland Flood appeal. It is greatly appreciated by all flood victims, I am sure, a great friendship initiative, and really tops

off what the Skål Greeter programme is all about.”

Also warmly welcoming the initiative, Skål International President Tony Boyle, whose own home suffered water damage from Cyclone Yasi, said, “It is great to see such support from Skålleagues in Canada.”

After collections throughout Canada, a total of €5,750 was raised for the Skål International Australia

Emergency Fund, and – as Skål News was going to press – a special fund-raising event, including a cocktail reception and live auction, was being organised by Skål International Toronto at the Holiday Inn Toronto Airport East Hotel.

The sponsors for the evening included Tourism Australia, Air New Zealand, New Zealand Wine Growers, Baxter Travel Media, Park 'n Fly, Wotif.com, Globelife Travel Marketing, Dreamscapes Magazine, Globus Family of Brands, Australian Boot Company, Holland America Line, Collette Vacations, RBC Insurance, Big Bark Graphics, Global Hospitality, Chris Robinson Travel Show, VoX International and Rocky Mountaineer.

HAMBURG MEETS MUMBAI

Before travelling to India in January, Hamburg Skålleague Dr. Petra Dehm arranged a meeting with Jason Samuel, President of Skål International India, in booming Mumbai.

It was the first time she had made use of Skål’s international network, and she later said she was pleasantly surprised by the friendship and hospitality provided by Skål International Bombay members – in spite of the distance, cultural differences and borders that separated them.



Arun Raghavan, Dr. Petra Dehm, Jason Samuel and Orlando Pereira

Arun Raghavan (Past President, Skål International Bombay) and Ralf Trimborn (Inspektour GmbH Hamburg) also joined them at Leopold’s restaurant in downtown Mumbai.

According to Petra, there was no lack of topics of conversation, including India as a tourism destination, the country’s economic situation

and the situation of Skål itself in India.

It was definitely a very interesting evening, she said, and all agreed that Skål was a unique networking platform, not only on a local basis but also on a national and international level. “Skål opens the doors to international friendship as well as business contacts.”

She added that Leopold’s had been an excellent choice for their meeting. “In 2008 it was affected by the terror attacks and even today you can see this on the walls. But in the meantime it has become an ‘in spot’ for plenty of travellers from all over the world.”

ITB BERLIN Spreading the word about the advantages of Skål membership



Skål International Berlin was honoured once again to organise the Skål International booth at the ITB in March. It was ideally located as part of the large booth of the DRV, the German travel association, which always attracts many visitors as well as Skålleagues.

The message, as usual, was to inform visitors about the advantages of being a Skål member and using the international network by “Linking Business with Friends Worldwide”.

On Friday 11 March the President of Skål International Berlin, Hans-Joerg Schulze, was proud to be able to greet more than 80 Skålleagues from all over the world, from Skål International Quebec (Canada) to the Presidents of the newly founded club in Croatia, as well as friends from Cape Town (South Africa). In his speech he especially welcomed Marianne Krohn, Director of Finance, and Ann Lootens, Director of Business Affairs, as well as Thomas Aurich, President of Skål International Germany, Christian Wiesenhuetter, Vice President of Skål International Germany and Skål International Berlin Past

President, Reinhard Apel, Treasurer of Skål International Germany, Katja Kruse, Secretary of Skål International Germany, Claudia Ehry, P.R. Director of Skål International Germany and Herbert Hoffmann, Skål International Councillor for Germany (pictured).

Due to the situation in Australia, Skål International President Tony Boyle was unfortunately unable to attend ITB this year. Marianne Krohn forwarded his greetings to all fellow Skålleagues at the reception and also expressed her warm appreciation to the Berlin Club for organising the ITB events over so many years.

With this year’s World Congress being held in Turku, Skålleague Satu Hirvenoja from Turku Touring invited everybody to attend the Congress in Finland.

imex **STRONG TURNOUT EXPECTED** *in Frankfurt*

Another strong showing from the hotel sector, continued expansion of the hosted buyer programme and excellent exhibitor interest, including several new exhibitors, will combine to make this year's IMEX in Frankfurt another must-attend event from 24 to 26 May.

Exhibitor demand from across the world continues to be high and various destinations have increased their stand sizes for 2011. A strong turnout from the large international as well as smaller hotel groups will be evident; while the launch of IMEX America is having a positive effect on North American exhibitor eagerness to share in the proven business results that IMEX delivers.

One new initiative is this year's **Wild Card Winners** – three destinations that are new to the international meetings and conventions market. Each has demonstrated both the ambition and sufficient infrastructure to win a sought-after free exhibition place at the show: Mongolia, Budva in Montenegro and Jurmala in Latvia.

Twenty new groups of hosted buyers will be attending the Messe Frankfurt trade show as a result of fresh partnerships. And, as part of IMEX's continuing efforts to encourage continental hosted buyers to travel by train, a group of buyers will be taking the fast train from Paris to Frankfurt. A record number of hosted buyers attended the show in 2010 (3,870) and this is likely to be exceeded in 2011.

The **annual IMEX Association Day**, which takes place the day before the show opens, is now firmly established as an unmissable education and networking event for up to 300 international and European association meeting buyers. The day's education programme is coordinated by ICCA.

Concurrent seminar topics for 2011 include: **"Lessons from cutting-edge medical congresses"**; and "The impact of mobile apps and social media on associations and their meetings". The evening networking reception for 800 or more association day delegates plus recognised IMEX exhibitors and suppliers will take place at The Westin Grand.

Offering over 80 sessions, this year's education programme at IMEX will feature several new sessions and topics, with many taking place on the CIC (Convention Industry Council)-sponsored Professional Development and Innovation Pavilion on the show floor.

Anne Hellman, Executive Director of SportAccord, will talk about the enormous business scope provided by sporting federations around the globe; and a new Women's Leadership Forum will be led by Liz Jackson, President of Jackson Consulting, and Susan Sarfati, CEO of High Performance Strategies.

A new addition to the **IMEX education programme** will be a series of hot topic "campfires". These 30-minute sessions will be available to just 10 or 12 visitors, offering an intimate setting to discuss

subject matter with experts and peers.

Campfire sessions will offer fast-track introductions to fundamental business skills, including the value of in-house PR, new cross-cultural approaches and managing online services.

Another important part of the IMEX education programme will be the chance for participants to hear the latest findings from the next phase of the Convention 2020 research report by Fast Future Research. IMEX is a founding sponsor of this multi-phase and multi-partner global meetings industry research study.

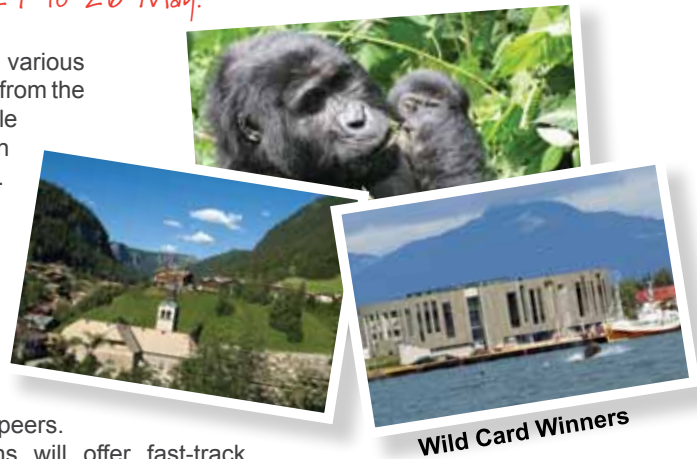
The IMEX partnership with new performance company Meetings Mindset® will be highly visible to buyers, exhibitors and visitors before, during and after the show. The Meetings Mindset® team will aim to show that the right pre-show preparation and post-show processes can make a huge difference to an individual's productivity and business results. Onsite IMEX visitors will benefit from a series of multi-sensory experiences including tailored menus, lighting and room design intended to heighten performance.

In an effort to add further value to IMEX online, a series of 30 to 60-second training videos will be introduced on the IMEX website. These have been crafted to help exhibitors, buyers and intermediaries make the most of the many unique business improvement, marketing and communication tools available to them.

Environmentally focused innovations this year include **"Badge-Back Bins"**, which will be placed at all exit points so that IMEX's 100 per cent recyclable badges can be collected and recycled. A second new scheme – **"USBs: Share Your Spares"** – will provide bins for IMEX participants to leave any surplus USB sticks for recycling through a schools distribution partner in India.

Looking ahead to IMEX in May, IMEX Group Chairman Ray Bloom said: *"This is a momentous year for IMEX. Not only do we have our ninth exhibition in Frankfurt looking as strong as ever, but IMEX America will also launch in Las Vegas in October. The fundamental ethos of IMEX in Frankfurt – that it exists to help buyers and exhibitors do business more efficiently than they could possibly do elsewhere or by any other means – has never changed. By concentrating on getting this aspect of the show right and by being determined to improve both value and service year on year for the benefit of everyone who attends we have built up a reputation for excellence and delivery."*

More information and registrations at: www.imex-frankfurt.com



Frankfurt / 24-26 May
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NEW BUSINESS OPPORTUNITIES AND INVESTMENT INSIGHTS

As the countdown to the first IMEX America show heats up for October 2011 in Vegas, IMEX has announced several key partnerships, co-located events and a strong speaker line-up to help attendees leverage business opportunities in the US and global events, meetings and incentives industry, and to obtain the maximum ROI for their travel and time investment.

For example, a new partnership with The US Travel Association means that industry leaders will be invited to discuss key policy issues that affect the industry. The dedicated session will allow them to debate ways in which they can work together to improve understanding and recognition of the economic benefits of the industry, be it at local, regional or national levels.

With the recent unveiling by MPI (Meeting Professionals International) of the MeetDifferent Day of Education and Innovation at IMEX America (Monday 10 October), this strategic partner and premier educational provider has a stellar line-up of keynote speakers planned. They include Robin Sieger, international businessman and best-selling author of *Natural Born Winners*; Peter Sheahan, cutting-edge trend spotter and best-selling author of *Flip*; and Dr. Brene Brown, award-winning educator and research professor.

These passionate presenters will help attendees prepare to move from traditional change management to change activation mode; use technology to drive new forms of collaboration and productivity; and harness laughter and creativity to build resilience – even in challenging markets.

Finally, IMEX America attendees will be able to maximise their education and business development ROI with the announcement that the 2011 Site International Conference will take place immediately after IMEX America in Vegas and that IAEE will also run CEM sessions at the show for their members and all attendees.

This news follows word that the MPI Foundation Rendezvous, PCMA International Summit and ICCA Association Expert Seminar are also co-locating around IMEX America, making the 8-15 October week a dynamic and value-packed one for the industry. In total, IMEX America will offer 12 days' worth of free professional education and networking thanks

to the scope and number of seminars and co-located events taking place in Vegas.

As in Frankfurt, IMEX America will also benefit from an Association Day. Held one day prior to the start of the trade show, IMEX America's Association Day, presented by ASAE: The Center for Association Leadership and ICCA (International Congress & Convention Association), will deliver a one-day forum of education and seminars dedicated to association issues, expertise and new developments. Entry to IMEX America Association Day is free of charge and is open only to association meeting planners.

About IMEX America

The inaugural IMEX America – a new trade show for the worldwide meetings, events and incentive travel industry – will take place from 11 to 13 October 2011 at the Sands Expo, which is connected to the show's headquarters hotel, the Venetian/Palazzo.

The show's strategic partner and premier educational provider is MPI. It also has an exclusive partnership with the US Travel Association, the national, non-profit organisation representing all components of the \$704 billion US travel industry. It is endorsed by DMAI and Site, and has an Industry Partnership with PCMA. Other supporting partners are: ACTE Global, ADME, AIPC, ASAE: The Center for Association Leadership, CIC, ECM, IAEE, JMIC, ICCA, The Venetian and The Palazzo Resorts, and the Las Vegas Convention and Visitors Authority.

IMEX America will offer a unique model of trade show, new to the US market. It will assure exhibitors of meeting and making business appointments on their booths with more than 2,000 highly qualified hosted buyers. The majority (80 per cent) of these hosted buyers will come from North America, with the balance from the rest of the world. In addition thousands of additional US buyer attendees are expected to attend from across North America. Entrance to the show and its educational program is entirely free of charge.

More information at: www.imexamerica.com



Over 2,000 Hosted Buyers.

**Guaranteed to make IMEX America
a best seller.**



America's new worldwide exhibition for incentive travel, meetings and events, coming October 2011 to Las Vegas, will hit the ground buzzing with business.

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