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TEMA BROJA

COVER STORY

SASTANCI LICEM U LICE ILI WEB SASTANCI

FACE TO FACE VS. WEB MEETINGS

ULRIKE FON ARNOLD, KONGRESNI BIRO BEČA:

**UDRUŽENA DESTINACIJA –
DOBITNA KOMBINACIJA**

ISTRAŽIVANJE:

**ORGANIZACIJA DOGAĐAJA
KAO SASTAVNI DEO
AKTIVNOSTI NVO**

ULRIKE VON ARNOLD, VIENNA CONVENTION BUREAU:

**WORKING TOGETHER
WITHIN A DESTINATION –
A WINNING COMBINATION**

RESEARCH:

**EVENT ORGANISATION AS AN
INTEGRAL PART OF NGO ACTIVITIES**

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U poslovnom svetu potreba za sastancima i donošenjem odluka je svakodnevna. U periodu globalizacije, kada velike korporacije imaju predstavništva po celom svetu, sastanci upravnog odbora podrazumevaju menadžment koji je geografski dislociran, pa je često nemoguće organizovati da svi članovi fizički budu prisutni na sastanku.

Harizmatični predavači i vrhunski stručnjaci su veoma traženi i neophodni za svaku stručnu konferenciju sa kredibilitetom.



Obzirom da je reč o svetskim, veoma zauzetim predavačima, njihovo prisustvo nije lako obezbediti.

Razvoj virtualnih tehnologija omogućava da se ove poteškoće prevaziđu i da se uz pomoć njih danas svakodnevno organizuju virtualni sastanci i web konferencije sa sve manje i manje tehničkih nedostataka i komplikovanih rešenja.

Pored rešavanja problema fizičke prisutnosti svih relevantnih učesnika nekog skupa, virtualni sastanci i konferencije bitno utiču i na smanjenje ukupnih troškova organizacije, kada uzmemo u obzir cenu transporta, smeštaja i ostalih propratnih troškova.

Ipak, sastanci licem u lice neosporno imaju svoje prednosti u odnosu na virtualne i u puno slučajeva su nezamenjivi.

Još jedna grupa organizacija čije se poslovanje i aktivnosti ne mogu zamisliti bez održavanja raznih vrsta skupova i delovanja na javnost, preko pres konferencija, okruglih stolova, debata i seminara, jesu Nevladine organizacije. Možemo reći da organizacija raznih vrsta skupova za NVO predstavlja integralni deo njihovog poslovanja.

Prednosti sastanaka licem u lice nasuprot virtuelnim sastancima i konferencijama, savremeni načini komunikacije i marketinga u kongresnoj industriji, kao i značaj skupova za sektor Nevladinih organizacija, su neke od aktuelnih tema u ovom broju SEEbtm magazina, a mi se nadamo da je neka od njih baš ona o kojoj ste želeli da čujete i saznate nešto više.

Budućnost je u rukama onih koji predviđaju promene.

Miona Šljivančanin,
glavni i odgovorni urednik

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In the world of business, there is an everyday need for meetings and decision-making. In the period of globalization, when large corporations have representative offices all over the world, management board meetings imply management who is dispersed in geographical terms, so it is often difficult to organise that all the members are physically present at the meetings.

Charismatic lecturers and top experts in every area are highly demanded and necessary for every professional conference with credibility.

Considering that we talk about the world-known, very busy lecturers, it is not easy to ensure their presence.

The development of virtual technologies enables overcoming of these difficulties, and, through them, daily organising virtual meetings and web conferences with ever less technical faults and complicated solutions.

Besides solving the problem of physical presence of all the relevant participants of some gathering, virtual meetings and conferences significantly influence the reduction of total organisational costs, when we take into consideration transportation, accommodation, and other accompanying costs.

However, face-to-face meetings undoubtedly have their advantages comparing to virtual, and are irreplaceable in many cases.

Another group of organisations whose business and activities cannot be imagined without holding various types of meetings and influence on public, i.e. press conferences, round tables, debates and seminars, are non-governmental organisations.

One might say that, to NGOs, the organisation of various types of meetings represents an integral part of their business.

Advantages of face-to-face meetings vs. virtual meetings and conferences, modern ways of communication and marketing in meetings industry, as well as importance of meetings for non-governmental sector, are some of current topics in this issue of SEEbtm magazine, and we hope that at least one of them is the one you have wanted to hear and learn more about.


The future is in hands of those who anticipate changes.

Miona Šljivancanin,
Editor-in-Chief






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MEĐUNARODNI SAJAM TURIZMA IFT 2011

Ovogodišnji sajam održaće se od 24-27.2.2011. god., na Beogradskom Sajmu, na kome će učešće uzeti turističke agencije, savezi i organizacije, hoteli, turistički centri, vazduhoplovne kompanije, kao i međunarodni turoperatori. Sajam turizma Beograd je 2003. godine primljen u članstvo Evropske asocijacije turističkih poslovnih sajmova (ETTFA) u kojoj je članstvo omogućeno po kriterijumima kvaliteta. Na osnovu visokih standarda kojih se ovaj Sajam pridržava, članstvo je potvrđeno i u Svetskoj asocijaciji turističkih poslovnih sajmova (ITTFA), u koju je ETTFA prerasla. Trud da se pravovremenim planiranjem i dobrom organizacijom nastavi razvoj ove veoma značajne turističke manifestacije rezultira sve većim brojem izlagača iz zemlje, iz inostranstva, kao i sve većom zainteresovanošću za posetu Sajmu, bilo da je reč o poslovnim posetiocima ili posetama javnosti. www.beogradskisajamturizma.rs



PROLEĆNI SASTANAK ECM U SOFIJI

Prolećni sastanak Marketinga evropskih gradova (ECM) će biti održan u Sofiji, u Bugarskoj, od 16 do 18 marta 2011.god. Tema seminara će biti „Finansiranje gradskih turističkih i kongresnih biroa u Evropi - problemi, mogućnosti i rešenja“. Cilj seminara je da obezbedi autoritativni pregled načina na koji se vodeći gradski turistički i kongresni biro Evrope trenutno finansiraju i načina na koji oni opažaju svoju finansijsku budućnost. Kao drugo, seminar će istaći odgovarajuće političke, organizacione, finansijske i operativne strategije i dotaći se ključnih pitanja, da bi se omogućilo da gradski turistički i kongresni biro ostanu održivi tokom naredne decenije i dalje dajući dobre rezultate za posetioce i javne i privatne zainteresovane strane u tom sektoru.



REPUBLIKA SRPSKA PREDSTAVLJENA NA SAJMU U ČEŠKOJ



Republika Srpska, koja ima potpisan Sporazum o saradnji sa Ustečkom regijom, (Republika Češka), nastupila je kao regija partnerna na 20. Međunarodnom sajmu regionalnog turizma u Brnu, koji

se održao od 13. do 16. januara 2011. godine. Osim prezentacije turističkih destinacija Republike Srpske, na štandu je održana i degustacija domaćih proizvoda iz tih krajeva kao što su vino, pršuta, sira i rakija.

Na ovom sajmu nastupa oko 700 izlagača i podizlagača iz: Austrije, Poljske, Češke, Nemačke, Hrvatske i ostalih zemalja Evrope, ali i sveta. Takođe, sajam je najveća prezentacija turističke industrije sa naglaskom na centralnu Evropu.



CONVENTA 2011

Ovogodišnja Conventa, kao B2B događaj, održana je 19. i 20. januara u Ljubljani Izložbenom i kongresnom Centru. Način poslovanja Convente se zasniva na jednostavnom konceptu da je poslovna interakcija „licem u lice“ najefikasniji način za razmenu informacija, saznavanje ciljeva planera, saznavanje za događaje i obezbeđivanje platforme za razmatranje najboljeg načina za sklapanje posla.

RUMUNSKI SAJAM TURIZMA 2011

Rumunski Sajam turizma 2011 je jedna od najboljih poslovnih sajmova u turističkoj industriji u Bukureštu. Događaj teži da privuče predstavnike, donosiocel odluka i profesionalce iz turističke industrije. Ovaj sajam, koji traje od 31. marta do 3. aprila, okupiće izlagače i poslovne kupce vrhunskog kvaliteta iz svih delova sveta i svrha mu je da predstavi raznovrsnu ponudu vezanu za putovanja na rumunskom turističkom tržištu. Rumunski Sajam turizma 2011 će stvoriti velike mogućnosti za pronalaženje novih poslova, potpisivanje novih ugovora, povećavanje nivoa svesti o brendovima, prepoznavanje novih poslovnih tržišta i promociju prodaje proizvoda.



PRVI SEOSKI DOMAĆINI U BANJA LUCI

Banja Luka će, u okviru realizacije Strategije ruralnog razvoja grada, od početka iduće letne turističke sezone dobiti prve registrovane seoske domaćine, koji će kroz stare zanate i običaje turistima prezentovati kulturu naroda sa ovog područja.



Seoski domaćini bi trebalo da štite vrednosti u pogledu domaće kulture i arhitekture, socijalnih elemenata i svega ostalog što karakteriše ljude sa tog područja.

Život u seoskim domaćinstvima treba verno da oslikava stvarni život koji su ljudi vodili na tim prostorima.

Domaćini sami treba da osmisle i obezbede prostor za ishranu, radove u polju, kao i stare zanate i veštine koji će činiti njihovu turističku ponudu.

Domaćini pored toga, moraju imati i 30% vlastite proizvodnje hrane - rekao je Šukalo, samostalni stručni saradnik u Turističkoj organizaciji Banjaluka.

LETOVI NEW YORK – ZAGREB OD MAJA 2011.



U maju ove godine očekuje se uvođenje direktne linije između Zagreba i New Yorka, što će biti prva takva direktna linija od stvaranja hrvatske države. Interkontinentalni let

bi trebalo da se realizuje dva puta nedeljno, dok avio kompanija koja će sprovesti letove još nije poznata.

Uvođenjem direktne linije, Aerodrom Zagreb bi mogao da postane transferni aerodrom, privlačniji za mnoge aviokompanije koje bi preuzimale putnike iz SAD i prevozile ih u druge delove Evrope i sveta.

QATAR AIRWAYS DOLAZI NA RUMUNSKO TRŽIŠTE



Qatar Airways je započeo svoju evropsku ekspanziju u 2011. god. novom rutom ka Bukureštu, time obeležavajući ulazak kompanije na rumunsko tržište. Uvođenje letova

za glavni grad Rumunije označava početak još jedne godine brzog rasta za avio-prevoznika sa bazom u Dohi, koji je doživio „bum“ u 2010.god. sa uvođenjem letova za 10 novih destinacija i uvođenjem 19 novih letelica u svoju flotu. Generalni direktor Bukureštanskih aerodroma je rekao: „Veoma sam zadovoljan ulaskom Qatar Airways-a na rumunsko tržište i zahvaljujem toj avio-kompaniji na poverenju koje su ukazali Aerodromu Henri Coanda. Ti novi letovi će omogućiti našem regionu da ojača privredne i turističke veze sa Bliskim Istokom, pa i sa azijskom pacifičkom regijom. Građanima Rumunije će bliskistočne i azijske destinacije za odmor sada biti nekoliko sati bliže.“

LAGO DI SPA - SPA CENTAR GODINE



Spa Centar Lago di Spa osvojio je prestižnu nagradu Wellness Award 2010 u kategoriji wellness/spa centar godine. Peta po redu manifestacija Wellness

Award održana je 09. novembra 2010, u Hotelu M u organizaciji Kluba privrednih novinara, Centra za promociju Spa & Wellness u regionu i Privredne komore Beograda, a pod pokroviteljstvom grada Beograda.

Lago di Spa izdvojio se od ostalih prvenstveno kvalitetom usluge, i raznovrsnom ponudom koja se sastoji od preko 150 različitih vrsta spa tretmana od kojih se neki po prvi put javljaju na našim prostorima.

Profesionalni tim Lago di Spa čine stručnjaci iz zemlje i inostranstva koji su prema rečima menadžera ovog spa centra kvalitetom svog rada najviše doprineli tome da Lago di Spa bude dobitnik ovog prestižnog priznanja.

MOGUĆNOSTI ZA PRIHVATANJE GOSTIJU U TURSKOJ CENTRALNOJ AZIJI



Konferencija o hotelskim investicijama u centralnoj Aziji i Turskoj (CATHIC) je održana od 7. do 9. februara 2011. u hotelu Ceylan InterContinental Istanbul. Ovaj trodnevni događaj je podržala Turska asocijacija hotelskih investicija, i imao je fokus lokalnim, regionalnim i globalnim hotelskim investitorima i nosiocima razvoja u Turskoj i regionu CEE. Potencijalni poslovni partneri su imali priliku za susrete i upoznavanje sa novim događanjima iz prve ruke, kao i načinom na koji hotelijeri ostvaruju profit u ovim vremenima punim izazova, na najvećem okupljanju hotelskih investitora, operatera i nosilaca razvoja iz centralne Azije i Turske. Kako kažu organizatori Konferencije o hotelskim investicijama u centralnoj Aziji i Turskoj, investitori treba oheručke da prihvate prilike za ulaganje prezentovane od strane nedovoljno razvijenog uslužnog sektora u regionu Turske.

“U KOM SI FILMU”

Beogradski međunarodni filmski festival FEST obeležava ove godine 40-godišnjicu od prvog izdanja, a premijerno će, od 25. februara do 6. marta 2011. god, predstaviti sedamdesetak filmova, uključujući 13 u glavnom programu. Pod sloganom “U kom si filmu”, festival će u Sava centru otvoriti film “Koriolan” Rejfa Fajnsa. Poznati reditelj i glumac prisustvovaće projekciji svog filma. Dok će FEST biti zatvoren domaćim filmom Dejana Zečevića “Neprijatelj”. Predstojeći FEST prikazaće skoro sve najbolje i nagrađene filmove sa najvećih festivala Berlina, Kana, Venecije, Toronta, kao i nove filmove svetske produkcije. Festovskoj publici biće prikazani najnoviji filmovi velikog broja značajnih autora, filmovi najmlađih, budućih zvezda svetskog filma, kao i tri premijere značajnih domaćih autora. www.fest.rs



DRŽAVNI PČELARSKI SAJAM



U organizaciji Saveza pčelarskih organizacija Srbije, 12. i 13. februara 2011. godine na Beogradskom Sajmu, održao se Treći državni pčelarski sajam sa međunarodnim učesćem, sa kompleksnim prodajnim, izložbenim, obrazovnim, promotivnim, privrednim i turističkim sadržajem. Kao što se i očekivalo, ovogodišnji sajam imao je veću posećenost i značajno veći broj izlagača, nakon spektakularnog uspeha Prvog i Drugog državnog sajma i odlične prodaje na štandovima pčelara i proizvođača opreme i ostalog.

Na Sajam pčelari praktičari i proizvođači opreme za pčelarstvo predstavljaju svoja dostignuća, a sva oprema i repromaterijali iz ove oblasti se prodaju po najpovoljnijim cenama i uslovima. Sajam ima izložbeni i prodajni karakter.

Na Sajam pčelari praktičari i proizvođači opreme za pčelarstvo predstavljaju svoja dostignuća, a sva oprema i repromaterijali iz ove oblasti se prodaju po najpovoljnijim cenama i uslovima. Sajam ima izložbeni i prodajni karakter.

LJUBLJANSKI BOAT SHOW 2011



Sedmi po redu Ljubljanski Boat Show početkom svake godine donosi ukus mora u centar Ljubljane. Ovogodišnja izložba je održana od 27. do 30. januara u Izložbenom i kongresnom centru Ljubljane, nudeći male čamce, nautičku opremu i usluge iz Slovenije, Italije, Hrvatske i drugih zemalja. Svake godine izložba okuplja dobavljače sportskih i turističkih čamaca do deset metara dužine. Izložba takođe obezbeđuje prostor za dobavljače i provajdere drugih proizvoda i usluga koji dopunjavaju i upotpunjuju nautičko tržište.



BUGARSKA PRODAJE LUKSUZNE HOTELE

U Bugarskoj je za prodaju objavljeno nekoliko luksuznih hotela i restorana, a među najprivlačnijim ponudama su kompleks vredan 16 miliona dolara u poznatom bugarskom zimskom turističkom centru Pamporovo, kompletni lanac restorana za brzu ishranu "Ola" u Sofiji i vinarija u Razgradu.



Za razliku od 2009. godine, kada je tržište bilo preplavljeno malim motelima i kućama za goste, sada u prvi plan izlaze biznis ponude vredne milione dolara. Prema brokerima, u prošloj godini kriza je najviše pogodila velike hotele, barove i restorane, a pritisnuti kreditima i dugovima vlasnici su prinuđeni da ih prodaju po svaku cenu. Kupce, međutim, teško nalaze.

VEVČANSKI KARNEVAL U MAKEDONIJI

Ove godine je tradicionalni Vevčanski karneval u Makedoniji održan od 12. do 14. januara 2011. To je jedan od najstarijih kulturnih događaja u Makedoniji, koji tradicionalno proslavlja dolazak Nove godine po starom kalendaru. Učesnici Karnevala su poznati kao „Vasiličari“.



Vevčanski karneval kao događaj objedinjuje sve forme izražavanja makedonske tradicionalne kulture, transformišući potrebe savremenog društva i obrađujući teme današnjice.

Godišnji karneval je mešavina paganskih običaja prevedenih na moderan jezik. Karneval i selo Vevčani su 1993.god. i zvanično postali deo Svetske federacije karnevalskih gradova. Poslednjih godina, na Karnevalu se izdaje i poseban „karnevalski pasoš“.



DRUŽENJE SLOVENACA IZ CELOG SVETA

Slovenija, jedna od najmanjih država u Evropi, može da se pohvali izuzetnom raznolikošću pejzaža na relativno maloj teritoriji. To je jedina država u Evropi koja ima Alpe, Mediteran, pannonsku ravnicu i oblast Karst. Republika Slovenija će 2011.god. proslaviti 20 godina od proglašenja državne nezavisnosti. Ponosna na svoja dostignuća, nezavisna Slovenija će ih prezentovati tokom 2011.god. i kroz turistički sektor: specijalni događaji, prihvatanje novih vizija razvoja i, ne manje značajno, zabava i druženje sa prijateljima Slovenije iz celog sveta. Celogodišnje aktivnosti će imati za cilj da uključe najširu moguću publiku da bi obeležile istorijske događaje koji su vodili ka nezavisnosti države i napretku koji je ostvarila u poslednjih 20 godina. Najveće okupljanje na slovenačkoj teritoriji je planirano za početak jula. www.twenty.si

KARNEVALI U DUBROVNIKU I RIJEKI



Dubrovnik karneval fest je međunarodna kulturno - zabavna manifestacija bogatog karnevalskog sadržaja koja će se pod pokroviteljstvom grada Dubrovnika i Turističke zajednice grada Dubrovnika održati na atraktivnim gradskim lokacijama u od 4.2. do 6.3.2011. god.

Karneval fest je jedinstven spoj karnevala i muzičkog festivala, koji kroz nekoliko godina ima potencijal da preraste u prepoznatljiv i nezaobilazni regionalni i mediteranski događaj. Tradicijom koja seže u davnine, Rijeka je izrasla u glavni karnevalski grad u Hrvatskoj.

Tih su dana gradska vrata zatvorena za svaku ozbiljnost, a otvaraju se šarenilu i bezbrižnom veselju.

Tako će i ove godine, od 17.1. do 9.3.2011. god., karnevalsko ludilo obuzeti sve koji se zateknu u gradu. Bespregledno mnoštvo maski, ispod kojih svako u trenu zaboravlja na tugu, danima će širiti dobro raspoloženje ulicama grada, a vrhunac Karnevala će biti u svetu poznata Međunarodna karnevalska povorka.

KLAUS KOBJOLL U OPATIJI



Klaus Kobjoll priznati je nemački preduzetnik koji je u 40 godina karijere pokrenuo niz uspešnih projekata u turizmu.

Iza Klause Kobjolla, kao najnagrađivanijeg hotelijera, restoratera i preduzetnika Evrope, stoji iskustvo i praktični primeri koje prenosi polaznicima.

Celodnevni seminar ovog istaknutog predavača će se održati 31. marta 2011. god. U Opatiji u Grand Hotelu 4 Opatijska cvijeta.

Svojim idejama pobuđuje preduzetnički duh u svakome, a njegovi su primeri primenjivi na svaku poduzetničku aktivnost.

www.klauskobjolluopatiji.com

CRNA GORA KAO EGZOTIČNA DESTINACIJA



Američki Luxury travel magazin uvrstio je Crnu Goru među top 11 trendova za luksuzna putovanja tokom ove godine.

Magazin orijentisan isključivo na visokoplatežni turizam smestio je Crnu Goru među daleke destinacije idealne za odmor, čijoj atraktivnosti doprinose novoizgrađeni ekskluzivni hoteli, među kojima su kineski Hangžu i Tibet, sirijski Damask, libanski Bejrut, te Luang Prabang u Laosu.

Smeštena na Jadranskoj obali, Crna Gora se ubrzano razvija kao destinacija koja može ponuditi ne samo izvanredan i raznovrstan izbor za odmor i organizaciju događaja, već i izuzetno iskustvo za ljubitelje prirode i aktivne sportiste.

RAKIJA FEST

Kao začetnik ideje da se tradicionalno srpsko piće prezentuje na drugačiji, savremen način i da se predstavi kao jedan od vodećih „brendova“ Srbije, Rakia Bar je organizovao I Rakija Fest, 2007. godine u Beogradu.

Ovogodišnji Rakija Fest, četvrti po redu, održan je 11. i 12. decembra 2010. god u beogradskom Hotelu Continental.

U okviru festa održano je niz stručnih predavanja, B2B susreta, kao i raznovrsnih događaja u zabavnom delu programa.

Za dva dana, koliko je fest trajao, više hiljada posetilaca imalo je priliku da degustira i kupi različite vrste rakija, od tradicionalne šljivovice preko kajsijevače i dunje do soficisticiranih likera od maline i višnje.

www.rakijafest.com



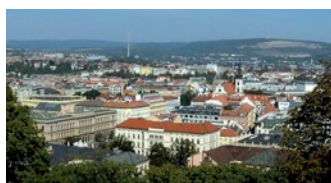
INTERNATIONAL FAIR OF TOURISM IFT 2011



This year fair will be held from 24 to 27 February 2011, at the Belgrade Fair, with the participation of tourist agencies, associations and organisations, hotels, tourist centres, and air companies, as well as international tourist operators. In 2003, the Belgrade Tourism Fair was accepted into the membership of the European Tourism Trade Fairs Association (ETTFA) where the membership has been enabled by quality criteria. Based on high standards adhered to by this Fair, its membership has been also confirmed by the International Tourism Trade Fairs Association (ITTFA), which the ETTFA transformed into. The effort focused on continuing the development of this highly important tourist event through timely planning and good organisation results in ever larger number of domestic and foreign exhibitors, as well as in ever bigger interest in visiting the Fair, whether it is about business or public visitors. www.beogradskisajamturizma.rs

THE REPUBLIC OF SRPSKA PRESENTED ITSELF AT THE FAIR IN THE CZECH REPUBLIC

The Republic of Srpska, which signed an Agreement on Cooperation with the Ustec Region (Czech Republic), presented itself as a partner region at the 20th International Regional Tourism Fair in Brno, held from 13 to 16 January, 2011. Besides the presentation of the tourist destinations of the Republic of Srpska, a tasting of homemade products from this region, such as wine, prosciutto and brandy, also took place on its stand. Around 700 exhibitors and sub-exhibitors from Austria, Poland, Czech Republic, Germany, Croatia and other European and non-European countries, present themselves at this fair. Also, the fair is the largest presentation of the tourism industry with the emphasis on the central Europe.



CONVENTA 2011

This year Conventa, as a business-to-business event, was held from 19 to 20 January in Ljubljana Exhibition and Convention Centre. Conventa way of doing business is based on the simple concept that face to face business interaction is the most effective way of imparting information, learning about the objectives of the planners, events and providing the platform for discussing the best way of concluding business.



ECM SPRING MEETING IN SOFIA

European Cities Marketing (ECM) Spring meeting will be held in Sofia, Bulgaria, from 16 to 18 March 2011. The theme of the seminar will be "Financing Europe's city tourist offices and convention bureau – threats, opportunities and solutions". The aim of the seminar is to provide an authoritative overview of how Europe's leading city tourist offices and convention bureaus are currently financed and of how they perceive their financial futures. Secondly, the seminar will highlight appropriate political, organisational, financial and operational strategies and address key issues, so as to ensure city tourist offices and convention bureaus remain viable over the next decade while continuing to deliver good results for the visitor and for public and private sector stakeholders.



ROMANIAN TOURISM FAIR 2011

Romanian Tourism Fair 2011 is one of the finest trade exhibitions for travel and tourism industry in Bucharest. The event wishes to attract representatives, decision makers and professionals from the travel and tourism industry. Fair, from 31 march to 3 april, will bring together top quality exhibitors and trade buyers from all parts of the world and is intended to present a variety of travel-related goods and services in the Romanian tourism market. Romanian Tourism Fair 2011 would create extensive opportunities to find new business, sign new contracts, increase brand awareness, identify new business markets and promote product sales.



FIRST VILLAGE HOSTS IN BANJA LUKA

Within the realisation of the Strategy of Rural Development of the Town, as of the beginning of the next tourist season, Banja Luka will have the first registered village hosts, who will present the culture of the people from this area to the tourists through old crafts and customs. Village hosts should protect the values of a local culture and architecture, social elements and everything else which characterizes the people from that area. Life in village households should faithfully reflect the real life led by the people in this area. The hosts themselves should create and provide a space for eating, field works, as well as for old crafts and skills which will make their tourist offer. Beside this, the hosts should also have 30% of their own food production – Mr. Sukalo, independent expert associate in the Tourist Organisation in Banjaluka said.



FLIGHTS NEW YORK – ZAGREB FROM MAY 2011



The introduction of direct flight between Zagreb and New York is expected in May of the current year, and it will represent the first such direct flight since the creation of the Croatian state.

The intercontinental flight is supposed to be realized twice a week, while the air company which will perform the flights remains unknown for the time-being.

By introducing direct flight, the Zagreb Airport could become a transfer airport, more attractive for many air companies which would take over the passengers from the USA and carry them to other parts of Europe and the world.

QATAR AIRWAYS ENTERS ROMANIAN MARKET



Qatar Airways has begun its 2011 European expansion drive with new route Bucharest marking the airline's entry into the Romanian market.

The launch of flights to Romania's capital city signals the beginning of another year of rapid growth for the Doha-based carrier, which had a bumper 2010 launching 10 new destinations and inducting 19 new aircraft into its fleet.

General Manager of Bucharest Airports Company, said: "I am very pleased with Qatar Airways' entry into the Romanian market and I thank the airline for the trust they have put in Henri Coanda Airport. These new flights will allow our region to increase economic and tourism ties with the Middle East and even onwards to Asia Pacific. Romanians will now be several hours closer to Middle Eastern and Asian holiday destinations."

LAGO DI SPA - SPA CENTRE OF THE YEAR

Spa Centre Lago di Spa won a prestigious Wellness Award 2010 in the category Wellness/Spa Centre of the Year. The fifth consequent Wellness Award



event was held on 9 November 2010, in Hotel M, in the organization of the Economic Journalists Club, the Regional Centre for Spa & Wellness Promotion and the Belgrade Chamber of Commerce, sponsored by the city of Belgrade.

Lago di Spa has stood out primarily with its quality of service, and divers offer consisting of more than 150 various types of spa treatments, some of which appearing for the first time in this region. The professional team of Lago di Spa consists of domestic and foreign experts who, according to the manager of this spa centre, most contributed to the fact that Lago di Spa won this prestigious award by the quality of their work.

HOSPITALITY OPPORTUNITIES IN TURKEY AND CENTRAL ASIA

The Central Asia & Turkey Hotel Investment Conference (CATHIC) took place from 7 to 9 February 2011 at the Ceylan InterContinental Istanbul.



The three-day event was endorsed by the Turkish Tourism Investment Association and had focus the attention of local, regional and global hotel investors and developers on Turkey and the CEE geographies. At CATHIC potential business partners had opportunity to meet and to get the inside track on new developments and how hoteliers are driving profits in these challenging times at the largest gathering of hotel investors, operators and developers from Central Asia & Turkey.

Investors have to embrace the investment opportunities presented by the under-developed hospitality sector in the Turkic region, according to the organizers of the Central Asia and Turkey Hotel Investment Conference.

"WHAT IS YOUR MOVIE"

This year, the Belgrade International Film Festival FEST marks its 40th anniversary, and from 25 February to 6 March 2011 it will present seventy films as premieres, including 13 in the main programme.

Under the motto "What Is Your Movie", the festival will be opened in the Sava Centre with "Coriolanus" by Ralf Fiennes. The famous director and actor will be present at the showing of his film. FEST will be closed with the Serbian film "Enemy" by Dejan Zecevic. The forthcoming FEST will show almost all the best and awarded films from the greatest festivals in Berlin, Cannes, Venice, Toronto, as well as the new films of the world-wide production. Its public will see the recent films by a large number of important authors, the films of the youngest, future stars of the world film, as well as three premieres of important Serbian authors.

www.fest.rs



NATIONAL APIARY FAIR

In the organisation of the Association of Apiary Organisations of Serbia, the Third National Apiary Fair was held on 12 and 13 February with the international partici-



pation, and complex sales, exhibitory, educational, promotional, economic, and tourist content. As expected, this year fair had more visitors and significantly larger number of exhibitors, after the spectacular success of the First and the Second National Fair, as well as excellent sale at the stands of bee-keepers and manufacturers of equipment and other things. Practicing bee-keepers and manufacturers of apiary equipment present their achievements at the Fair, and all the equipment and intermediate goods in this field are sold at the most favourable prices and conditions. The Fair has exhibitory and sales character.

LJUBLJANA BOAT SHOW 2011

The 7th Ljubljana Boat Show brings a taste of the sea to the centre of Ljubljana in the beginning of each year. This year show was held from 27 to 30 January in Ljubljana Exhibition and Convention Centre, offering small boats, nautical equipment and services from Slovenia, Italy, Croatia and elsewhere.

Every year show brings together suppliers of sports and tourist boats up to ten meters in length. Show also provides space for suppliers and providers of other products and services which supplement and complete the nautical market.



BULGARIA SELLS LUXURIOUS HOTELS



Several luxurious hotels and restaurants have been advertised for sale in Bulgaria; among the most attractive offers are the complex worth USD 16 million in the well-known Bulgarian winter tourist centre of Pamporovo, a complete chain

of fast-food restaurants "Ola" in Sofia and the wine-cellar in Razgrad. Unlike 2009, when the market was flooded by small motels and guest houses, the business proposals worth millions of USD are now coming to the front plan.

According to brokers, the last year crisis most affected large hotels, bars, and restaurants, and, burdened by credits and debts, their owners were forced to sell them at any cost. However, it is difficult to find any buyers.

VEVCANI CARNIVAL IN MACEDONIA

Traditionally this year, Vevcani Carnival was held from 12 to 14 January 2011.

It's one of the oldest cultural events in Macedonia, which traditionally celebrates the arrival of the New Year according to the old calendar. The participants of the Carnival are known as "Vasilicari". Vevcani Carnival as an event unites all forms of expression of Macedonian traditional culture, transforming the needs of contemporary society, treating topics from today.

The annual carnival is a mix of pagan customs translated into modern language. In 1993 the Carnival and the village of Vevcani officially became apart of the World Federation of Carnival Cities. In recent years a special "Carnival Passport" has been issued at the Carnival.



SOCIALIZING SLOVENIANS FROM ALL OVER THE WORLD

Slovenia, one of Europe's smallest nations, boasts an extraordinary diversity of landscapes in a relatively small territory. It's the only country in Europe that has the Alps, the Mediterranean, the Pannonian Plain and the Karst. In 2011 the Republic of Slovenia will be celebrating 20 years since its declaration of national independence. Pride in the achievements of independent Slovenia will also be reflected during 2011 in the tourism sector: special events, adoption of new visions for development and, no less importantly, fun and socializing with friends of Slovenia from all over the world. The year-long activities will seek to include the widest public possible to commemorate the historic events that led to the country's independence and the progress it has made in the past 20 years. The biggest gathering in Slovenian territory is planned for early July. www.twenty.si

CARNIVALS IN DUBROVNIK AND RIJEKA

The Dubrovnik Carnival-Fest is an international cultural-entertaining event with rich carnival content which will be held at the attractive city locations from 4 February to 6 March 2011 under the patronage of the city of Dubrovnik and the Tourist Community of the City of Dubrovnik.

The Carnival-Fest is a unique combination of carnival and music festival, which has a potential of growing into a recognisable and not to be missed regional and Mediterranean event in several years from now.

With its tradition originating from ancient times, Rijeka has grown into a main carnival city in Croatia.

These days the city gates are closed for every serious matter, and open for colourfulness and careless joy. This year also, from 17 January to 9 March 2011, the carnival madness will infect everyone in the city. The immense quantity of masks, under which everyone forgets the sorrow in a second, will spread good humour through the city streets for days, and the highlight of the Carnival will be the world-known International Carnival Procession.



KLAUS KOBJOLL IN OPATIJA



Klaus Kobjoll is a recognised German entrepreneur who started a series of successful tourism projects during 40 years of his career. Behind Klaus Kobjoll, as the most awarded hotelier, restaurant owner, and entrepreneur in Europe, there are an experience and practical examples which he passes to the attendees.

The whole-day seminar of this prominent lecturer will be held on 31 March 2011, in Opatija in Grand Hotel 4 Opatijska Cvijeta. With his ideas, he awakes an entrepreneurial spirit in everyone, and his examples are applicable to every entrepreneurial activity.

www.klauskobjolluopatiji.com

MONTENEGRO AS EXOTIC DESTINATION



The American Luxury travel magazine placed Montenegro among top 11 trends for luxury travels during this year. The magazine oriented exclusively on high-scale tourism placed Montenegro among distant destinations ideal for vacation, whose attractiveness is contributed to by the newly-built exclusive hotels, among which are the Chinese Hangzhou and Tibet, the Syrian Damascus, the Lebanese Beirut, and Luang Prabang in Laos. Situated on the Adriatic Coast, Montenegro is rapidly developing as a destination which can offer not only extraordinary and divers choice for vacation and event organisation, but also an exceptional experience for nature lovers and active sports enthusiasts.

RAKIJA FEST

As an initiator of the idea that the traditional Serbian drink is presented in different, modern way, and is to be presented as one of the leading Serbian "brands", Rakia Bar organised the First Rakija Fest (Brandy Fest) in 2007, in Belgrade.

This year Rakija Fest, the fourth subsequent one, was held on 11 and 12 December 2010 in the Belgrade Hotel Continental. A series of expert lectures, B2B meetings, as well as various events in the entertainment part of the programme were held within the Fest.

In two days of the Fest's duration, several thousands of visitors had an opportunity to taste and buy various types of brandies, from the traditional plum brandy to apricot and quince brandy to sophisticated raspberry and sour cherry liquors.

www.rakijafest.com





SASTANCI SEMINARI

KONFERENCJE EVENTI



Hotel Bunčić Vrbovec

Zagrebačka 4, Vrbovec, Hrvatska

+ 385 1 272 0571 ; 272 0570

hotel@buncic.hr

www.buncic.hr

Adaptacija Hotela Terme

Od 17. januara 2011 do aprila 2011 planirana je adaptacija Hotela Terme****. Za vreme koje je predviđeno za renoviranja hotela, gosti hotela neće biti u mogućnosti da koriste ugostiteljske usluge i usluge u Centru zdravlja & lepote. Naime, gostima neće biti dostupni hotelski bazen, fitness i wellness usluge u okviru Centra.

Iz Terme Čatež predlaze se smeštaj u hotelu Toplice, u atraktivnom dvorcu Mokrice ili u apartmanskom naselju odnosno kampu, za vreme radova. A za opuštanje pravo rešenje bi bio Spa & wellness centar u Termalnoj rivieri i u hotel Čatež.



Le Meridien otvara hotel u Istanbulu



Kompanija Starwood Hotels & Resorts Worldwide, Inc. je najavila da će otvoriti prvi Le Méridien hotel u sofisticiranom i živahnom evropskom gradu Istanbulu.

Sa otvaranjem zakazanim za jesen 2011.g., novi hotel sa 260 soba Le Méridien Istanbul Etiler označava prvo pojavljivanje ovog brenda u Turskoj.

Idealno smešten u prestižnom kvartu Etiler, samo jedan kilometar udaljen od Mosta Fatih sultana Mehmeda koji spaja Evropu i Aziju, hotel Le Méridien Istanbul Etiler će biti prilagođen i poslovnim i putnicima koji putuju iz zadovoljstva. 32-spratni hotel će pružati potpuno integrisano iskustvo modernog načina života sa 206 gostinskih soba, 26 manjih i 28 uslužnih apartmana, Kreativnim kutkom (novi koncept ljubija hotela Le Méridien), namenskim barom, restoranom sa potpisivanjem i salonom na krovu hotela sa predivnim pogledom na grad iz svih pravaca. Le Méridien Istanbul Etiler će nuditi i 1,700 kvadratnih metara prostora za sastanke i događaje, opremljenog visokom tehnologijom, prostrani wellness deo koji obuhvata teretanu, spa centar i zatvorene i otvorene bazene.

Kompanija Starwood Hotels & Resorts trenutno vodi šest hotela širom Turske, uključujući tri u Istanbulu - W Istanbul, Sheraton Istanbul Maslak Hotel i Sheraton Istanbul Atakoy Hotel, zatim Sheraton Ankara Hotel & Convention Centre, Sheraton Voyager Antalya Hotel i Sheraton Cesme Hotel Resort and Spa. Uz hotel Le Méridien Istanbul Etiler, Starwood će sledeće godine otvoriti i Luxury Collection Hotel u Ankari.

Otvoren je hotel "Izvor", zdanje sa pet zvezdica u Arandjelovcu

Posle gotovo osam godina rekonstrukcija u Arandjelovcu je otvoren hotel "Izvor". Na svečanosti 26. novembra, predsednik Vlade Srbije Mirko Cvetković istakao je da Srbija ima potencijal da razvija banjski turizam, uz ocenu da je vreme da krene u njegovu revitalizaciju.

Luksuzan hotel "Izvor" je kongresno SPA & wellness resort hotelsko zdanje koje se prostire na preko 32.000 m² i u kome u isto vreme može da boravi oko 3.500 gostiju!

Ovaj prestižni hotelsko-turistički kompleks će svoje goste očarati skladnom arhitekturom, modernim enterijerom i najvišim nivoom usluge i sadržaja iz kog posebno ističemo wellness centar sa devet bazena sa preko 1000 m² vodenog ogledala sa prirodnom, lekovitom, termomineralnom vodom, prečišćenom najsavremenijom tehnologijom.



Doubletree By Hilton nastavlja širenje u Rumuniji



Kompanija Hilton Worldwide je najavila potpisivanje franšize sa kompanijom VIS 7 Import Export SRL, za otvaranje hotela Doubletree by Hilton u Bukureštu, u Rumuniji.

Završetak pretvaranja i nadogradnje hotela Bucharest City Unirii Square Hotel u hotel Doubletree by Hilton je zakazano za drugo tromesečje 2011. Hotel Doubletree by Hilton, Bucharest-Unirii Square će biti peti hotel kompanije Hilton Worldwide u Rumuniji i drugi hotel Doubletree by Hilton u državi, pošto hotel Doubletree by Hilton u Oradei treba da se otvori početkom 2011. god.. Hotel Doubletree by Hilton, Bucharest-Unirii Square će u ponudi imati 88

sobe, prostoriju za sastanke, restoran i bar, kafe i fitness centar sa saunom i sobom za tretmane.

Hotel se nalazi u centru grada, blizu središta poslovne i prodajne zone Trga Unirii, i prikladan je smešten blizu mnogih lokacija od istorijskog i kulturnog značaja u Bukureštu, kao i međunarodnog aerodroma.

Pivnica Hotela „Prag“



Renovirani hotel "Prag" pored novih soba i konferencijkih sala otvorio je i vrata svoje pivnice "Hajdučka pećina". Nekad nadaleko poznata kafana otvorena davne 1965. godine koja je bila stecište beogradskih boema danas ponovo radi i svojim prelepim ambijentom i uvek dobrom atmosferom dočekuje kako stare tako i nove goste.

U pivnici "Hajdučka pećina" možete probati najrazličitija piva, svetla, tamna i točena, a naravno pored piva i sva druga alkoholna i bezalkoholna pića. Kako ništa nema bez dobre hrane, u pivnici su se potrudili da u svakom trenutku možete uživati i u starim specijalitetima srpske kuhinje kao što su kolenice, rebarca, kobasice... Svake subote goste zabavlja i živa muzika a radno vreme pivnice je svaki dan od 17-00h.

Dođite i osetite duh starog boemskog Beograda koji još uvek živi u pivnici "Hajdučka pećina"

Hotel Hilton u Crnoj Gori

Hotel Hilton u Podgorici moraće u sebi da nosi nešto karakteristično što je korporacija prepoznala kao karakteristike Crne Gore i ljudi koji žive u njoj. To su, boje i luksuz mora, voda i planina. Zatim, ponos i glamur. Suština poslovne politike brenda Hilton kada otvara novi hotel u nekoj zemlji upravo je u tome što prvo pokušavaju da shvate suštinu zemlje i njenih ljudi. Korporacija će se truditi u svojim rekonstrukcijama da ispoštuje ono što je glavna odlika postojećeg zdanja i ono što je najbolje kod njega. Kod sadašnjeg hotela Crna Gora smatraju da je to ekskluzivna lokacija, bez premca u gradu, mala terasa koja gleda prema Bulevaru svetog Petra Cetinjskog, te visoki noseći stubovi koji je uokviruju i krasi u arhitektonskom smislu. Planirano je da se radovi završe za dve i po godine, a gradnja počinje u februaru 2011. godine. Rekonstruisani hotel Crna Gora biće sa pet zvezdica, što podrazumeva, pored povećanja spratnosti i broja soba i izgradnju jednog zatvorenog bazena, spa centra, šoping centra na mestu današnje velike bašte, kao i nekoliko kongresnih sala.



Ekskluzivni turistički kompleks "Borašnica"

Sve je izvesnije da će Boračko jezero biti novi turistički centar Bosne i Hercegovine. Na severoistočnoj strani planine Prenj, na nadmorskoj visini od 405 m, na 21 kilometar od Konjica krajem 2011. godine počće gradnja ekskluzivnog kompleksa, Centra "Borašnica". Planirana je izgradnja hotela na oko 12.000 m², kapaciteta 120 kreveta sa zatvorenim bazenom i kongresnim salama, naselja sa 58 bungalova kapaciteta oko 300 kreveta, objekat sa otvorenom scenom i bazenom, kafeima i restoranima, površine oko 12.300 m² i kapaciteta oko 1.000 posetilaca, kao i sportskog dela sa fudbalskim, rukometnim i teniskim terenom. Takođe, kompleks bi trebalo da ima dva ulaza. Jedan ulaz se nalazi u neposrednoj

blizini sportskih terena, i opslužuje sportski blok, naselje bungalova i plažni kompleks sa letnjom pozornicom. Drugi ulaz se nalazi u neposrednoj blizini hotela - Borašnica 4*. Zahvaljujući konfiguraciji terena i projektovanom položaju objekata ispunjeni su uslovi da većina smeštajnih kapaciteta ima pogled na jezero, a posetiocima plažnog kompleksa je omogućeno da uživaju u prelepom pogledu. Ceo kompleks bi trebalo da bude završen 2014. godine.

Novi poslovni centar u glavnom gradu Bugarske

Poslovni centar, 10-spratnica, na raskrsnici Bulevara Todora Aleksandrova i Ulice Balgarska Morava će imati ukupnu površinu od 10340 m². Investicije u projekat iznose 13 miliona evra. Austrijska kompanija Immorent je odbila da otkrije visinu najma kancelarija, govoreći da očekuju da tržište pretrpi značajne promene do otvaranja zgrade, zakazanog za kraj 2011.g. "Znamo da do razvoja ne može da dođe ukoliko ne verujemo tržištu. Započinjanjem ovog projekta želimo da izrazimo svoje poverenje u bugarsko tržište," rekla je Gertruda Majsel-Ortner, članica Upravnog odbora. Ona je izrazila uverenje u potencijal tržišta nekretnina u centralnoj i istočnoj Evropi, a posebno u Bugarskoj, iako je njegov nagli procvat završen. Po njenim rečima, tržište u Bugarskoj će početi da se oporavlja 2012. g.. Kompanija Immorent Aktiengesellschaft posluje kao podružnica Erste Group Bank AG, koja je osnovana u Beču 1970. g.



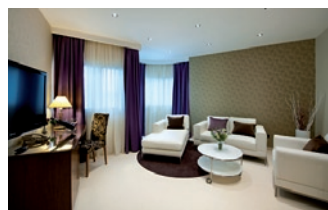
Upoznajte drugačiju Hrvatsku u sklopu Maranta Posebnih programa

Turistička agencija MARANTA, koja neprekidno posluje još od 1993. godine sa sjedištem u Splitu, svojim gostima nudi široku paletu usluga: veliki broj hotela u Hrvatskoj a i šire, ljetovanja, zimovanja, Wellness programa, putovanja po mjeri, specijalnih ponuda...

Na temelju potreba agencija organizira i seminare, sastanke, incentive putovanja i sve ostale vrste usluga u sklopu poslovnih putovanja. Novo u ponudi su Posebni programi, koje je prepoznalo i Ministarstvo turizma Republike Hrvatske, u sklopu projekta „Upoznaj Hrvatsku“. Radi se o nekoliko itinerara u kojima agencija otkriva gostima skrivene kutke Hrvatske ali i posebne tematske programe. Tako će gosti otkriti zašto je pastrva iz rijeke Gacke jedinstvena u svijetu, gdje je otvorena prva hrvatska šumarija, tajne Velebitskog botaničkog vrta, što je „Tamburica-dangubica“, zašto je posebna Samogradska pećina... No, agencija se neće zadržati samo u regiji Lici-„zelenom srcu Hrvatske“, nego svojim posjetiteljima otkriva i tajne Dalmatinske zagore: zaboravljene recepte predaka, etnografske artefakte... Maranta predstavlja i Dalmaciju u posebnom svjetlu: u programu „Putevima antičkog Rima“ otkriva mnogobrojne rimske ostatke u nekadašnjoj rimskoj provinciji Dalmaciji. Agencija poručuje: „Pođite s nama na nezaboravno putovanje na kojem ćete doživjeti sasvim novu, još neotkrivenu Hrvatsku!“ Više na: www.maranta.hr

Hotel Dubrovnik, Vaš hotel u srcu Zagreba s 80 – godišnjom tradicijom preuređuje svoje prostore

Kako bi se što bolje predstavljao u očima mnogobrojnih turista i poslovnih gostiju koji posjećuju grad Zagreb, Hotel Dubrovnik se odlučio na ozbiljniju rekonstrukciju soba i apartmana kako bi ih prilagodio željama i potrebama onih koji koriste njegove usluge. Ovih dana otvarili su vrata 22 –ije nove, moderne i luksuzne sobe i 7 luksuznih apartmana opremljenih najkvalitetnijim dekorativnim tkaninama, LCD televizorima, anti-alerijskom krevetinom, raskošnom posteljinom, visokim anatomskim krevetima s kožnim uzglavljima te udobnim foteljama za opuštanje nakon napornog dana. Početkom decembra započeto je s preuređenjem i konvencijsko – banketne dvorane, s planiranim završetkom radova do kraja marta 2011. godine, a centar će se sastojati od 9 polivalentnih dvorana opremljenih sofisticiranom i najnovijom opremom (4 televizora veličine ekrana 42 inča, 2 projektor full HD, DVD player, 2 laptopa, poseban zvučni sustav za svaku od dvorana, mikrofoni/ slušalice i ostala oprema za simultano pevođenje). U zadnjoj fazi radova predviđeno je preuređivanje krova, fasade i Hotel Dubrovnik će imati novi, prostran i prozračan ulaz u hotel, s novom recepcijom i lounge barom, te prostranim lobbyjem hotela. www.hotel-dubrovnik.hr





Adaptation of Hotel Terme

The adaptation of Hotel Terme**** is planned for the period from 17 January to April 2011. During this period planned for renovation of the hotel, the hotel guests will not be able to use catering and other services in the Health & Beauty Centre. Namely, the hotel swimming-pool, fitness and wellness services within the Centre will not be available to the guests.

The company Terme Catez suggests accommodation at Hotel Toplice, in the attractive castle of Mokrice, or in the apartment housing complex or camp, during works. A real solution for relaxation would be Spa & Wellness Centre at Thermal Riviera and at Hotel Catez.

Le Meridien opens its hotel in Istanbul

Starwood Hotels & Resorts Worldwide, Inc. has announced that it will open the first Le Méridien hotel in the sophisticated and vibrant European city of Istanbul.

Scheduled to open in the autumn of 2011, the new 260-room Le Méridien Istanbul Etiler marks the brand's debut in Turkey.

Ideally located in the prestigious area of Etiler, just one kilometer from the Fatih Sultan Mehmet Bridge connecting Europe and Asia, Le Méridien Istanbul Etiler will be tailored to both business and leisure travelers.

The 32-story hotel will provide a fully integrated contemporary lifestyle experience featuring 206 guest rooms, 26 suites and 28 serviced apartments, a Creative Hub (Le Méridien's new lobby concept), destination bar, signature restaurant and rooftop lounge with stunning views of the city. Le Méridien Istanbul Etiler will also offer 1,700 square meters of hi-tech meeting and event space, a spacious wellness area including a gym, spa and both indoor and outdoor pools. Starwood Hotels & Resorts currently operates six hotels throughout Turkey, including three in Istanbul - W Istanbul, Sheraton Istanbul Maslak Hotel and Sheraton Istanbul Atakoy Hotel, Sheraton Ankara Hotel & Convention Centre, Sheraton Voyager Antalya Hotel and Sheraton Cesme Hotel Resort and Spa. In addition to Le Méridien Istanbul Etiler, Starwood will also open a Luxury Collection Hotel in Ankara next year.



Opening of the five-star hotel "Izvor" in Arandjelovac

After nearly eight years of reconstruction, the hotel "Izvor" was opened in Arandjelovac. At the ceremony on 26 November, the Serbian Prime Minister Mirko Cvetkovic emphasized that Serbia had a potential of developing spa tourism, estimating that it was time to move with its revitalization.

The luxurious hotel "Izvor" is a congress SPA & wellness resort hotel building occupying over 32.000 m² in which some 3.500 guests can stay at the same time!

This prestigious hotel-tourist complex will enchant its guests with harmonious architecture, modern interior and the highest level of service and contents out of which we especially highlight the wellness centre with nine pools with over 1000 m² of water mirror with natural, salutary, thermal-mineral water, purified by using cutting-edge technology.

Doubletree By Hilton Continues Expansion Into Romania

Hilton Worldwide has announced the signing of a franchise license agreement with VIS 7 Import Export SRL, to open a Doubletree by Hilton hotel in Bucharest, Romania.

The conversion and upgrade of the Bucharest City Unirii Square Hotel to a Doubletree by Hilton hotel is scheduled to be completed in the second quarter of 2011. The Doubletree by Hilton, Bucharest-Unirii Square will be Hilton Worldwide's fifth hotel in Romania and the country's second Doubletree by Hilton hotel development, with the Doubletree by Hilton, Oradea due to open in early 2011.

The Doubletree by Hilton, Bucharest-Unirii Square will offer 88 bedrooms, meeting facilities, a restaurant & bar, a coffee house, and a fitness centre with sauna and treatment room. The hotel is located in the city centre, close to the heart of the business and retail area of Unirii Square, and is conveniently located for Bucharest's many sites of historical and cultural interest, as well as the international airport.



Pub Hotel "Prag"

Renovated Hotel "Prag" in addition to new rooms and conference rooms has opened the pub "Hajdučka pećina". Once a famous tavern opened in 1965 which was a gathering place of Belgrade's bohemian now working again and with beautiful interior and it always a good atmosphere is welcoming old and new guests.

The pub "Hajdučka pećina" offers most varied beers-light, dark and draft and of course in addition to beer and all other alcoholic and soft drinks.

As there is nothing without good food, made sure that at any moment you can enjoy the old specialties of Serbian cuisine, such as knuckle, ribs, sausages... Every Saturday we entertain guests with live music and pub is opened every day from 5 p.m. until 12 p.m. Come and feel the spirit of the old bohemian Belgrade who still lives in the pub "Hajdučka pećina".



Hotel Hilton in Montenegro

Hotel Hilton in Podgorica will have to reek of something characteristic recognised by the corporation as characteristics of Montenegro and the people living in it. These are colours and luxury of the sea, waters, and mountains, and then pride, and glamour. The essence of the business policy of the Hilton brand when it opens a new hotel in some country is in its trying to understand the essence of the country and its people. The corporation will make the efforts in its reconstructions to respect what seems to be the main feature of the existing building and the best in it. In the present hotel Crna Gora, it is its location considered to be exclusive, unparalleled in the town, a small terrace with a view of the Boulevard of St. Peter Cetinjski, and tall

supporting columns which surround it and decorate it from the architectural point of view. It has been planned to finish the works in two and a half years, and construction started in February 2011. The reconstructed hotel Crna Gora will be a five-star hotel, which includes, besides an increase of the number of stories, a construction of one indoor pool, spa centre, shopping centre at the place of the present large garden, as well as several congress rooms.

Exclusive Tourist Complex "Borasnica"

It is getting more and more certain that the Boracko Lake will be a new tourist centre of Bosnia and Herzegovina. At the north-east side of the mountain Prenj, at the altitude of 405 m, at 21 km from Konjic, a construction of the exclusive complex, the "Borasnica" Centre, will start in the end of 2011. The construction of the hotel has been planned in around 12.000 m², with the capacity of 120 beds with an indoor pool and congress rooms, housing complexes with 58 bungalows with capacity of some 300 beds, a facility with open stage and a pool, cafes and restaurants, with the area of 12.300 m² and capacity of 1.000 visitors, as well as a sports area with football, handball and tennis court. Also, the complex should have two entrances. One entrance is located immediately near the sports fields, and it serves for the sports block, bungalow complex and beach complex with summer stage. The second entrance is located immediately near the hotel - Borasnica 4*. Thanks to the configuration of the field and projected position of the facilities, the condition for majority of accommodation capacities to have a view to lake is fulfilled, and the visitors of the beach complex have a possibility to enjoy a beautiful view. The whole complex should be finished in 2014.



New Business Center in Bulgaria's Capital

The 10-story building, at the intersection of Todor Aleksandrov Boulevard and Balgarska Morava Street, will have a total area of 10340 sq. m. Investments poured into the project amount to EUR 13 M. The Austrian company Immorent refused to disclose the renting levels of the offices, saying that they expect the market to undergo a considerable change until the opening of the building, scheduled for the end of 2011. "We know that there can be no development if we don't trust the market. We would like to express our trust in Bulgaria's market with the launch of this project," said Gertrud Meisel-Ortner, member of the Managing Board. She expressed belief in the potential of the real estate market

in Central and Eastern Europe and Bulgaria in particular, even though the boom is over. In her words the market in Bulgaria will start to rebound in 2012. Immorent Aktiengesellschaft operates as a subsidiary of Erste Group Bank AG, which was established in Vienna in 1970.

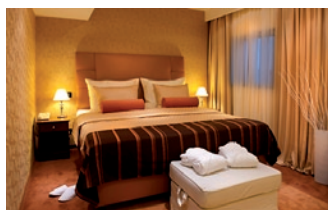
Get to know different Croatia within Maranta Special Programs

Maranta Travel Agency, which operates continuously since 1993., based in Split, offers wide range of services: numerous hotels in Croatia and beyond, summer and winter holidays, Wellness programs, tailor-made trips, special offers...

Based on needs, agency organize seminars, meetings, incentive travels and all other kinds of services within business travels. In Maranta's offer, there is something new - Special programs - that were recognized by Croatian Ministry of Tourism, as part of the project "Discover Croatia".

These tours are different itineraries where guests discover hidden corners of Croatia and special themed programs. So, visitors will learn why the trout from the river Gacka is unique in the world, where the first Croatian forestry has been opened, what are the secrets of Velebit botanical garden, what is "Tamburica-dangubica", why the cave Samograd is so unique... But, the agency will not stay only in the region of Lika - "green heart of the Croatia".

Visitors will discover secrets of Dalmatian hinterland: forgotten recipes of ancestors, and ethnographic artifacts... Maranta presents Dalmatia in special light: in the program "Roman traces tour" - visitors will discover many Roman remains in the former Roman province of Dalmatia. Agency says: "Come with us on an unforgettable journey where you will experience a completely new, yet undiscovered Croatia!" Further on www.maranta.hr



Hotel Dubrovnik, the only Hotel in the heart of Zagreb, with 80 - year old tradition is redesigning it's rooms and facilities

In order to be well represented in the eyes of many tourists and business guests visiting the city of Zagreb, Hotel Dubrovnik has decided on reconstruction of rooms and suites to become more suitable for the needs of those who use its services. These days hotel have opened its door to 22 new, modern and luxurious rooms and in the next few days hotel shall open 7 new luxury suites equipped with the finest decorative fabrics, LCD TVs, Allergy-Free luxurious bedding, high anatomic bed with leather headboard and comfortable armchairs for relaxation after a hard day. In the early December, hotel started with the second phase

of renovation of convention and banquet spaces, with expected completion until the end of March 2011. The convention and banquet facilities will consist of 9 multi-purpose halls equipped with state of the art equipment (4 TV - screen size 42 inches, 2 full HD projector, DVD player, 2 notebooks, a special sound system for each of the halls, microphones / headphones and other equipment for simultaneous translations). In the final phase of the work, Hotel Dubrovnik shall renovate the roof, façade, hotel entrance with a new reception, lounge bar and a spacious hotel lobby. www.hotel-dubrovnik.hr

Ulrike fon Arnold, zamenica direktora Kongresnog Biroa Beča

UDRUŽENA DESTINACIJA – DOBITNA KOMBINACIJA

Beč je kompaktan grad (pristupačan iz smera svih glavnih evropskih gradova) - nema velikih razdaljina, ima odličan sistem javnog prevoza – u kome su sva 3 kongresna centra direktno povezana sa sistemom podzemne željeznice koji odlično funkcioniše.



Ulrike fon Arnold, zamenica direktora VCB

Kongresni biro Beča (VCB) je osnovan 1969.g. uz pomoć opštine Beč i Privredne komore Beča. Jednast specijalista za kongrese rade na dobijanju organizacije kongresa, korporativnih sastanaka i podsticajnih putovanja širom sveta.

Beč je grad koji međunarodna udruženja najčešće koriste za organizaciju svojih kongresa. Ovaj predivni grad je godinama na vrhu rang-liste ICCA (International Congress & Convention Association - Međunarodnog udruženja kongresa i konvencija) najpopularnijih destinacija/gradova za organizaciju kongresa međunarodnih udruženja u svetu.

U ovom izdanju časopisa SEEBtm, imali smo čast da razgovaramo sa gđom **Ulrike fon Arnold**, zamenicom direktora Kongresnog Biroa Beča (VCB – Vienna Convention Bureau), i da sa svojim čitaocima podelimo neka od njenih dragocenih iskustava u ovoj branši.

1. Kongresni biro grada koji se nalazi na prvom mestu u svetu za organizaciju kongresa i poslovnih sastanaka, mora da u najmanju ruku, veoma zadovoljavajuće radi svoj posao. Šta je kvalifikacija za uspeh u privlačenju i organizaciji međunarodnih događaja?

Pristupačnost destinacije je ono glavno, u kombinaciji sa dobrom infrastrukturom za organizaciju međunarodnih sastanaka. Da ne zaboravimo, često su nam potrebni i austrijski članovi raznih Društava, zainteresovani za istupanje i voljni za POKUŠAJ DOBIJANJA kongresa.

2. Koje su glavne prednosti Beča kao kongresnog grada?

Beč je kompaktan grad (pristupačan iz smera svih glavnih evropskih gradova) - nema velikih razdaljina, ima odličan sistem javnog prevoza –

u kome su sva 3 kongresna centra direktno povezana sa sistemom podzemne željeznice koji odlično funkcioniše.

3. Da li bi destinacija trebalo da prikrije svoje nedostatke ili ne?

Dobro pitanje, ali da vam kažem nešto, nedostatke ne možete da prikriti. Važno je da budete iskreni i transparentni. Morate da kažete istinu o saobraćaju, vremenima transfera, dostupnosti i hotelskoj strukturi vaše destinacije.

Udruženja komuniciraju međusobno i razmenjuju informacije o mestima događanja i destinacijama.

4. Kao Kongresni biro, uspeli ste da sklopite veoma važan sporazum za planere sastanaka – 75 hotela i PCO agencija su pristali na ista pravila u jednom ugovoru! Možete li nam reći nešto više o tome?



Izložbeni i kongresni centar Messe Wien



Festivalska dvorana Hofburg u Beču

Pokušavamo da olakšamo rad planera sastanaka u našem gradu, i jedini cilj koji imamo jeste primena sporazuma u kome JEDAN ugovor može da se koristi za angažovanje glavnih hotela u Beču!!!

Naši planeri su veoma zadovoljni ovim sporazumom jer štedi vreme i jednostavan je. To pokazuje i da cela destinacija radi udruženim snagama na privlačenju međunarodnih sastanaka.

5. Vaši glavni konkurenti su Pariz i Barcelona. Da li saradujete sa tim gradovima? Na koji način je mo-

guće saradivati sa svojim glavnim konkurentima u smislu obostranog dugoročnog uspeha?

Imamo izvrsnu saradnju sa Barselonom. Zapravo, Barcelona i Beč zajedno izlažu u npr. Kini, u Pekingu (CI-BTM), a prošle godine su Barcelona i Beč bili u prodajnim posetama u Indiji. To je dobitna situacija za sve, štedimo troškove izlaganja i puštamo klijenta da odluči koju će zemlju izabrati za buduće događaje.

6. Možete li da izdvojite neki međunarodni događaj na koji ste posebno ponosni?

Posebno smo ponosni kada se neki međunarodni događaji ponovo organizuju u Beču, jer nam to govori da je sastanak bio uspešan. Na primer, izložba i Kongres WAN-IFRA su održani u Beču, i doći će ponovo...

7. Jednom ste rekli da je vaš san da centar Beča bude bez saobraćaja. Postoje li ikakve naznake da će se to uskoro ostvariti?

To je politička odluka i ta ideja postoji u mojoj glavi, ne znam da li će se ikada ostvariti, ali bi to bilo divno!

M. Š.

Izveštaj Kongresne industrije Beča za 2009

Važnost međunarodnih kongresa kao najbolje prodavane vrste kongresa može da se posmatra kroz ukupnu privrednu i poresku dobit. U 2009. god., 556 međunarodnih kongresa je činilo 22% od ukupnog broja od 2.569 kongresa i korporativnih događaja održanih u Beču. Taj relativno nizak procenat, međutim, dao je 79% ukupne dodate vrednosti proizvedene od strane kongresne industrije u iznosu od 581.58 miliona evra.

Ukupan porez prikupljen od kongresa i korporativnih događaja u 2009. godine u iznosu od 202.80 miliona evra je bio 12% viši od onog iz prethodne godine. U godini ekonomske krize, Beč je profitirao od nacionalnih i međunarodnih kongresa i korporativnih događaja u ukupnom iznosu od 24.55 miliona evra. Bečka kongresna industrija obezbedila je ukupno 14.548 stalnih poslova u 2009. godini.

To znači da je u 2009. godine, bečka kongresna industrija postigla drugi po redu rezultat od 2003. godine, samo nešto niži od onog iz rekordne 2007. godine. Uz odličnu poziciju Beča u međunarodnom kongresnom poslovanju, posebno zahvaljujući dugoročnom, sistematskom radu na dobijanju organizacije događaja od strane Kongresnog biroa Beča, bečka kongresna industrija je ostala skoro nepogođena ekonomskom krizom.

Ulrike von Arnold, Deputy Director of the VCB

WORKING TOGETHER WITHIN A DESTINATION - A WINNING COMBINATION

Vienna is a compact city, (easy to access from all major European cities) - short distances, an excellent public transport system – where all 3 convention centers are direct connected to the well functioning underground system.

The Vienna Convention Bureau (VCB) was established in 1969 with the assistance of the municipality of Vienna and the Vienna Chamber of Commerce. Eleven congress specialists work to acquire congresses, corporate conventions and incentives worldwide. For over 30 years, the office has built up an enormous database of facts and figures: a conventional “business database” pales into insignificance by comparison.

Vienna is the city which international associations use most for their conventions. This beautiful city is on top of the ICCA (International Congress & Convention Association) ranking list of the most popular destinations/cities for international association meetings in the world.

For this issue of the SEEbtm magazine, we have the honour to speak with Mrs. **Ulrike von Arnold**, Deputy Di-

rector of the VCB, and to share with our readers some of her valuable experience in this industry.

1. To be Convention Bureau of the city, which is No 1 for congresses and conventions in the world, it must be very satisfying. What is qualification for success in attracting and hosting international events?

Accessibility of the destination is a major point, combined with a good meeting infrastructure for hosting international meetings. Not to forget, we often need Austrian members within the various Societies, interested in stepping forward and willing to BID for the congress.

2. What are the main advantages for Vienna as a congress city?

Vienna is a compact city, (easy to access from all major European citi-

es) - no long distances, an excellent public transport system – where all 3 convention centers are connected to the well functioning underground system.

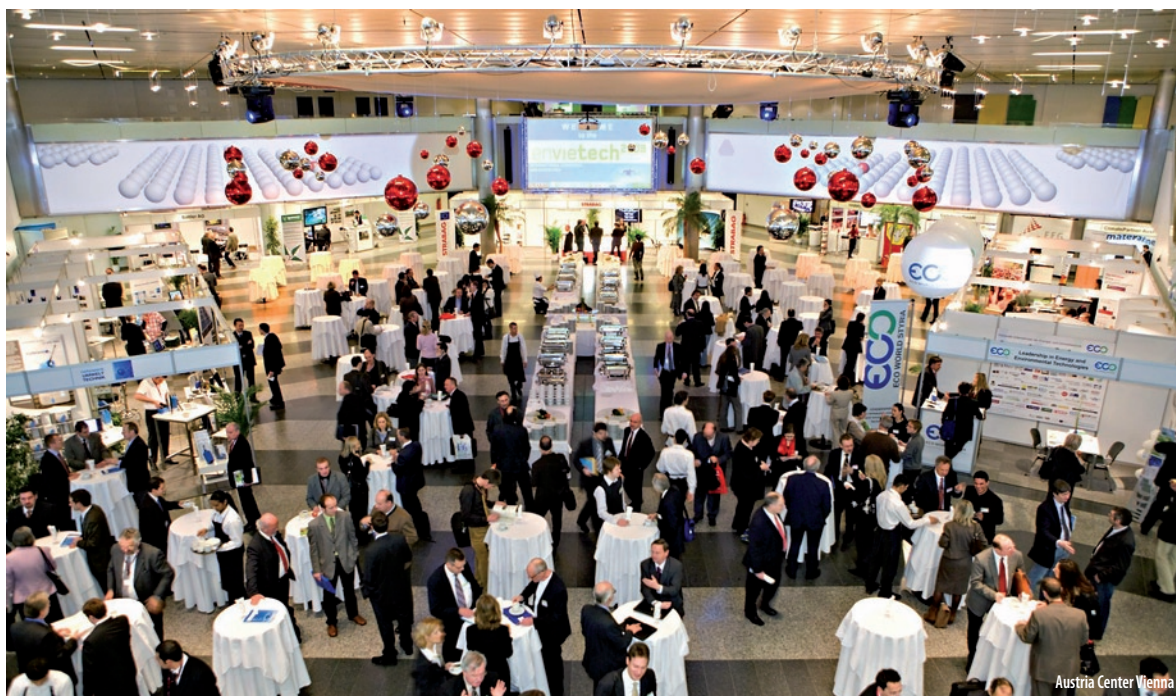
3. Should a destination hide its weaknesses or not?

Good question but let me tell you, you can not hide weaknesses. It is important to be honest and transparent. You have to tell the truth about traffic, transfer times, accessibility and hotel structure in your destination. Associations talk to each other and exchange information on venues and destinations.

4. As a Convention Bureau, you managed to make very important agreement for meeting planners – 75 hotels and PCOs agree to the same rules in one contract! Could You tell us something more about this?



Vienna Convention Bureau Team



Austria Center Vienna

We try to make the work of a meeting planner easy in our destination, and one goal we had, was to implement an agreement where ONE contract can be used for contracting the major hotels in Vienna!!! Our planners are very happy with this agreement as it is time saving and easy. And it also shows that the destination works together in order to attract international meetings.

5. Your main competitors are Paris and Barcelona. Do you cooperate with these cities? In which way is it possible to cooperate with your main competitors in terms of long term success for both side?

We have an excellent co-operation with Barcelona. As a matter of fact Barcelona and Vienna exhibit together for example in China, Peking (CIBTM) and last year Barcelona and Vienna did sales calls in India. It is a win-win situation, we save exhibition costs, and let the client decide which country she/he will decide on for future events.

6. Can you single out some international events on which you are particularly proud of?

We are especially proud of international meetings when they come back to

Vienna, because this tells us that the meeting was successful. For example the WAN-IFRA exhibition and Congress has taken place in Vienna and will be back again...

7. Once you said that your dream is to see the Vienna city center without cars. Are there any indications that your dream will be soon fulfilled?

This is a political decision and the idea is in my head, I do not know if it ever will happen, but it would be wonderful!

M. Š.

Vienna Meetings Industry Report 2009

The importance of international congresses as the strongest selling type of congress can be seen in total induced economic and tax benefits. In 2009, 556 international congresses accounted for 22% of the total of 2,569 congresses and corporate events held in Vienna. This relatively low percentage, however, generated 79% of the total added value induced by the congress industry with a value of EUR 581.58 million.

The total induced tax effect of congresses and corporate events in 2009 of EUR 202.80 million was 12% above the previous year's figure. In the year of the economic crisis, Vienna benefited from national and international congresses and corporate events totaling EUR 24.55 million.

The Vienna congress industry secured a total of 14,548 permanent jobs in the year 2009.

This means that in 2009, the Viennese meeting industry achieved the second best result since 2003, only slightly below the record year 2007. With Vienna's excellent position in the international congress business, in particular thanks to the long-term, systematic acquisition work done by the Vienna Convention Bureau, the Viennese congress industry remained almost untouched by the economic crisis.

Rastući i nezaustavljiv trend

KAKO KONGRESNI CENTRI I PROSTORI KORISTE DRUŠTVENE MEDIJE KAO MARKETINŠKE ALATE

Menadžeri kongresnih centara i event prostora su pod sve većim pritiskom da osvoje novo polje poslovanja – u trenutku kada se konkurencija zaoštava sa svakim novootvorenim konferencijskim centrom. Suočavajući se sa takvim pritiskom, sve više njih razmatra upotrebu društvenih medija kao što su Facebook, LinkedIn, YouTube i ostalih marketinških alata koje nude značajan potencijal. Svakako se očekuje napredak marketing stručnjaka u upotrebi ovih alata kako bi se povezali sa ciljnim tržištima na sasvim nove načine.



Autor: Rob Davidson

Da bi se uspješno takmičili na kongresnom tržištu, kongresni centri i prostori moraju na efikasan način da se plasiraju na tržište, pomoću širokog spektra promotivnih tehnika. U posljednjih nekoliko godina, arsenal marketinških alata, raspoloživ kompanijama svih vrsta, se proširio na ono što je poznato kao društveni mediji.

Kompanije sve više koriste popularne mreže kao što su Facebook, LinkedIn i Twitter pored tradicionalnijih alata za marketinšku komunikaciju poput reklamiranja, odnosa s javnošću i direktnog marketinga.

Mnogi kongresni centri i prostori su već prihvatili društvene medije kao uzbudljive nove načine dolaženja do klijenata i potencijalnih klijenata – planera sastanaka.

Međutim, vrlo malo se zna o tome kako - i koliko - kongresni centri i prostori koriste te alate u svojim marketinškim komunikacijama. Anketa koju je sproveo autor u leto 2010. god. je osmišljena tako da odgovori na ova pitanja.

Onlajn upitnik je poslat menadžerima dvanaest britanskih kongresnih

centara i prostora koji su članovi Međunarodne asocijacije kongresnih centara (AIPC) – svetske strukovne asocijacije za profesionalne menadžere kongresnih i izložbenih centara.

Članstvo u AIPC je otvoreno za one kongresne centre i prostore koja imaju kapacitet da ugoste međunarodne događaje, definisani kao „oni koji imaju najmanje 100 učesnika i koji se ili smenjuju ili imaju značajno učešće iz najmanje tri zemlje“. Deset kongresnih centara i prostora su odgovorili na upitnike: Izložbeni i konferencijski centar iz Aberdina; ACC iz Liverpula; Međunarodni konferencijski centar iz Edinburga; Međunarodni kongresni centar iz Birmingema; Međunarodni centar iz Bornmuta; Škotski izložbeni i konferencijski centar iz Glazgova; i četiri londonska kongresna centra: Konferencijski centar Kraljica Elizabeta II; Barbikanski centar; Vestminsterski centralni hol; i Kraljevski lekarski koledž.

Prema odgovoru na pitanje „Koliko

društvenih medija koristite u marketingu za promociju svog kongresnog centra?“, kongresni centri i prostori su podeljeni na 3 jasno određene grupe: tri su bila „nekorisnici“, pošto nisu koristili nijedan od društvenih medija na taj način; četiri su bila „slabi korisnici“, koristeći 1, 2 ili 3 društvena medija u svom marketingu; a tri kongresna centra su bila „ozbiljni korisnici“, koristeći 5 ili 6 društvenih medija u marketinške svrhe.

Prema tome koji društveni mediji su najčešće korišćeni od strane kongresnih centara i prostora, došlo se do toga da je šest alata najčešće korišćeno od strane britanskih kongresnih centara: Twitter, Facebook, YouTube, Blogs, LinkedIn i Flickr. LinkedIn i Twitter su najčešće korišćeni, pošto ih je već koristilo 6 od 10 kongresnih centara i prostora, a 1 ili 2 druga kongresna centra su razmatrala njihovo uvođenje u svoje marketinške strategije. Facebook je koristilo njih pet, a iza njega je sledio YouTube, koji su koristila tri





kongresna centra i prostora. Blogs i Flickr su korišćeni od strane samo dva prostora, dok su tri navela da razmatraju njihovo korišćenje, iako izgleda da će upotreba prvog porasti, s obzirom na to da su tri kongresna centra i prostora navela da razmatraju njegovo korišćenje.

Izgleda da je za kongresne centre i prostore u Velikoj Britaniji upotreba društvenih medija u marketinške svrhe skorašnja pojava. Na pitanje koliko dugo koriste društvene medije na taj način, najčešće navođen period za njihovu upotrebu je bio tek godinu-dve. U smislu količine vremena koje zaposleni u marketingu trenutno provode u korišćenju društvenih medija, postojala su velika variranja u odgovorima. Jedan kongresni centar, ozbiljan korisnik, naveo je da njegovo zaposleni u marketingu provode u proseku 18 sati na Facebook-u i 15 sati na Twitter-u svake sedmice, u profesionalne svrhe. Međutim, to je bilo atipično za uzorak u celini, i ispostavilo se da zaposleni većine kongresnih centara i prostora u uzorku posvećuje otprilike pola radnog dana sedmično za korišćenje društvenih medija kao marketinških alata.

Što se tiče razloga kongresnih centara i prostora za uvođenje društvenih medija u marketinšku komunikaciju, najčešće navedeni ciljevi su bili poboljšanje: (a) opštih odnosa s javnošću, (b) svesti o brendu i njenog jačanja i (c) pridobijanja i zadržavanja klijenata. Privlačenje posetilaca na vebstranice je takođe navedeno kao jedan

od prioriteta od strane nekih od davalaca odgovora. Dato je mnogo primera kreativnih i efikasnih načina korišćenja društvenih medija od strane zaposlenih u kongresnim centrima i prostorima. Neki kongresni centri i prostori su na YouTube-u objavljivali video snimke koji su prikazivali kratka svedočenja zadovoljnih planera sastanaka, snimljene neposredno nakon njihove konferencije na tom mestu. Mnogi su „tweetovali“ vesti o svojim kongresnim centrima i prostorima. A neki su se pak sistematski priključivali razgovorima i davali savete na LinkedIn-u, što je bio način za stalno podsjećanje planera sastanaka na njihovu kongresnu ponudu.

Jasno je, čak i iz malog uzorka korišćenog za ovu studiju, da intenzitet i obim upotrebe društvenih medija rastu među kongresnim centrima i prostorima, jer većina nekorisnika i slabih korisnika razmatraju povećavanje upotrebe tih alata.

Međutim, postoji nekoliko razloga za zabrinutost koji se mogu izraziti u ovoj fazi:

- Izgleda da je nekoliko kongresnih centara i prostora bilo upoznato od strane pojedinačnih članova osoblja koja su stručna ili poseduju interesovanje za ove alate, umesto da su donela bilo kakvu plansku stratešku odluku da se okušaju u toj oblasti. Rezultati ankete su pokazali da bi odsustvo takvog „advokata“ društvenih medija moglo da bude razlog za to što neki kongresni centri i prostori ne šire svoje marketinške

aktivnosti u tom domenu. Dva kongresna centra i prostora su navela nedostatak interesovanja/stručnosti kod zaposlenih kao razlog za neuvodenje.

- Sa aspekta ljudskih resursa, još jedan razlog za zabrinutost može da bude taj da je samo jedan kongresni centar i prostor u uzorku naveo potrebu regrutovanja novog člana osoblja za rad sa tim alatima, dok su drugi jednostavno stavila postojeće osoblje u tu ulogu ili se od osoblja očekivalo da uvede korišćenje društvenih medija u svoj postojeći opis posla.

- Ono što je možda i najvažnije jeste da su davaoci odgovora dali veoma malo opipljivih dokaza za pokazivanje uspešnog povraćaja investicije (ROI) u njihovu upotrebu tih alata. To je pokazatelj većeg problema sa upotrebom društvenih medija u poslovanju u celini. Opšta zabrinutost za potrebu za sposobnošću pokazivanja efikasnosti društvenih medija korišćenih u marketinške svrhe je naširoko istaknuta. Na primer, Izveštaj marketinške industrije društvenih medija za 2010. g. (videti: www.socialmediaexaminer.com) beleži da „je jedan od tri marketing stručnjaka navodio da su mu merenje rezultata i prepoznavanje najboljih praksi bila najvažnija pitanja u marketingu društvenih medija“.

Ali, uprkos ovim izazovima, izgleda da upotreba društvenih medija od strane kongresnih centara i prostora u svemu ima brzo rastući i nezaustavljiv trend. Menadžeri kongresnih centara i prostora su pod sve većim pritiskom da osvoje novo polje poslovanja – u trenutku kada se konkurencija za oštava sa svakim novootvorenim konferencijskim centrom.

Suočavajući se sa takvim pritiskom, sve više njih razmatra upotrebu društvenih medija kao marketinških alata koje nude značajan potencijal.

Biće interesantno pratiti napredak marketing stručnjaka kongresnih centara i prostora dok povećavaju upotrebu tih alata da bi se povezali sa svojim tržištima na dramatično nove načine.

Fastgrowing and unstoppable trend

HOW VENUES USE SOCIAL MEDIA AS MARKETING TOOLS

Venue managers are under increasing pressure to win new business – at a time when competition intensifies with every new conference centre that opens. In the face of such pressure, more and more of them are considering the use of the social media such as Facebook, LinkedIn, YouTube and others as marketing tools that offer significant potential.

By Rob Davidson

In order to compete successfully in the meetings market, venues must market themselves effectively, using a wide range of promotional techniques.

Within the past few years, the arsenal of marketing tools available to businesses of all kinds has expanded to include what are known as the social media.

Popular networks such as Facebook, LinkedIn and Twitter are increasingly being used by businesses, in addition to the more traditional marketing communications tools such as advertising, public relations and direct marketing.

Many venues have already embraced the social media as exciting new ways of reaching their customers and potential customers - meetings planners.

However, very little is known about how – and how much – venues are using these tools in their marketing communications. A survey undertaken by the author in the summer of 2010 was designed to answer these questions.

An online questionnaire was sent to the managers of the twelve UK venues that are members of the International Association of Congress Centres (AIPC)- a worldwide industry association for professional convention and exhibition centre managers. Membership of the AIPC is open to those venues that have the capacity to host international events, defined as one 'having a minimum of 100 participants and which either rotates through or has significant participation from at least three countries'.

Ten venues responded to the questionnaire: Aberdeen Exhibition & Conference Centre; ACC Liverpool; Edinburgh International Conference Centre; International Convention Centre, Birmingham; Bournemouth International Centre; Scottish Exhibition & Conference Centre, Glasgow; and four London venues: Queen Elizabeth II Conference Centre; Barbican Centre; Central Hall Westminster; and the Royal College of Physicians.

In response to the question, "How many of the social media do you use in marketing your venue?", the venues divided into 3 distinct groups: 3 were 'non-users', not employing any of the social media in this way; four venues were 'light-users', employing

1, 2 or 3 of the social media in their marketing; and 3 venues were 'heavy-users', employing 5 or 6 of the social media for marketing purposes.

Regarding which social media were used most frequently by the venues, the six tools most commonly used by the UK venues were found to be: Twitter, Facebook, YouTube, Blogs, LinkedIn and Flickr. LinkedIn and Twitter were the most extensively-used, already used by 6 out of the 10 venues, with 2 and 1 other venues respectively considering adopting them into their marketing strategies.

Facebook was found to be in use by five venues, followed by YouTube, used by three. Blogs and Flickr had been adopted by only two venues,



although the former looked set to grow, with three venues reporting that they were considering using it.

For venues in the UK, the use of the social media for marketing purposes appears to be a recent phenomenon. When asked how long they had been using the social media in this way, the most commonly reported period for their use was from 1 – 2 years only. In terms of how much time venue marketing staff were currently spending on using the social media, there was wide variation in the responses.

One venue, a heavy-user, reported that their marketing staff were spending averages of 18 hours on Facebook and 15 hours on Twitter each week, for professional purposes. However, this was atypical of the sample as a whole, and it was found that most venues in the sample were devoting approximately one half-day of manpower per week to their use of the social media as marketing tools.

Regarding the venues' reasons for adopting the social media in the marketing communications, the most common objectives given were to improve: (a) general public relations, (b) brand awareness and reinforcement and (c) customer acquisition and retention.

Attracting visitors to the venues' websites was also given a high priority by some respondents.

There were many examples given of how the social media were being used creatively and effectively by venue marketing staff. Some venues were posting videos on YouTube showing short testimonials from satisfied meetings planners, filmed just after their conference in the venue. Many were 'tweeting' items of news about their venues.

And others were systematically joining conversations and offering advice on LinkedIn, as a way of keeping their venue 'top-of-mind', among meetings planners. It is clear, even from

the small sample used for this study, that the intensity and extent of usage of social media is set to grow among venues, with most of the non-users and light-users considering expanding their use of these tools.

There are, however, a number of concerns that may be expressed at this stage:

- Several venues appear to have been introduced to the marketing potential of social media by an individual member of staff with expertise/interest in these tools rather than any deliberate strategic decision to move into this area.

The results of the survey suggested that the absence of such a 'champion' for social media could be a reason for a venue not expanding its marketing activities into this domain.

Two venues cited the lack of staff interest/expertise as reason for non-adoption.

- From the human resources side, another cause for concern may be that only one venue in the sample reported recruiting a new member of staff to work with these tools, others simply moving existing staff into the role or expecting staff to absorb the use of social media into their existing workload
- Perhaps most importantly, very little sound evidence was produced

by respondents to demonstrate successful return on investment in their use of these tools.

This is indicative of a wider problem in the use of the social media in business as a whole. General concern over the need to be able to demonstrate the efficacy of social media used for marketing purposes has been widely highlighted. For instance, the 2010 Social Media Marketing Industry Report (see: www.socialmediaexaminer.com) notes that 'One in three marketers indicated that measuring results and identifying the best practices were their top questions when marketing with social media'.

But despite these challenges, it would appear that the use of the social media by venues everywhere is a fast-growing and unstoppable trend. Venue managers are under increasing pressure to win new business – at a time when competition intensifies with every new conference centre that opens.

In the face of such pressure, more and more of them are considering the use of the social media as marketing tools that offer significant potential. It will be interesting to monitor venue marketers' progress as they expand their adoption of these tools to connect with their markets in dramatically new ways.



Nove tehnologije

KOLIKO SU ZASTUPLJENI VIRTUALNI SASTANCI U REGIONU JUGOISTOČNE EVROPE

Mišljenja ispitanika su različita, mada se svi slažu da sastanci licem u lice nemaju zamenu, ali da virtualni sastanci neosporno štede vreme i novac i predstavljaju budućnost u poslovanju kod lokaciono široko rasprostranjenih članova Borda direktora, Upravnog odbora i ključnih stakeholdera svake savremene organizacije.



Događaji sa učesnicima iz puno različitih delova sveta ili makar i samo gradova su muka. Samo vremenski uskladiti sve učesnike je dosta težak zadatak, da ne spominjemo troškove transporta i smeštaja. Savremen način rešavanja ovakvih problema, kada je vreme jedan od najvažnijih resursa, a finansijski aspekt uvek prisutan, pogotovo kada nam je pojam „ekonomska kriza“ skoro u svakodnevnom rečniku, jeste mogućnost održavanja virtuelnih sastanaka i web konferencija.

Početkom 2011. godine sprovedeno je istraživanje među kompanijama, bankama, osiguravajućim društvima,

farmaceutskim kompanijama, ministarstvima u regionu i sl.

Na pitanje koliko koriste virtualne tehnologije u događajima koje organizuju i da li organizuju ili prisustvuju virtualnim sastancima i web konferencijama, njih 37% je odgovorilo potvrdno, tačnije da prisustvuju virtualnim sastancima, i to većinom telekonferencijama, kada održavaju sastanke sa predstavnicima svoje kompanije iz drugih zemalja. Za kompanije koje koriste video konferencije kao metod okupljanja svojih

menadžera iz različitih gradova, kao što je slučaj sa određenim bankama, web konferencije i virtuelni sastanci postaju deo svakodnevnice.

Svima koji koriste virtualne tehnologije je veoma važan kriterijum da prostor/hotel u kome organizuju događaj ima podršku/opremu za primenu ovih tehnologija.

95% učesnika ankete je odgovorilo da u budućnosti planira da virtuelne tehnologije više uvrste u poslovanje i sopstvenu i edukaciju zaposlenih, u odnosu na ponuđene opcije da se njihovi seminari i događaji u potpunosti preorijentišu na virtuelne sastanke i edukacije ili da ih virtualni sastanci i konferencije ne zanimaju, niti da imaju poverenje u njih. Mišljenja ispitanika su različita, ali se svi slažu da sastanci licem u lice nemaju zamenu, ali da virtualni sastanci neosporno štede vreme i novac i predstavljaju budućnost u poslovanju kod lokaciono široko rasprostranjenih članova Borda direktora, Upravnog

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odбора, ključnih stejkholdera i sl. Pozitivno iskustvo sa web konferencijama i virtualnim sastancima je uglavnom vezano za manje grupe (4-6 osoba), kada su rešena tehnička pitanja i eventualne smetnje, i u slučaju manjih grupa mogućnost dvosmerne komunikacije, radi konsultacija, razjašnjenja pojedinih nedoumica isl. je mnogo veća, nego kada je reč o širokom auditorijumu, kada su virtualne tehnologije uglavnom povoljne samo za slušanje i gledanje predavanja bez dalje interkomunikacije, kako naglašavaju iz **Računarskog centra Univerziteta u Beogradu**.

Ministarstvo zdravlja i socijalne zaštite Republike Srpske ima pozitivno mišljenje o održavanju virtualnih sastanaka/web konferencija. Korišćenjem virtualnih tehnologija prilikom

održavanja web sastanaka/konferencija/prezentacija štede se resursi u svakom pogledu, obzirom da se učesnici direktno uključuju u web sastanak iz svog radnog prostora ili neda-leko od istog.

Direktne uštede se mogu sagledati kako u ekonomskom pogledu organizacije i fizičkom naporu učesnika, te tako posebno u ušteđenom vremenu koje bi se inače utrošilo na putovanje na udaljenu lokaciju sastanka. PR služba kompanije **Beiersdorf d.o.o.** naglašava: „Web konferencije su vrlo korisne kada je reč o sastancima sa partnerima ili kolegama iz regiona čije fizičko prisustvo nije uvek moguće.

Održavanje obuka i seminara putem web konferencija sve je učestalije, a mogućnosti za razvitak ovakvog načina poslovanja su neiscrpne. Konferencije

i sastanci koji se organizuju "licem u lice", sa druge strane, imaju višestruku prednost živog dijaloga gde je razmena mišljenja i predloga daleko uigranija i time efikasnija.

Takođe, ne treba zanemariti i sigurnosnu crtu pri održavanju web sastanaka gde je mogućnost ugrožavanja bezbednosti informacija znatno veća". Loša iskustva su uglavnom vezana za tehnička pitanja, eventualna prekidanja veze, buku i šumove u komunikaciji.

Takođe, ispitanici naglašavaju potrebnu veću koncentraciju prilikom ove vrste sastanaka, kao i kako kaže Dragana Aleksić-Matić iz kompanije **Webb Dowse**, web konferencije često mogu biti monotone usled nemogućnosti feedback-a. One su zanimljive i mogu biti efikasne i efektivne samo ukoliko su jako kratke i sadržajne.

„Ukoliko trener ne uključuje učesnike postavljanjem pitanja, virtualni sastanci obično završe tako sto učesnici odgovaraju na mejlove i obavljaju druge aktivnosti. S druge strane, uštede su veoma velike“, kaže Sonja Jovanović iz kompanije **Ernst & Young**. Ona takođe ističe da su pozitivna iskustva sa sastanaka gde treneri postavljaju pitanja učesnicima ili se organizuju on-line ankete, tako da se pažnja drži od početka do kraja.

M. Š.



New technologies

HOW FREQUENTLY ARE VIRTUAL MEETINGS USED IN THE REGION OF THE SOUTHEAST EUROPE

The opinions of the participants in the survey vary, although they all agree that face-to-face meetings do not have any replacement, but that virtual meetings undoubtedly save time and money and represent a future in business in the widely dispersed members of Managing Boards, Administration Board and key stakeholders of every modern organisation.

The events with participants from many various parts of the world or at least cities are a trouble. To coordinate the participants in time aspect is a pretty difficult task, not to mention transportation and accommodation costs. A modern way of solving such problems, when time is one of the most important resources, and a financial aspect is always present, especially when the term "economic crisis" is almost in our daily vocabulary, is a possibility for holding virtual meetings and web conferences.

In the beginning of 2011, a survey was conducted among companies, banks, insurance companies, pharmaceutical companies, ministries in the region, and similar.

Asked how much they use virtual technologies in the events organized by them and whether they organize

or attend virtual meetings and web conferences, 37 per cent of them answered affirmatively, meaning that they attend virtual meetings, and mostly teleconferences, when they hold meetings with representatives of their companies from other countries. For the companies using video conferences as a method of bringing together their managers from different cities, as is the case with certain banks, web conferences and virtual meetings become a part of everyday life.

For all those using virtual technologies, whether a venue/hotel in which they organise their event has support/equipment for application of these technologies is a very important criterion.

95 per cent of participants of the survey responded that in future they



plan to include virtual technologies more into their business and education of their own and their employees, comparing to the proposed options that their seminars and events should be completely focused on virtual meetings and educations or that they are not interested in, nor trust virtual meetings and conferences.

The opinions of the participants in the survey vary, but they all agree that face-to-face meetings do not have any replacement, but that virtual meetings undoubtedly save time



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and money and represent a future in business in the widely dispersed members of Managing Boards, Administration Board, key stakeholders, and similar.

A positive experience with web conferences and virtual meetings is mostly related to smaller groups (4-6 people), when technical matters and possible interruptions are solved, and a possibility for two-way communication, for consultations, clarification of some doubts and similar is much bigger in smaller groups than in wider audience, when virtual technologies are mostly suitable only for listening and watching of lectures without any further intercommunication, as emphasises by the people in the **Computer Centre of the Belgrade University**.

The **Ministry of Health and Social Protection of the Republic of Srpska** has a positive opinion on holding virtual meetings/web conferences. Use of virtual technologies at holding web meetings/conferences/presentations save resources in every aspect, considering that the participants directly enter the web meeting from their workplace, or from some place near it. Direct savings can be seen through the economic aspect of organisation and physical effort of participants, and especially through the saved time which would otherwise be spent in travelling to a remote location of the meeting.

The PR service of the company **Beiersdorf d.o.o.** emphasises: "Web conferences are very useful when it comes to the meetings with partners or colleagues from the region whose physical presence is not always possible. Holding of

trainings and seminars via web conferences becomes more frequent, and the possibilities for development of such manner of operation are immense.

Conferences and meetings organized "face to face", on the other hand, have multiple benefits of live dialogue where exchange of opinions and proposals is far more coordinated and thus more efficient. Also, one should not neglect a security aspect at holding web meetings, where the possibility for endangering safety of information is significantly bigger". Bad experiences are mostly related to technical matters, possible interruptions of connection, noise and murmurs in communication. Also, the participants in the survey emphasise a higher degree of concentration required in this type of meetings, as well as the fact that, as Dragana Aleksic-Matic from the company **Webb Dowse** says, web conferences can often be monotonous due to impossibility for feedback. They are interesting and can be efficio-

us and efficient only if they are very short and packed with content.

"If the coach does not involve participants by asking questions, virtual meetings usually end with participants answering the mails and performing other activities. On the other hand, savings are really big", says Sonja Jovanovic from the company **Ernst & Young**. She also emphasises that the positive experiences come from the meetings where the coaches ask participants questions or the on-line surveys are organized, so that the attention is kept from the beginning to the end.

M. Š.



Nove tehnologije sastanaka

SASTANCI LICEM U LICE NASUPROT WEB SASTANCIMA – ŠTA TREBA DA KORISTIM U KOM TRENUTKU?

Ne postoji bolji način za upoznavanje nekoga od ličnog susreta. Postoji toliko nijansi koje naše ponašanje instinktivno poprmi kada nekoga sretnemo, ili vidimo za govornicom, da se to jednostavno ne može preneti putem veba.



Korbin Bol, CMP, MS

Kao profesionalni govornik, imao sam priliku da održim stotine prezentacija uživo i desetine virtuelnih. Sastanci licem u lice se razlikuju od virtuelnih sastanaka onoliko koliko i dan od noći, s tim što i jedni i drugi imaju svoje jake i slabe tačke. Ovaj članak navodi moja zapažanja o tim tako različitim načinima komunikacije.

Sastanci licem u lice (F2F)

Fokus:

F2F sastanci mogu da ostvare mnoge ciljeve, uključujući razmenu informacija (učenje), saradnju, povezivanje sa drugima, razmenu stavova, interakciju, i druge.

Jake tačke:

F2F sastanci imaju mnogo jakih tačaka – kao što kaže izreka „Ne postoji virtuelno pivo.“

- **Bogatije iskustvo:** Ne postoji bolji način za upoznavanje nekoga od ličnog susreta. Postoji toliko nijansi koje naše ponašanje instinktivno poprmi kada nekoga sretnemo, ili vidimo za govornicom, da se to jednostavno ne može preneti putem veba. Ovi suptilni detalji u situaciji

govora/obuke pomažu pri učenju. Kao govorniku, od neprocjenjive vrednosti mi je da vidim oči ljudi, da čujem njihova pitanja, da posmatram koliko paze, da bih prilagodio svoju prezentaciju tome da zadržim njihovu pažnju i da poboljšam proces učenja.

- **Povezivanje sa drugima, iznošenje ideja, interaktivnost:** F2F sastanci imaju i druge jake tačke. Postoji mogućnost za povezivanje sa drugima, iznošenje ideja, razbijanje ljudi u manje grupe, i još mnogo toga što će poboljšati učenje i povećati zabavu. Često se veliki deo učenja odvija u hodnicima ispred prostorije ili putem društvenih funkcija. Virtuelni sastanci se jednostavno ne mogu takmičiti u tom domenu.
- **Korisnije sazajno okruženje:** Pošto su ljudi udaljeni od onoga što im odvlači pažnju u njihovim kancelarijama (sa izuzetkom poziva preko mobilnog telefona), mogu bolje da se usredsrede na sazajno okruženje.

Dužina:

Prezentacije mogu da traju oko 10 minuta, a radionice dva dana ili duže. Sve dok ljude držite zaposlene nečim, site i srećne, baviće se zadacima koji su im dati.

Slabe tačke:

Vreme i putni troškovi/dodatne brige oko toga su dve najveće slabe tačke sastanaka uživo.

Virtuelni sastanci

Virtuelni sastanci dolaze u mnogo oblika: video konferencije, veb emitovanje, veb konferencija/saradnja, pa čak i audio konferencijski pozivi

se mogu smatrati virtuelnim sastankom. Ovaj članak će se fokusirati na proizvode za veb konferenciju/saradnju kao što su Live Meeting - alijas PlaceWare (www.livemeeting.com) i WebEx (www.webex.com). Ti proizvodi obično koriste veb za prenošenje PowerPoint slajdova i drugih aplikacija do PC-ja gledaoca.

Oni obuhvataju glasovnu komunikaciju preko interneta ili telefonski konferencijski most za zvučni prenos i razne interaktivne alatke za ankete, glasanja publike, komentare slajdova i pitanja putem četa.

Fokus:

Virtuelni sastanci se fokusiraju prvenstveno na jedno: razmenu informacija. Mogućnost za saradnju, iznošenje ideja, itd. je znatno ograničena.

Jake tačke:

Glavne jake tačke su suprotne slabim tačkama F2F sastanaka – jeftini su, jednostavni za organizaciju, i lako dostupni, s obzirom na to da se odvijaju preko vašeg kompjutera.

Korbin Bol, CMP, CSP je profesionalni govornik i konsultant sa fokusom na tehnologiju sastanaka. Sa 20 godina iskustva u vođenju međunarodnih tehnoloških sastanaka u raznim gradovima, on danas pomaže klijentima širom sveta da koriste tehnologiju da bi uštedeli vreme i poboljšali produktivnost. Možete kontaktirati sa njim na njegovom obimnom veb sajtu: www.corbinball.com i pratiti ga na Twitteru: www.twitter.com/corbinball

- **Manje brige oko putovanja:** U ovim užurbanim vremenima, teško je otići bilo kuda, jer se faktor brige oko bezbednosnih upozorenja i provera značajno povećava. WebEx i druge alatke za veb konferencije su prijavile pravi „bum“ virtuelnih sastanaka nakon 11. septembra sa stalnim porastom učestalosti korišćenja.
- **Niži troškovi:** Troškovi, posebno kada se uzmu u obzir ukupni troškovi F2F sastanaka (putni troškovi, vreme provedeno izvan kancelarije, iznajmljivanje prostorije / AV opreme, catering, marketing), mogu da predstavljaju samo malu stavku – veb sastanci su i do 90% jeftiniji.
- **Kraće vreme za oglašavanje:** Veb konferencijama je potrebno mnogo manje vremena za oglašavanje. Pošto se ne iznajmljuje nikakav prostor za sastanak, ne kupuju se avionske karte, itd., vreme pripreme koje prethodi samoj veb konferenciji je mnogo kraće nego kod F2F sastanaka. Automatizovane e-mail najave i prijavljivanje čine ove programe jednostavnim za korišćenje na skoro trenutnoj bazi.

- **Globalna pristupačnost:** Ljudi širom sveta mogu odmah da održe sastanak – sve što je potrebno su kompjuter i dobra Internet konekcija.
- **Interaktivne alatke:** Nekoliko interaktivnih alatki je ugrađeno u mnoge od ovih proizvoda. Mogućnost za postavljanje pitanja, komentisanje slajdova, kreiranje anketa/glasanja na licu mesta sa rezultatima koji se odmah pojavljuju na ekranu su samo neke od opcija. Deljenje radnog prostora na kompjuteru, deljenje aplikacija, četovanje sa publikom, povratna informacija od strane publike koja zahteva da govornik ubrza/uspори su dodatne. Te alatke su izuzetno važne jer su ovi sastanci obično manje interaktivni od F2F sastanaka. One su vam potrebne da biste zadržali pažnju publike.
- **Mogućnost arhiviranja:** Omogućava snimanje i kasnije prikazivanje konferencije pomoću klika mišem za one koji žele da ponovo pregledaju ili su propustili sastanak.
- **Bolja struktura:** Pošto ovi sastanci obično imaju unapred određeno trajanje, i manja je šansa da će ih

publika prekidati, obično su bolje strukturirani (slede slajdove) i manja je verovatnoća za opširnu priču.

Vreme:

Virtuelni sastanci skoro nikada ne bi trebalo da traju duže od 45 minuta. Nakon toga, počecete da gubite pažnju ljudi. Jednostavno postoji previše drugih stvari na desktopu koje odvrcaju pažnju. Gledaoci možda čitaju mejlove, ljudi prolaze pored, i još sijaset drugih sitnica – a govornik to ne zna.

Imperativ za govornika, čak i da bi održao pažnju 45 minuta, jeste da bude dobro organizovan, pun entuzijazma, artikulisan, i da koristi interaktivne alatke.

Slabe tačke:

Obrnuto od jakih tačaka F2F sastanaka: manje su interaktivni i daju manje opazajno bogato iskustvo učenja.

Analogija fim/televizija:

Kada se pojavila televizija, a kasnije i video-rekorderi, stručnjaci su predviđali kraj filmske industrije.

Nisu bili u pravu – filmska industrija je





jača nego ikad jer ljudi vole da se okupljaju u grupe i vole bogato opazajno okruženje. Mi smo društvene životinje i nastojimo da se grupišemo. Veoma slično tome, kada su se pojavile video konferencije, a zatim i veb konferencije, neki su predviđali kraj F2F sastanaka.

To se nikada neće dogoditi iz istog razloga. Volimo da se okupljamo i postoje društvene razmene koje se jednostavno ne mogu oponašati pomoću veba.

Međutim, kako su televizija, video-rekorderi i DVD-ji zauzeli stalna mesta kao alternativni i znatno različiti

mehanizmi distribucije, tako će se to dogoditi i sa nizom virtuelnih alati za sastanke.

Planeri ne treba da ih smatraju pretnjom, već da o njima razmišljaju kao o dodatnim alatima na raspolaganju, koje se koriste za efikasno okupljanje ljudi.

Interesantna upotreba i uticaj društvenog softvera na kongresnu industriju od Korbina Bola

Second Life (www.secondlife.com), multikorisnički trodimenzionalni virtuelni svet baziran na Internetu, bukvalno uvodi onlajn sobe za četovanje u sasvim novu dimenziju.

Svaki korisnik uzima obličje avatara (trodimenzionalnog entiteta sa mogućnošću kompletnog konfigurisanja) da bi istraživao taj virtuelni svet i ulazio u interakcije sa drugima u tom prostoru. Relativno skorašnji dodatak opcije za puno glasovno četovanje je veoma interesantan. Aplikacije za kongresnu industriju obuhvataju MeCo Mansion (skinite besplatan softver na www.secondlife.com, a zatim ga pronađite pomoću kućice za pretragu).

To je ambiciozan projekat Dena Parksa koji je izgradio detaljnu trodimenzionalnu kuću sa nekoliko soba za sastanke za stručnjake u kongresnoj industriji, video prikazima, informativnim linkovima, itd.

20. septembra 2007.g, bio sam prvi govornik koji je prezentovao seminar kongresnoj industriji preko aplikacije Second Life. Pošto sam održao više od 100 virtuelnih veb konferencija i veb-emitovanih seminara, mogu da kažem da je to bilo jednostavno, i do sada najbližnje sastanku lice u lice od bilo koje veb konferencije ili veb emitovanja u kojima sam učestvovao. To je potpuno drugačije od standardnih onlajn veb konferencija u kojima u suštini učesnici vide jedni druge samo kao tekstualni spisak učesnika – i u kojima su tekstualne poruke glavni način postavljanja pitanja.

Pre prezentacije sam mogao da prošetam okolo i da razgovaram sa prisutnima nakon dolaska; na bini, mogao sam da vidim prisutne kako se kreću unaokolo; tokom prezentacije, mogao sam da šetkam okolo i da gestikuliram; pitanja i odgovori su bili glasovni umesto tekstualni; tokom vremena za pitanja i odgovore, skočio sam sa bine da se prošetam među učesnicima i da odgovaram na pitanja; nakon događaja, razgovarao sam pojedinačno sa učesnicima koji su ostali.



Korbin Bol u svojoj kancelariji u aplikaciji MeCo Mansion.

New meetings technology

FACE TO FACE VS. WEB MEETINGS – WHAT SHOULD I USE WHEN?

There is no better way of getting to know a person that by meeting them in person. There are so many nuances we tune into instinctively when we meeting someone, or see them on the platform, that simply cannot be transmitted on the Web.



Corbin Ball, CMP, MS

As a professional speaker, I have had the opportunity to give hundreds of live presentations and dozens of virtual ones. Face-to-face meetings are as different from virtual meetings as day is from night with each having strengths and weaknesses. This article

lists my observations on these very different ways of communication.

Face-to-Face (F2F) Meetings

Focus:

F2F can accomplish many goals including: information exchange (learning), collaboration, networking, commerce, interaction and more.

Strengths:

F2F has many strong points – as the saying goes “There is no such thing as a virtual beer.”

- **Richer experience:** There is no better way of getting to know a person that by meeting them in person. There are so many nuances we tune into instinctively when we meeting someone, or see them on the platfo-

rm, that simply cannot be transmitted on the Web.

These subtleties in communication in a speaking/training situation assist in learning.

As a speaker, to be able to see the whites of people’s eyes, to hear their questions, to observe how attentive they are is invaluable in adjusting my presentation to keep them with me and enhance the learning process.

- **Networking, brainstorming, interactivity:** F2F has other strengths as well. There is the opportunity to network, brainstorm, to break people into small groups, and much more that will enhance learning and increase the fun. Often times much of the learning at a meeting



happens in the hallways outside the room or during the social functions. Virtual meetings simply can't compete in this realm.

- **More conducive learning environment:** As people are away from the distractions of their office (except for the cell phone call), they can focus better on the learning environment.

Length:

Presentations can last for 10 minutes or workshops for two days or longer. As long as you keep people engaged, and keep them fed and happy, people will stick to the tasks at hand.

Weaknesses:

Time and travel costs/hassle are two of the biggest weaknesses of live meetings.

Virtual Meetings

Virtual meetings come in many shapes: video conferencing, web casting, web conference/collaboration, and even audio conference calls can be considered a virtual meeting.

This article will focus the web conference/collaboration products such as Live Meeting - a. k. a. PlaceWare

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(www.livemeeting.com) and WebEx (www.webex.com).

These products usually use the web to push PowerPoint slides and other applications to the viewer's desktop. The typically include voice over the internet or a telephone conference bridge for audio and a variety of interactivity tools for surveys, audience polls, slide annotation, and questions via chat.

Focus:

Virtual meetings focus primarily one issue: information exchange. The abi-

lity to collaborate, brainstorm, etc. is significantly limited.

Strengths:

The major strengths are the opposite of weaknesses of F2F – they are cheap, easy to set up, and easy to get to as they happen at your computer.

- **Less travel hassle:** In these hectic times, it is difficult to get away, with the hassle factor with security warnings and screenings are up substantially.

WebEx and other Web conferencing reported and explosion of virtual meetings after 9/11 with higher use level continuing.

- **Lower cost:** The cost, especially when considering the total cost of F2F meetings (travel costs, time out of the office, room/AV rental, catering, marketing) can be small fraction – up to 90% less expensive.

- **Shorter time to market:** Web conferencing can have a much shorter time to market.

As no meeting space must be rented, air ticket purchased, etc., the lead time to a Web conference can be much shorter than F2F.



Automated email announcements and sign up, make these programs very easy to use on nearly an instant basis.

- **Global access:** People can meet instantly from around the world – all that is needed is a computer and a good connection to the Internet

- **Interactivity tools:** Several interactive tools are built in to many of these products.

The ability to ask questions, to annotate slides, to create ad hoc surveys/polls with the results immediately appearing on the screen are just a few of the options.

Desktop sharing, application sharing, audience chat, audience feedback to ask the speaker to speedup/slow down are others.

These tools are extremely important as these meetings tend to be much less interactive than F2F meetings.

You need these tools to keep the audience's attention

- **Archive capabilities:** These allow the conference to be recorded and played back at later time with a click of the mouse for those who wish to review or missed the meeting.

- **More structure:** As these meetings tend to be a specific time period, and there is less opportunity for audience members to interrupt, these meetings tend to be more structured (they follow the slides) and are less likely to run on.

Time:

Virtual meetings should almost never last more than 45 minutes. After that, you will lose people.

There are simply too many other distractions at the desk top. Viewers may be reading their email, people are walking by, and a host of other disruptions – and the speaker never knows.

It is imperative for the speaker, even to keep attention for 45 minutes, must be well organized, enthusiastic, articulate, and use the interactivity tools.

Weaknesses:

The flip side of the F2F meeting strengths: They are less interactive and with a less sensory rich learning experience.

The Movie/Television Analogy:

When television and later VCRs came out, pundits predicted the end of the movie industry.

They were wrong – the film industry is as strong as ever as people like to get together in groups and they like the rich sensory environment.

We are garrulous animals and grouping is what we tend to do.

Very similarly, when video conferencing and then web conferencing emerged, some predicted the end of F2F meetings.

This will never happen for the same reason. We like to get together and there are social exchanges that just can't be replicated over the web.

However, as television, VCRs, and DVDs have taken viable places as alternate and distinctly different distribution mechanisms, so will the range of virtual meeting tools.

Planners should not consider them a threat, but think of them as additional tools in their toolbox, to be used to effectively bring people together.

Interesting use and the impact of social software on the Meetings Industry by Corbin Ball

Second Life (www.secondlife.com), an internet-based multi-user 3-D virtual world, takes online chat rooms literally to a completely new dimension. Each user takes the form of an avatar (a 3-D completely configurable entity) to explore this virtual world and interact with others in this space.

The relatively recent addition of full voice chat capability makes this a very interesting addition. Meeting industry applications include the MeCo Mansion (download the free software at www.secondlife.com and then use the search box to find it). This is an ambitious project from Dan Parks who has built an elaborate 3-D mansion with several meeting rooms set aside for meeting industry experts, videos, informational links etc. On September 20, 2007, I was the first speaker to present a seminar to the meetings industry using Second Life. Having given more than 100 virtual web-conference and web-casting seminars, I can say that this was easily, by far the most like a face-to-face meeting than any web conference or webcast I have participated in.



"Historic" first meetings industry seminar on Second Life (20 September 2007)
Corbin Ball on Meetings Technology trends

This is completely different from standard online web conferences where participants essentially just see each other as a text list of participants – and where text message are the principal way of asking questions.

Before the presentation I was able to walk around and speak with the attendees as they came in; on the stage, I could see attendees as they moved around; during the presentation I could walk around and make gestures; questions and answers were voice instead of text; during the Q&A, I hopped off the stage to walk among the participants to answer the questions; after the event, I talked individually with the participants who stayed after.

Novi načini komunikacije i razmene informacija

VIDEO KONFERENCIJSKI SISTEMI

Video konferencije (ili video-tele-konferencije) predstavljaju skup interaktivnih komunikacionih tehnologija koje omogućavaju da se sa dve ili više lokacija interaktivno i istovremeno vrši dvosmeran prenos video i audio signala. Razlikuje se od video telefona, jer može da služi za razmenu informacija na konferencijskom nivou, a ne na pojedinačnom nivou odnosno nivou sa dva korisnika.

Autori:

Vanja Mihailović

Marko Šarac

Univerzitet Singidunum

Razvoj video-konferencijskih sistema započeo je davne 1936. godine isključivo za potrebe tadašnje Nemačke pošte da bi se danas koristio u poslovne svrhe, edukaciji, medicini, zabavi...

Ubrzani razvoj elektro industrije doveo je do toga da su ovi sistemi napredovali velikom brzinom tako da danas svi raspolažu HD video rezolucijom, mikrofonom koji imaju kristalno jasan zvuk, kao i do razvoja sistema koji se ponašaju kao serveri pa im je za rad potreban samo Internet.

Video konferencije (ili video-tele-konferencije) predstavljaju skup interaktivnih komunikacionih tehnologija koje omogućavaju da se sa dve ili više lokacija interaktivno i istovremeno vrši dvosmeran prenos video i audio

signala. Razlikuje se od video telefona, jer može da služi za razmenu informacija na konferencijskom nivou, a ne na pojedinačnom nivou odnosno nivou sa dva korisnika.

Video konferencije koriste se telekomunikacijama audio i video tipa, da bi se ljudi sa različitih lokacija doveli u poziciju da istovremeno prisustvuju zajedničkom sastanku. Ovo može biti jednostavno baš kao i razgovor između dve osobe u privatnim kancelarijama (point-to-point), ili može uključiti više lokacija (multi-point) sa više od jedne osobe u datim prostorijama na različitim lokacijama. Pored audio i video prenosa aktivnosti sastanka, video konferencing može se koristiti i za razmenu dokumenata, kompjutersko prikazivanje informacija kao što su npr. slajdovi. Jednostavniji video konferencing zasnovan na analognim signalima, uspostavljen je zajedno sa pronalaskom televizije. Takav sistem

obično se sastoji od dva zatvoreno-kružna televizijska podsistema povezana putem kabla. Dobar primer za to bila bi nemačka poštanska mreža, postavljena u Berlinu i nekoliko drugih gradova u periodu od 1936. godine do 1940. godine.

Trenutno stanje na polju video konferencija i opreme koja se pri tome koristi, obeleženo je i određeno takmičenjem dve velike firme i to POLYCOM-a i CISCO-a. Svetskom tržištu u ponudi hardverskih i softverskih rešenja za ovaj način prenosa podataka, doprinosi još jedan gigant, TANDBERG.

Pored velikih firmi koji proizvode profesionalnu i namensku opremu za sastanke i video konferencije, na tržištu se pojavljuju i alternativna često višestruko jeftinija rešenja. Skype svakako prednjači među softverskim rešenjima koji omogućavaju vezu jedan na jedan ali od skora i vezu jedan prema četiri, kao i mogućnost





korišćenja na savremenijim HD TV uređajima. Ovime Skype i slični proizvođači ozbiljno ugrožavaju pozicije i strategije velikih i vodećih proizvođača videokonferencijske opreme.

Potreba za ovakvim sistemima raste iz dana u dan. Poslodavci uspeavaju zahvaljujući video konferencijskim sistemima da smanje troškove puta, prenočišta u hotelima i ostalih rashoda koji se u takvim situacijama javljaju. Neophodno je spomenuti i opravdani strah poslodavaca od eventualnih ne-

sreća na putu, kao bitan faktor koji utiče na odluku o kupovini jednog ovakvog sistema. Ušteda vremena i novca jeste očigledna u ovakvom dugoročnom ulaganju. Trenutni korisnici video konferencijskih sistema jesu veliki poslovni centri, hoteli, medicinski centri, obrazovne ustanove... Poslovni centri nude nove usluge svojim klijentima u vidu iznajmljivanja opreme za održavanje međugradskih, međukontinentalnih sastanaka. Hoteli nude svojim klijentima

stalnu vezu sa svojom kancelarijom, interaktivno prisustvo sastancima. Medicinski centri putem video konferencija vrše monitoring bitnih operacija i hirurških zahvata. Obrazovne ustanove na ovaj način stvaraju jedan novi oblik usavršavanja i konstantnog obrazovanja za ljude koji su spremni da ulažu u sebe.

Dalji razvoj ovakvog vida komunikacije morao bi se ogledati u širini upotrebe i dostupnosti sistema.

Svetski trendovi, u kojima prednjači SAD, postavljaju ciljeve kao što je pravljenje konferencing učionica u kojima će studenti ispred sebe imati touchscreen monitore na kojima će pratiti predavanja sa inostranih univerziteta, raditi zadatke na virtuelnim tablama, davati sugestije, učestvovati u raspravama. Direktori već donose bitne poslovne odluke na osnovu sastanaka koji su se odigrali on line bez potrebe za kontaktom lice u lice. Doktori preko ovakvih sistema već asistiraju svojim kolegama u operacijama koje se obavljaju na drugom kontinentu.

Učenje na daljinu

INTEGRACIJA VIDEO KONFERENCIJSKIH SISTEMA U EDUKATIVNE PLATFORME

Mnogo univerziteta koji su bazirani samo na DLS studiranju koristi gotovo sve opcije koje web platforme za učenje nude. Postoji veliki broj platformi za učenje na daljinu među kojima su Atlas, Modul, Blackbord i druge.

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Univerzitet Singidunum

Na Univerzitetu Singidunum već punih pet godina koristi se web platforma za edukaciju. Ove platforme sadrže sve materijale koji su potrebni za uspešno savladavanje gradiva određenog predmeta. Platforme su zamišljene tako da pomognu ljudima koji rade i nemaju dovoljno vremena da bi pohađali redovnu nastavu. Postavilo se i pitanje da li je moguće integrisati i video u platformu? Pomoću modula koji poseduju ove platforme

uspeli smo da integrišemo snimke koje studenti mogu u bilo kom trenutku da prate na platformi.

Mnogo univerziteta koji su bazirani samo na DLS studiranju koristi gotovo sve opcije koje web platforme za učenje nude. Postoji veliki broj platformi za učenje na daljinu među kojima su Atlas, Modul, Blackbord i druge.

Polycom sistem na Univerzitetu Singidunum

Preko dve godine na Univerzitetu Singidunum koriste se Polikom HDX 8000 sistemi za potrebe dodatnog usavršavanja nastave u centrima Niš i Subotica, a uskoro se planira posta-

vljanje još jednog sistema na Univerzitetu Sinergija - Bjeljina. U toku dve godine rada, sistem se pokazao kao pouzdan i dobar izbor koji je napravljen prilikom kupovine i integracije videokonferencing sistema. Razmatrana su rešenja od strane Cisco kompanije i kod nas malo poznatog Polycoma između kojih je trebalo odlučiti šta je to što će Univerzitetu biti potrebno. Profesionalna rešenja ovog tipa u to vreme bila su veoma skupa, pa je i to predstavljalo dodatni problem jer nije bilo lako izdvojiti sume koje prelaze i nekoliko desetina hiljada evra po lokaciji. Međutim, takve sume novca lako se i racionalno

opravdaju ukoliko se zna da se kupovinom ovih sistema smanjilo i rasterećilo svakodnevno putovanje profesora. Korist je, zapravo i veća, studenti su na ovaj način dobili još jedan vid konsultativne nastave koji im olakšava studiranje.

Vreme koje je utrošeno na instaliranje i podešavanje opreme donelo je veliko iskustvo svima koji su radili na realizaciji ovog projekta. Na osnovu iskustva u radu sa ovim sistemom urađena je integracija video servera koji neprekidno snima predavanja sa tri različite lokacije. Zahvaljujući ovim rešenjima studeti koji su bili sprečeni da prisustvuju predavanjima imaju mogućnost da putem interneta pogledaju predavanja od svoje kuće u vreme koje njima odgovara i time nadoknade propušteno predavanje.

Vođeni iskustvom kolega iz SAD-a sa njihovih DLS univerziteta uspeali smo da zaobiđemo sve veće probleme pri radu i prihvatanju ovog sistema u Srbiji. Prihvatanja sistema od strane studenata po centrima su različita, a

razlikuju se, takođe, od generacije do generacije. Najčešći problemi koji su se javljali su bili u vezi sa radom internet distributera. Razni operateri koji nude internet vam ne mogu garantovati 24 sata internet 365 dana u godini. Velika prednost Univerziteta Singidunum je ta što se internet dobavlja od tri najveća distributera u zemlji pa i kada dodje do zastoja ovog tipa, sistem se lako prebacuje na neku drugu javnu adresu i nastavlja sa radom. Nije bilo lako ubediti studente da će ovaj način predavanja imati isti efekat

kao i predavanja uživo kad je profesor prisutan u amfiteatru. Trenutno, u Nišu i Subotici oko 500 studenata svakodnevno koristi prednosti predavanja i vežbe putem videokonferencinga. Studenti su sada daleko zainteresovaniji za ovakva predavanja jer su interaktivna, pa se i udaljenost od nekih 240 kilometara lako zaboravi.

Posle kratkog privikavanja studenata i profesora na ovakav način funkcionisanja i rada, sistem video konferencija je uspešno je zaživeo u svim centrima i uspešno se koristi već dve godine.



New ways of communication and exchange of information

VIDEO - CONFERENCE SYSTEMS

Video conferences (or video-teleconferences) represent a cluster of interactive communication technologies providing a simultaneous two-way transmission of video and audio signals from two or more locations. They differ from video telephones, as they can serve for information exchange at a conference level, and not at an individual level or a level with two users.

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The development of video-conference systems dates back to 1936, when it was used exclusively for the needs of the German post-office at the time, while nowadays it is used for business purposes, in education, medicine, entertainment...

The accelerated development of electric industry led to fast development of these systems, so that all of them today have HD video resolution, microphones with crystal clear sound, as well as to development of the sy-

stems behaving like servers, and requiring only Internet for operation.

Video conferences (or video-teleconferences) represent a cluster of interactive communication technologies providing a simultaneous two-way transmission of video and audio signals from two or more locations.

They differ from video telephones, as they can serve for information exchange at a conference level, and not at an individual level or a level with two users.

Video conferences utilize telecommunications of audio and video type, in order to bring the people from different locations into a situation in which they can simultaneously attend a

joint meeting. This can be as simple as the conversation between two people in their private offices (point-to-point), or it can include more locations (multi-point) with more than one person in given rooms at different locations. Besides the audio and video transmission of the meeting activities, video conferencing can be also used for exchange of documents, computer presenting of the information such as e.g. slides. The simpler video conferencing based on analogue signals has been established together with the invention of television. Such system usually consists of two closed-circular television subsystems connected via cable. A good example

for this would be a German postal network, set in Berlin and several other cities in the period from 1936 to 1940.

A current situation in the field of video conferencing and equipment used in it is marked and determined by competition of two large companies, namely POLYCOM and CISCO.

Another giant, TANDBERG, gives its contribution to the world market in offering hardware and software solutions for this type of data transfer. Besides the large companies producing professional and specific-purpose equipment for meetings and video conferences, the alternative, often several times cheaper solutions also appear in the market. Skype certainly leads among the software solutions providing the connection one-to-one, but also the connection one-to-four since recently, as well as the possibility for use in more contemporary HD TV devices. By doing so, Skype and similar manufacturers seriously endanger the positions and strategies of large and leading manufacturers of video-conferencing equipment.

The need for such systems is growing on daily basis. Employers manage to reduce the travel, accommodation and other costs occurring in such situations thanks to video conferencing systems. It is necessary to mention the justified fear of employers from



possible travel accidents, as an important factor influencing the decision on buying one such system. Saving of time and money is obvious in such long-term investing. Current users of video conferencing systems are large business centres, hotels, medical centres, educational institutions...

Business centres offer new services to their clients in form of renting the equipment for holding intercity, intercontinental meetings.

Hotels offer to their clients a constant link to their offices and an interactive presence at the meetings. Medical centres perform monitoring of important operations and surgical interventions via video conferences. Educational institutions use them to create a new form of improvement

and constant education for the people ready to invest in themselves.

A further development of this form of communication might be reflected in extensiveness of use and system availability. World trends, led by the USA, set the goals such as making the conferencing classrooms in which the students will have touch screen monitors before them to follow the lectures from foreign universities, do the exercises on virtual blackboards, give suggestions, participate in discussions. Managers already make important business decisions based on the meetings held online without any need for face-to-face contact. Doctors already assist their colleagues in the operations performed in another continent.



Distance learning

INTEGRATION OF VIDEO CONFERENCE SYSTEMS IN EDUCATIONAL PLATFORMS

Many universities based only on DLS studying use almost all the options offered by educational web platforms. There is a large number of platforms for distance learning among which are Atlas, Module, Blackboard and other.

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An educational web platform has been already used at Singidunum University for full five years. These platforms contain all the materials necessary for successful mastering the matter of certain subject. The platforms are designed for helping people who work and do not have enough time to attend regular classes.

A question was asked whether it was possible to integrate a video in the platform as well. By using modules on these platforms, we managed to integrate the video recordings which can be followed on the platform by the students at any moment.

Many universities based only on DLS studying use almost all the options offered by educational web platforms. There is a large number of platforms for distance learning among which are Atlas, Module, Blackboard and other.

Polycom system at Singidunum University

The Polycom HDX 8000 systems have been used for more than two years at Singidunum University for the needs of additional improvement of teaching in the centres in Nis and Subotica, and installation of another system at Synergy University - Bijeljina is planned for near future. During two years of operation, the system has proved itself to be a reliable and good choice made at shopping and integration of video-conference system. The solutions by the company Cisco and the company Polycom (not much known in our region) were being considered,

and the decision was supposed to be made on which one of them had what the University needed.

The professional solutions of this type were very expensive at the time, and this also represented an additional problem, as it was not easy to earmark the amounts exceeding several dozens of thousands of euro per location. However, such amounts of money are easily and rationally justified if one knows that the daily travels of professors would be reduced and made less difficult with buying these systems.

The benefit is, actually even larger, as the students have got another form of consulting instruction which makes their studies easier.

The time spent in installing and setting the equipment brought vast experience to everybody who worked on realisation of this project.

The integration of video servers constantly recording the lectures from three different locations was performed based on the experience in working with this system.

Thanks to these solutions, the students prevented from attending the classes have a possibility to view them from their homes via Internet at the time convenient for them and to compensate the missed classes by doing so.

Guided by the experience of the USA colleagues from their DLS universities, we have managed to avoid all the major problems in work and acceptance of this system in Serbia. The level of acceptance of the system by the students in various centres differs, as well as it does so from generation to generation.

The most common problems occurring were related to the operation of

Internet distributors. Various Internet providers cannot guarantee you Internet connection 24 hours, 365 days in the year.

A big advantage of Singidunum University is that the Internet is provided by three largest distributors in the country, so that, even when it comes to the interruption of this type, the system is easily transferred to another public address and continues with operation.



It was not easy to persuade the students that this manner of teaching will have the same effect as live classes when the professor is present at the amphitheatre.

Currently, around 500 students in Nis and Subotica use the advantages of lectures and practices via video-conferencing on daily basis. The students are now far more interested in such lectures, as they are interactive, so the distance of some 240 km is easily forgotten. After a short accustoming of students and professors to such manner of functioning and work, the video-conference system came successfully to broad use in all the centres and has already been successfully used for two years.

Humanost na delu - Promocija knjige „Prodajni ring“

SAV PRIHOD MALIŠANIMA SIGURNE KUĆE

Na promociji je bilo 260 gostiju, poslovnih partnera autora, kao i uspešnih ljudi iz sveta biznisa, vlasnika domaćih prestižnih kompanija i direktora više banaka i osiguravajućih kuća.

Održana promocija knjige „**Prodajni ring**“, **D. R. Gilberta** (Čarobna knjiga), uspešno je ostvarila svoj humanitarni cilj. Na promociji je bilo 260 gostiju, poslovnih partnera autora, kao i uspešnih ljudi iz sveta biznisa, vlasnika domaćih prestižnih kompanija i direktora više banaka i osiguravajućih kuća. Svako od njih je kupovinom jedne od pet knjige D. R. Gilberta dao svoj doprinos deci iz Sigurne kuće u Beogradu. Sakupljeno je 108 hiljada dinara za ove mališane.

Atmosfera i raspoloženju prisutnih je svakako doprinela muzika kubanskog benda Ginko. Program je uspešno vodila Nataša Miljković.

Gostima se obratio vlasnik Čarobne knjige Borislav Pantić, koji je istakao

da su knjige D. R. Gilberta najprodavanije od svih domaćih autora. Potpredsednik Privredne komore Beograd Dragan Trivan, je svim prisutnim gostima u svom govoru saopštio da su seminari prodaje D. R. Gilberta održani u saradnji sa PKB bili najposećeniji. Stim u vezi D. R. Gilbert Centar je dobio specijalnu nagradu za uspešno poslovanje i saradnju.

Kao i obično, Dragiša Ristovski je na sebi svojstven način iskazao impresije i pozdravio goste, dok se Vesna Stanojević - koordinator Sigurne kuće, zahvalila D. R. Gilbert centru koji po treći put pokazao humanost na delu (ovaj put za decu Sigurne kuće), verujući da će ovakvi događaji i druge podsticati na slične akcije.



Humanity at work – Presentation of the book “Sales Ring“

ALL PROFIT FOR THE CHILDREN IN THE SAFE HOUSE

There were 260 guests at the presentation, including business partners of the author, as well as successful people from the business world, owners of prestigious companies and directors of several banks and insurance companies.



The presentation of the book “**Sales Ring**“, **author D. R. Gilbert** (Čarobna knjiga), has successfully achieved its humanitarian goal. There were 260 guests at the presentation, including business partners of the author, as well as successful people from the business world, owners of prestigious companies

and directors of several banks and insurance companies. Each of them gave its contribution for the children in the Belgrade Safe House by purchasing one of the five books of D. R. Gilbert. RSD 108 thousand in total was raised for these little ones. The music of the Cuban band Ginko certainly added to the atmosphere and humour of the guests. The programme was successfully hosted by Natasa Miljkovic. The owner of Čarobna knjiga Borislav Pantic addressed the guests saying that the books of D. R. Gilbert are the best sold of all domestic authors. In his speech, the vice-president of the Belgrade Chamber of Commerce, Dra-

gan Trivan, said that the sale seminars of D. R. Gilbert, held in cooperation with the company PKB, had been the most attended. In relation therewith, D. R. Gilbert Centre received a special award for successful business and cooperation.

As usual, Dragisa Ristovski showed his impressions in a characteristic manner, while Vesna Stanojevic, the coordinator of the Safe House, thanked to D. R. Gilbert Centre which has showed humanity at work for the third time (this time for the children from the Safe House), believing that such events would also encourage other people to realize similar actions.

Najveći planinski masiv u Srbiji

KOPAONIK – DESTINACIJA U KOJOJ POSAO I ZADOVOLJSTVO IDU ZAJEDNO

Kopaonik je jedno od mesta koje tokom cele godine nudi idealne uslove za aktivan odmor i uživanje. Zimi je pažnja turista prvenstveno fokusirana na skijaške terene, koji se na Kopaoniku nalaze na nadmorskoj visini od 1650 – 2017 m, i svrstavaju se u terene prve kategorije. Turistički centar raspolaže mrežom od 23 žičare i ski lifta. Dok je u periodu proleće – jesen Kopaonik atraktivan kao destinacija idealna za poslovne turiste i kongresni turizam.



Na turističkoj mapi Srbije Kopaonik zauzima posebno mesto. Kopaonik je najveći planinski masiv u Srbiji dužine 75 km i širine 40 km.

Najviši deo planine je površina zvana Ravni Kopaonik, oko koje se dižu Suvo Rudište sa Pančičevim vrhom (2017 m), Karaman (1934 m), Gobelja (1834 m) i drugi.

Kopaonik je dobio ime po kopanju rude. Na ovoj planini kopana je ruda pre dolaska Rimljana na ove prostore. Naročito su bili poznati rudnici u kojima je kopana ruda iz koje se dobijalo srebro. Kao što je poznato, u srednjovekovnoj Srbiji srebro je smatrano najdragocenijim metalom. U pisanim dokumentima Kopaonik se pominje kao: Caponi, Coponich, Coparenich, Copono, itd.

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se u terene prve kategorije. Turistički centar raspolaže mrežom od 23 žičare i ski lifta. Dok je u periodu proleće – jesen Kopaonik atraktivan kao destinacija idealna za poslovne turiste i kongresni turizam.

Istorija

Začeci turizma datiraju iz daleke prošlosti i uglavnom su bili usmereni

na korišćenje termalnih voda kojih ima dosta na području Kopaonika. Jošanička Banja se koristi još od XIII - XIV veka. Na planini Kopaonik od davnina su se održavali seoski sabori i crkvene svetkovine, koje možemo okarakterisati kao prvim počecima turizma. Sabori su se održavali na Metođu, Raskrsnici (ispod Kukavice), Crkvinama (ispod Nebeskih stolica), na Mramoru i drugim mestima.

Nacionalni park "Kopaonik"

Zbog svojih prirodnih vrednosti, 1981. Kopaonik je proglašen za nacionalni park. Nacionalni park „Kopaonik“, obuhvata površinu od 11.810 hektara i po broju endemičnih vrsta predstavlja jedan od najznačajnijih centara biodiverziteta endemične flore Srbije.

Značajni endemi i relikti na Kopaoniku su čuvarkuća, kopaonička ljubičica, Pančičeva režuha, srpski lan, Pančičev vijuk, runolist i dr.

Izuzetnu pažnju na području Kopaonika zaslužuje bogatstvo životinjskih





vrsta, od kojih se izdvajaju suri orač, sivi soko, šumska sova, planinska ševa, krstokljun, sivi puh, buljina, divlja mačka, srna i druge.

Ono što Kopaonik razlikuje od ostalih kongresnih destinacija je izvanredna mogućnost spajanja posla i zadovoljstva. Bilo da se radi o aktivnom odmoru ili samo prepuštanju čarima ove planine, Kopaonik je zaista jedinstvena destinacija.

Od aktivnosti na Kopaoniku se organizuju pešački izleti (do izvora Metode i Semeteškog jezera), izleti planinskim biciklom, škole košarke, tenisa, jahanja, engleskog jezika.

Tu su i raznovrsni programi za decu, programi za mršavljenje i sticanje kondicije, a brojni sportski tereni idealni su za pripreme sportskih ekipa, ali i razvijanje sportskog duha i opuštanje

nakon nekog poslovnog sastanka ili seminara. Zbog velike razuđenosti reljefa Kopaonik pruža idealne uslove za paraglajding.

Takođe atraktivne su i manastirske ture, obilazak srednjevekovnih manastira i svetilišta u okruženju Kopaonika: Studenica, Sopoćani, Đurđevi stupovi, Gradac. Zatim, vinske ture, splavarenje Ibrom i planinarenje - Pančičev vrh, vrh Šiljak, Kozje stene, Markova stena...

planinarske staze vode kroz prelepe četinarske i listopadne šume, planinske livade i pašnjake.

Kopaonik raspolaže s ukupnim kapacitetom od 3000 ležajeva u sklopu najznačajnijih hotela i apartmana. Pored smeštajnih, ovaj mali grad ima i ostale kapacitete u vidu kongresnog centra i velikog broja odličnih resto-

rana, barova, noćnih klubova, kazina i prodavnica. Ono što Kopaonik može pružiti organizatorima jeste veliki broj hotela i privatnog smeštaja koji se nalaze nedaleko od kongresnog centra.

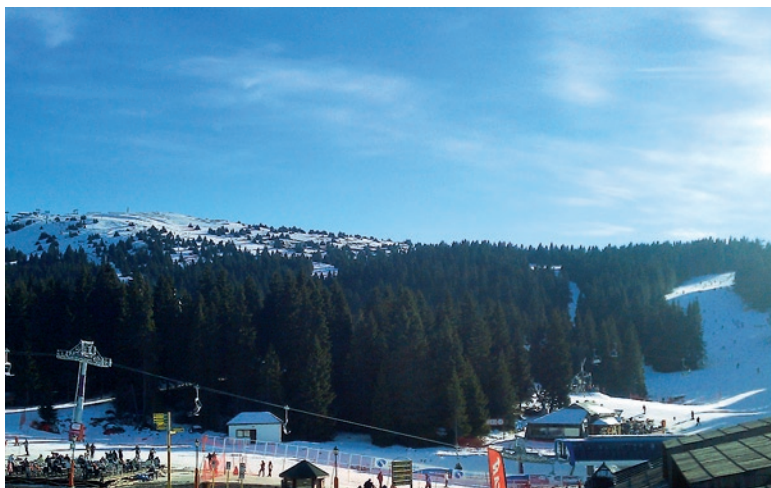
Kongresni kapaciteti mogu ugostiti manje seminare, konferencije od 80/90 učenika ali i velike kongrese do 800 učesnika. Što dokazuju i tradicionalni kongresi, koji se iz godine u godinu održavaju i poklanjaju svoje poverenje Kopaoniku. YU INFO međunarodna konferencija se održava 17ti put ove godine i kao konferencija sa više od 500 učesnika predstavlja jednu od značajnijih.

Pored nje, tu je i Međunarodna konferencija pravnika s tradicijom preko 20 godina i učešćem preko 2000 pravnika iz zemlje i inostranstva. Zatim, neki od značajnih događaja su i Kongres medicine rada, Kongres Sportske medicine, Kongres studenata medicine i stomatologije i drugi.

Danas je Kopaonik je jedan od najznačajnijih planinsko turističkih centara u Srbiji koji je u poslednjim godinama značajno modernizovan ulaganjima u žičare Kopaonika, čime je u mnogome ubrzan prevoz skijaša i samim tim se postiglo na većem zadovoljenju potreba turista kao konzumenata usluga Kopaonika, ali i velikim ulaganjima u modernizaciju i renoviranje samih kongresnih i smeštajnih kapaciteta.

S. G.

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The largest mountain range in Serbia

KOPAONIK – A DESTINATION WHERE BUSINESS AND PLEASURE GO SIDE BY SIDE

Kopaonik is one of the places which offer ideal conditions for active holiday and enjoyment throughout a year. During winter, the attention of tourists is primarily focused on ski terrains, which are at 1650 – 2017 m above sea level, and are classified in the first-category terrains. The tourist centre disposes of the network of cableways and ski lifts, while in the spring-autumn period Kopaonik is attractive as ideal destination for business tourists and congress tourism.

Kopaonik occupies a special position on the tourist map of Serbia. Kopaonik is the largest mountain range in Serbia with 75 km in length and 40 km in width.

The highest part of the mountain is the zone called Ravni Kopaonik, around which are Suvo Rudiste with Pancicev vrh (2017 m), Karaman (1934 m), Gobelja (1834 m) and other.

Kopaonik got its name by extraction of ore. Ore had been extracted from this mountain prior to the arrival of Romans to these regions.

The mines in which the silver ore had been excavated were especially famous. As it is well known, silver was deemed the most precious metal in the medieval Serbia. In the written documents, Kopaonik is mentioned as: Caponi, Coponich, Coparenich, Co-

pono, etc. Kopaonik is one of the places which offer ideal conditions for active holiday and enjoyment throughout a year.

During winter, the attention of tourists is primarily focused on ski terrains, which are at 1650 – 2017 m above sea level, and are classified in the first-category terrains.

The tourist centre disposes of the network of cableways and ski lifts, while in the spring-autumn period Kopaonik is attractive as ideal destination for business tourists and congress tourism.

History

The beginnings of tourism date back in ancient past, and were mostly directed towards the use of thermal waters which are plenty in the area of

Kopaonik. The Josanicka Spa has been used since XIII - XIV century.

Village gatherings and church festivities, which can be characterized as the beginnings of tourism, were held at the mountain of Kopaonik since ancient times.

The gatherings were held in Metodje, Raskrsnica (at the bottom of Kukavica), Crkvine (at the bottom of Nebeske stolice), in Mramor and other locations.

National Park "Kopaonik"

Due to its natural merits, Kopaonik was pronounced national park in 1981. The National Park "Kopaonik" comprises an area of 11.810 h and represents one of the most important centres for biodiversity of endemic flora of Serbia by number of endemic



species. Important endemic species and relicts in Kopaonik are the Kopaonik houseleek (*Sempervivum kopaonikensis*), the Kopaonik violet, Pancic's rezuha (*Cardamine pancicii*), Serbian flax, Pancic's fescue (*Festuca pancicii*), edelweiss and other.

A variety of animal species in the Kopaonik area, out of which Golden Eagle, Peregrine Falcon, Tawny Owl, Shore Lark, Common Crossbill, Eagle-Owl, dormouse, wildcat, fallow deer, and others, deserves a special attention. What distinguishes Kopaonik from other congress destinations is an extraordinary opportunity for combining business and pleasure. Whether it is about active holiday or just surrendering to the magic of this mountain, Kopaonik is really a unique destination.

Out of the activities at Kopaonik, there are organised hiking trips (to the Metodje spring and the Semetesk lake), trips by mountain bikes, basketball, tennis, equestrian, English language schools.

There are also various programmes for children, programmes for losing weight and getting fit, and numerous sport fields are ideal for preparations of sports teams, as well as for development of sport spirit and relaxation after a business meeting or a seminar. Due to its versatile forms of relief Kopaonik offers ideal conditions for paragliding. "Monastery tours" are also attractive, meaning sightseeing tours of medieval monasteries and sanctu-

aries in the Kopaonik surroundings: Studenica, Sopocani, Djurdjevi stupovi, Gradac. Then we have wine tours, rafting down the river Ibar and mountaineering – the Pancicev vrh and Siljak peaks, the Kozje stene and Markova stena rocks... the mountain paths lead through beautiful coniferous and deciduous forests, mountain meadows and pastures.

Kopaonik has a total capacity of 3000 beds in the most important hotels and apartments.

Beside the accommodation capacities, this small town also has other capacities in form of congress centre and a large number of excellent restaurants, bars, night clubs, casinos, and shops.

What Kopaonik can offer to organizers is a large number of hotels and private homes located near the congress centre.

The congress capacities can host smaller seminars, conferences of 80/90 participants, but also large congresses of up to 800 participants.

This is also proven by traditional congresses, which are held year after year giving their trust to Kopaonik.

The international conference YU INFO is held for the 17th time this year, and represents one of the most important ones, being a conference with more than 500 participants.

Besides it, there is also the International Conference of Jurors with the tradition of more than 20 years and



the participation of more than 2000 domestic and foreign jurors.

Some of more important events are also the Congress of Labour Medicine Congress of Sport Medicine, Congress of Medical and Stomatological Students and other.

Nowadays Kopaonik is one of the most important mountain tourism centres in Serbia which has been significantly modernized in the recent years by investments in its cableways, which significantly accelerated the transport of skiers and by that achieved higher level of satisfaction of the needs of tourists as consumers of services of Kopaonik, but also by large investments in modernisation and renovation of the very congress and accommodation capacities.

S. G.

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MK Mountain Resort

KOPAONIK - MODERNA KONGRESNA DESTINACIJA

MK Mountain Resort nalazi se u srcu planinskog turističkog centra i Nacionalnog parka Kopaonik, udaljen 290 km od Beograda. Čine ga Grand Hotel & SPA****, Hotel Angella**** i Apartmani Konaci-Sunčani vrhovi. Svi objekti su smešteni u središtu turističkog centra i Nacionalnog parka Kopaonik, na 1770 m nadmorske visine.



Da Srbija dobija oblike ozbiljne kongresne destinaciji govori u prilog sve veći broj kongresnih hotela, ne samo u većim gradovima, već i u popularnim planinskim i banjskim turističkim centrima. Adekvatan primer je ujedno i najpoznatiji ski centar Srbije, Kopaonik. Pored neverovatnog prirodnog



potencijala od oko 200 sunčanih i 160 dana pod snežnim pokrivačem tokom godine, sa 55 km staza za alpsko skijanje i 18 km staza sa nordijsko skijanje, Kopaonik ima izvanredne mogućnosti za organizaciju velikih manifestacija različitog karaktera. Ovaj tradicionalno dobar izbor event organizatora, ponovo je u žiži interesovanja zbog odličnih uslova i brojnih sadržaja koje nudi kompanija MK Mountain Resort.

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MK Mountain Resort je otvoren za svoje goste tokom cele godine, trudeći se da im boravak učini jednako interesantnim, kako u zimskoj tako i u letnjoj sezoni, objedinjujući u svojoj ponudi hotelske sadržaje i mogućnosti koje prirodno okruženje nudi za aktivan odmor, wellness & spa odmor, za organizaciju „teambuilding“-a, kongresa, seminara i konferencija.

Deo ukupnog smeštajnog kapaciteta, potpuno je redizajniran i prilagođen gostima sa najvišim očekivanjima u pogledu kvaliteta i komfora. Bogata ponuda u nekoliko barova i restorana, business centar sa najsavremenijom tehničkom opremom, vrhunska zabava u modernoj kuglani sa 8 traka, fitness centar sa najsavremenijom opremom, bilijar sala i dečija igraonica, multifunkcionalna sportska sala, tereni za squash i stoni tenis, samo su deo sadržaja koje ovaj Resort pruža svojim gostima. Ljubiteljima vrhunskog spa ugođaja, na raspolaganju su sve blagodeti luksuznog SPA & Wellness centra na 1800 m², opremljenog po uzoru na svetske SPA centre, otvoreni bazen sa jacuzziem u prelepom planinskom okruženju kao i zatvoreni bazen sa relaks zonom i pogledom na ski staze, sauna svet sa impresivnim sadržajima za relaksaciju, kao i beauty salon, salon

za masažu i VIP spa salon dve osobe. Kongresni centar MK Mountain Resorta se nalazi u oviru hotela Angella i prostire se na pet nivoa, ukupne površine oko 1000 m². U okviru kongresnog centra nalazi se pet sala čiji kapacitet i multifunkcionalnost omogućavaju organizaciju kongresa, konferencija, prezentacija, seminara, muzičkih, modnih i svih ostalih vrsta događaja. Svaka sala raspolaže najsavremenijom audio i video opremom.

Pitali smo **Nikolu Avrama**, generalnog Direktora MK Mountain Resorta, kakva su očekivanja u pogledu popunjenosti kapaciteta u narednim mesecima, od organizovanih MICE skupova.

„Ukupni kapacitet MK Mountain Resorta je preko 1300 ležaja, dok je naš kongresni kapacitet predviđen za oko 1000 učesnika u jednom trenutku što predstavlja značajan segment na kome se zasniva jedan deo naše prodaje.

Prema dosadašnjim najavama i našim projekcijama, očekujemo značajan pomak u popunjavanju kapaciteta van zimske sezone. Konkretno, oko 55000 noćenja bi trebalo do kraja godine da bude realizovano upravo od organizovanih grupnih poseta. Takođe, ove godine planiramo i modernizaciju kongresnog centra, što će svakako doprineti kvalitetnoj ponudi“.



MK Mountain Resort

KOPAONIK - MODERN MICE DESTINATION

MK Mountain Resort. MK Mountain Resort is situated at Kopaonik, the most prestigious ski resort in Serbia, featuring Grand Hotel & Spa****, a brand new Family Hotel Angella****, Apartments Konaci-Sunny Heights and the national restaurant Zvrk. All hotels and apartments are located in the very heart of the tourist center and the National park of Kopaonik, at 1770 m.



The increasing number of new convention hotels all around the country, is a true proof that Serbia is becoming a valuable MICE destination. One of the most distinguished examples is certainly Kopaonik, the best ski resort in Serbia. In addition to its natural potentials with over 200 sunny days and 160 days under the snow layer throughout the year, 55km of ski slopes and 18 km of slopes for Nordic skiing, Kopaonik offers wide choice of possibilities for all kind of events. This traditionally popular destination among the event organizers is again the spotlight for the great conditions, high-level service and facilities offered by MK Mountain Resort. MK Mountain Resort is situated at Kopaonik, the most prestigious ski resort in Serbia, featuring Grand Hotel & Spa****, a brand new Family Hotel Angella****, Apartments Konaci-Sunny Heights*** and the national restaurant Zvrk. All hotels and apartments are located in the very heart of the tourist center and the National park of Kopaonik, at 1770 m.

Our hotels at Kopaonik are open for their guests 365 days a year, making their stay challenging both during winter and summer season. Merging hotel facilities and natural

environment, MK Mountain Resort offers unique possibilities for active family holidays, wellness & spa sensation, extreme sports, excursions and all type of events. Great part of MK Mountain Resort has recently undergone refurbishment program providing high-level service and facilities to fulfill the expectations of even the most demanding guests. In addition to bars and restaurants, MK MR features 8-lane bowling alley, fully equipped business center, billiards, kid's playground, multifunctional sports hall, squash courts and table tennis. Guests can enjoy the new purpose built Grand Oaza Spa & Wellness centre at 1800 m/2, outdoor pool with Jacuzzi and the indoor swimming pool with relax zone overlooking the magnificent

mountain landscape. There is also a sauna world with impressive facilities for complete relaxation, beauty salon, rooms for massage and the VIP spa room for two. MK Mountain Resort convention center forms part of the hotel Angella. It is located at 5 levels and over 1000 m², featuring 5 multifunctional halls of different capacity, offering the key elements to delivering all type of events and meetings. Each hall features the latest audio and video equipment. We have asked Mr. **Nikola Avram**, General Manager of MK Mountain Resort, what are the expectations regarding the occupancy of their accommodation facilities from MICE, in the upcoming months.

„MK Mountain Resort counts with over 1300 beds, while our convention center accommodates up to 1000 participants at a time, which represents one of the key segments of our sales. According to the last reports and our projections, we are expecting a significant increase in occupancy of our accommodation facilities during the summer/fall season. To be more specific, 55000 nights should be achieved from the group visits. Our plan for the upcoming period is the modernization of our convention center which will certainly contribute to a better offer.“



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Nevladine organizacije

ORGANIZACIJA DOGAĐAJA KAO SASTAVNI DEO AKTIVNOSTI NVO

Za rad NVO je neophodno konstantno upoznavanje ciljnih grupa i medija sa problematikom društva kojom se oni bave, stoga je organizovanje pres konferencija, okruglih stolova, seminara, debata i svih ostalih vrsta događaja sastavni deo aktivnosti svake NVO, i možemo reći da se aktivnost ovih organizacija meri brojem događaja koje oni organizuju ili prisutvuju tokom godine. Unapređenje života ljudi u sredini u kojoj žive zajednički je cilj nevladinog sektora i medija, stoga je njihova bliska saradnja krajnja neophodnost.

Nevladine organizacije su neprofitne organizacije i predstavljaju specifičnu formu organizovanja građana, uz često korišćen termin „udruženje građana“ i „civilno društvo“, osnovane sa ciljem da doprinose unapređenju života ljudi sredine u kojoj deluju, demokratskom razvoju i sprovođenju političkih, ekonomskih i društvenih reformi, kao i na prava građana u slobodi mišljenja, religioznih i kulturnih verovanja i opredeljenja. Jedna korisna definicija civilnog društva je da je ono: „Sfera institucija, organizacija i pojedinaca, locirana između porodice, države i tržišta u kojoj ljudi učestvuju volonterski da unaprede zajedničke interese.“

Prvobitni zadatak nevladinih organizacija u društvima tranzicije bio je da

obezbede ljudska i politička prava, zbog čega su često dolazile u konflikt sa režimom.

Unapređenje života ljudi u sredini u kojoj žive zajednički je cilj nevladinog sektora i medija, stoga je njihova bliska saradnja krajnja neophodnost, kako bi mediji i interesne grupe bile upoznate sa tematikom rada nevladinih organizacija i njihove uloge u društvu.

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NVO, i možemo reći da se aktivnost ovih organizacija meri brojem događaja koje oni organizuju ili prisutvuju tokom godine. Pri tome događaji koje





organizuje NVO sektor bi trebalo da poseduju dozu atraktivnosti, kako bi saradnja između njih i medija bila što uspešnija.

Početkom 2011. godine časopis SEEBTM je sproveo istraživanje među Nevladinim organizacijama iz Srbije, Crne Gore, Hrvatske, Bosne i Hercegovine i Makedonije o važnosti organizacije događaja u aktivnostima ovih organizacija.

Sve NVO koje su odgovorile na anketu, složile su se sa konstatacijom da je u njihovom poslovanju organizacija i prisustvo na seminarima i konferencijama izuzetno važna.

Na tim događajima imaju priliku da predstave svoj rad, iznose svoje stavove i informacije, kao i da steknu uvid u ono što drugi misle i rade i kako kažu iz NVO - **Građanske Inicijative iz Beograda**, organizacija i prisustvo ovakvim događajima čine integralni deo njihovog poslovanja. Iz **Omladinskog centra Vermont** se slažu da se na taj način omogućava neprekidna edukacija i praćenje tokova u oblasti u kojoj deluju.

Uz to, svaki projekat u okviru neke NVO ima i deo koji se odnosi na njegovu prezentaciju javnosti bilo kroz pres konferencije, okrugle stolove i sl.

Nevladine organizacije krajem godine usvajaju godšnji plan o aktivnostima za narednu godinu i u skladu sa njim planiraju događaje.

Takođe i svaki mesec usvajaju mesečni plan koji detaljnije razrađuje aktivnosti koje prate realizaciju planiranog godišnjeg plana i eventualno neke nove, dodatne aktivnosti u zavisnosti od situacije i trenutnog stanja.

„Jako bitno, značajno i motivirajuće za mnoge članove. Učešće na događajima omogućuje razmijenu iskustva, znanja ali i ostvarenje niza kontakata i mobilnost ljudi“, ističe g-din Samir Halilović iz **Demokratskog centra Nove Nade iz BiH**.

Goce Todoroski, izvršni direktor **Centra za građansku inicijativu iz Makedonije** kaže: „Prisustvo događajima raličitih profila je veoma važno u funkcionisanju naše organizacije. Učešće u tim događajima za našu organizaciju obezbeđuje nove informacije, nova saznanja, otkrivamo nove partne-

re, nove fondove isl. Mnogi od ovih događaja pomogli su da potvrdimo naše stavove ili da ih pak, korigujemo. Zbog toga prisustvo na seminarima, konferencijama i sl. ocenjujemo kao veoma važno.“

U proseku, NVO u regionu organizuju razne vrste događaja jednom mesečno, a možemo reći da u proseku, organizaciju događaja planiraju 30 dana unapred.

Što se dužine trajanja događaja tiče, uglavnom su događaji koje organizuju ili kojima prisustvuju jednodnevni,

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mada, naravno, ima slučajeva kada su višednevni, i to uglavnom, do 2 dana. U Centru za Građansku inicijativu iz Makedonije kažu da vreme koliko unapred planiraju organizaciju zavisnosti od tipa događaja, da li je jednodnevni ili višednevni, od broja učesnika isl. Ali sigurno ne manje od 30 dana.

Višednevni događajina kojima su učesnici iz više zemalja kojima treba obezbediti avionske karte, ili druge vrste prevoza, smeštaja (vize), potreban protokol za osobe koje su na

određenim pozicijama isl, tada se sa organizacijom počinje i više od 60 dana unapred, naglašavaju iz Centra.

Što se tiče lokacije, NVO organizuju događaje u zemlji u kojoj posluju i u kojoj se njihovo predstavništvo nalazi. Lokaciju pored toga biraju na osnovu iskustva i usluge kojom su prethodni bili zadovoljni, kao i na osnovu projektnih aktivnosti koje određuju njihove korisnike.

Destinacije koje su eksplicitno navedene jesu Beograd, Novi Sad, Pazar, Banja Luka, Sarajevo, Tuzla, Doboj, Brčko, Teslić, Jahorina, Kotor, Cetinje, Podgorica, Ohrid, Prilep, Skoplje, Priština.

Rezultati ankete, na pitanje šta im je najbitnije prilikom izbora lokacije, prostora i eventualne agencije za organizaciju događaja, pokazuju da je Nevladinim organizacijama u regionu Jugoistočne Evrope na prvom mestu odgovarajući kapacitet sala za kongrese i obuke sa učešćem od 15.4%, odmah za njim, skoro podjednako bitni kriterijumi jesu cena i iskustvo i

profesionalizam u organizaciji, sa po 13.7% i 12.9%.

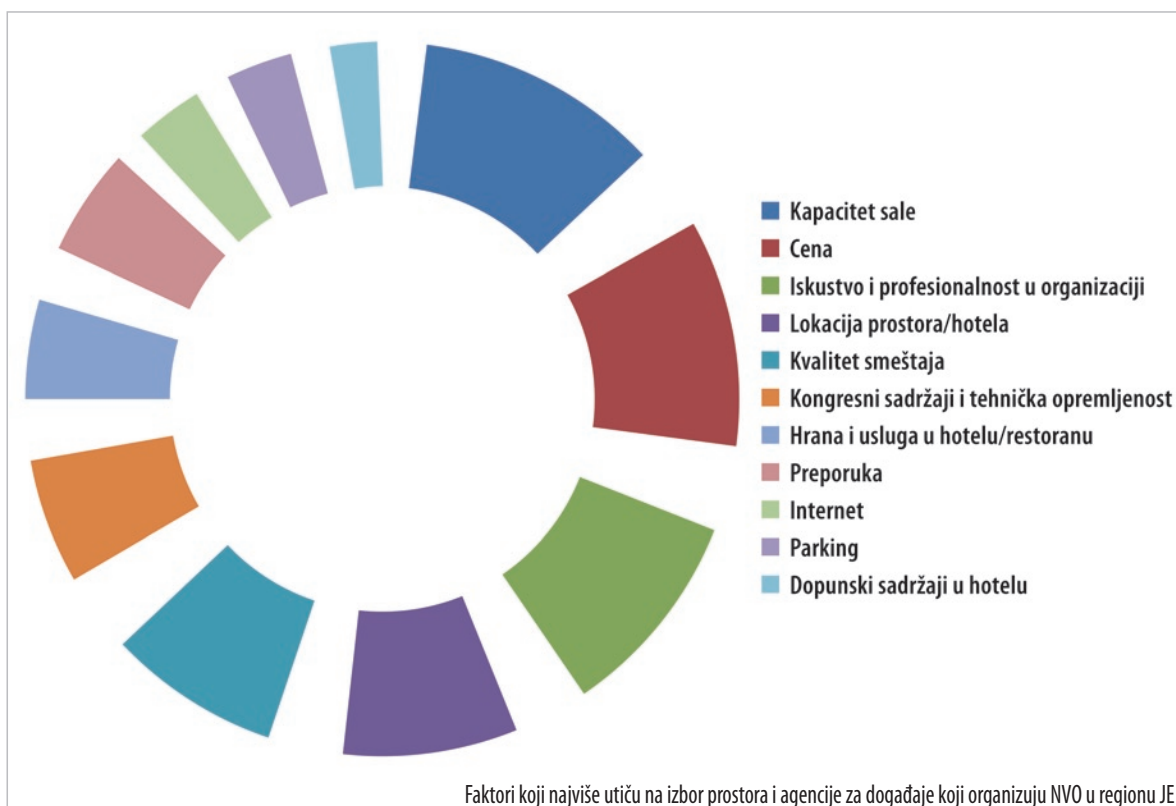
Iza cene koštanja i iskustva, po značaju, se nalaze sama lokacija hotela, zatim kvalitet smeštaja, kongresni sadržaji i tehnička opremljenost, hrana i usluga u hotelu/restoranu i ostali kriterijumi koji manje utiču na izbor lokacije i prostora za održavanje konferencija i obuka (Grafikon: Faktori koji najviše utiču na izbor prostora i agencije za događaje koji organizuju NVO u regionu JE).

Standard koji se pominje takođe kao bitan, jeste arhitektonska pristupačnost i kvalitet smeštaja za osobe sa invaliditetom.

Iz organizacije **HO Partner iz Banja Luke** ističu:

„Za naše osoblje i učesnike na treninzima je važno da je soba pristupačna za kolica, krevet visok, toalet dovoljno širok, toaletna šolja visoka i slično. Bilo bi dobro kada bi ove standarde tražili i druge organizacije jer nam se dešava da kada idemo na seminare koje organizuju drugi nismo u mogućnosti učestvovati zbog nepostojanja uslova za korisnike kolica.“

M. Š.



Non-governmental organisations

EVENT ORGANISATION AS AN INTEGRAL PART OF NGO ACTIVITIES

The NGO work requires constant familiarizing of the target groups and the media with the problems of the society which they are dealing with, therefore organising of press conferences, round tables, seminars, debates and all other types of events makes an integral part of each NGO activities, and we might say that the activity of these organisations is measured with the number of events organised or attended by them during one year. The promotion of people's living in the environment in which they live is a common goal of the non-governmental sector and the media, therefore their close cooperation is an ultimate necessity.

Non-governmental organisations are non-profit organisations and they represent a specific form of organizing of citizens, with the often-used term "citizen association" and "civil society", founded with an objective of contributing to promotion of people's living in the environment in which they act, to democratic development and enforcement of political, economical and social reforms, as well as to the rights of citizens in freedom of thinking, religious and cultural beliefs and preferences.

One of the useful definitions of civil society is that it is: "A sphere of institutions, organisations and individuals, located among family, state and

market, in which people participate voluntarily in order to promote common interests."

The original task of non-governmental organisations in transition societies was to provide human and political rights, which is why they often came into conflicts with the governing regime.

The promotion of people's living in the environment in which they live is a common goal of the non-governmental sector and the media, therefore their close cooperation is an ultimate necessity, in order for the media and interest groups to familiarize with the subject of work of nongovernmental organisations and their role in the society.

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The events organised by the NGO sector should possess a dash of attractiveness, in order for the cooperation between them and the media to be more successful.



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In the beginning of 2011, SEEbtm magazine conducted a survey among the non-governmental organisations from Serbia, Croatia, Bosnia and Herzegovina and Macedonia on importance of event organisation in the activities of these organisations.

All the NGOs which responded to the survey agreed with the statement that organisation of and attendance at the seminars and conferences is extremely important in their operations.

At these events, they have an opportunity of presenting their work, their opinions and information, as well as to get an insight in other's opinions and work, and, as the people from the NGO - **Citizen Initiatives from Belgrade** say, organisation of and attendance at such events make an integral part of their operations.

The people from the **Youth Centre Vermont** agree on the fact that such manner enables constant education and following of the trends in the area in which they act.

In addition to that, every project within some NGO has also a part related to its presentation to the public, through press conferences, round tables, and similar.

At the end of each year, non-governmental organisations adopt annual plans of activities for the following

year, and plan events in accordance therewith. Also, each month they adopt monthly plans, which elaborate the activities accompanying the realization of the projected annual plan in detail, along with some possible new, additional activities, depending upon the situation and the current status.

"Very important, significant and motivating for many members, participation in events provides exchange of experiences, knowledge, but also realization of a series of contacts and mobility of people", emphasizes Mr. Samir Halilovic from **Democratic Centre Nove Nade from B&H**.

Goce Todoroski, the executive director of the **Centre for Civil Initiative from Macedonia**, says: "Attendance at the events of various profiles is very important in our organisation's functioning.

Participation in such events provides our organisation with new information, new knowledge, discovery of new partners, new funds, and similar. Many of these events have helped us to endorse our opinions or to correct them. That is why we estimate the attendance at seminars, conferences, and similar as very important."

On average, the regional NGOs organize various kinds of events once a month, and we can say that, on average, they plan event organisation 30 days in advance. As far as duration of

event is concerned, the events organized or attended are mostly one-day events, although, of course, there are some events which last longer, mostly up to 2 days.

The people from the Centre for Civil Initiative of Macedonia say that the time for planning organisation in advance depends on type of event, whether it is one-day event or lasts several days, on number of participants, and similar, but it is not less than 30 days. When it comes to the events which last several days, with the participants from several countries who need to be provided with airplane tickets, or other types of transportation, accommodation (visas), a required protocol for the persons on certain positions and similar, the organisation starts more than 60 days in

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advance, emphasize the people from the Centre.

As far as the location is concerned, NGOs organize events in the country in which they operate and in which they have representative office.

Besides that, they choose the location based on experience and service which has previously satisfied them, as well as based on the project activities determining their users.

The explicitly mentioned destinations are Belgrade, Novi Sad, Novi Pazar,

Banja Luka, Sarajevo, Tuzla, Doboj, Brčko, Teslic, Jahorina, Kotor, Cetinje, Podgorica, Ohrid, Prilep, Skpje, Pristina. The results of the survey, in answer to the question "what is the most important at choosing the location, venue and possible event organisation agency", show that, for the non-governmental organisations in the region of Southeast Europe, an adequate capacity of congress and training rooms comes to the first place with the share of 15.4 %, followed by almost equally important criteria such as price, experience and professionalism in organisation, with 13.7% and 12.9% respectively.

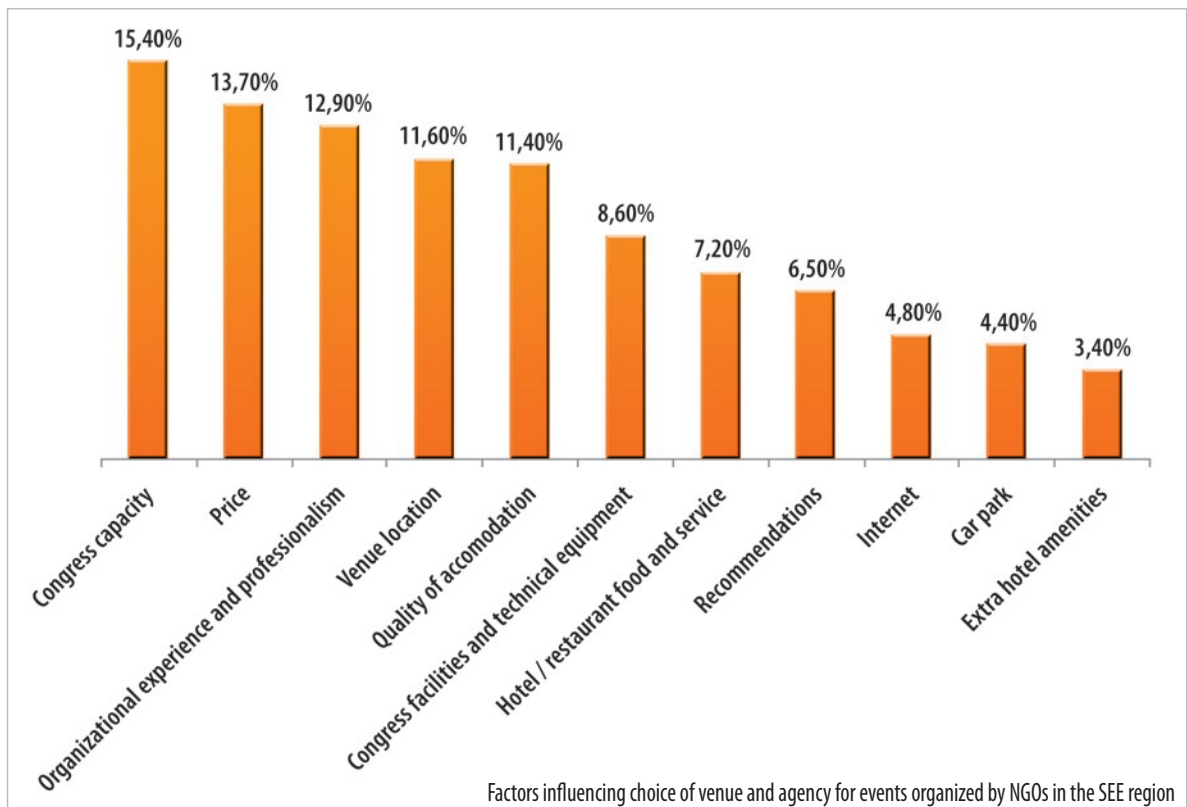
Behind cost price and experience, by importance, come the very location of the hotel, then the quality of accommodation, convention contents and technical equipment, food and service in hotel/restaurant and other criteria less affecting choice of location and conference and training venue (Chart: Factors influencing choice of venue and agency for events organized by NGOs in the SEE region). A standard also mentioned as important is architectural accessibility and

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quality of accommodation for persons with disabilities.

The people from the organisation **HO Partner from Banja Luka** emphasize: "It is very important for our staff and participants in trainings that the room is accessible for wheelchairs, the bed is tall, the toilet is wide enough, the toilet seat is tall, and similar. It would be good that these standards are requested by other organisations as well, because it happens to us that we are not able to participate in the seminars organized by others due to non-existence of adequate conditions for wheelchair users."

M. Š.



Factors influencing choice of venue and agency for events organized by NGOs in the SEE region

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NEVLADINE ORGANIZACIJE U REGIONU

Nevladine organizacije su specifična forma organizovanja građana. Termin se masovno koristi u zadnje dve decenije, a pored termina "nevladina organizacija" koristi se i termin "udruženje građana". Ono što je bitno je da su sloboda govora i sloboda udruživanja bitni elementi u demokratskim društvima koji dozvoljavaju građanima da se udružuju i da iskažu različite interese koji ne moraju biti atraktivni uvek za sve. Nevladine organizacije se osnivaju kako bi obavljale aktivnosti

koje će zadovoljiti neku javnu potrebu ili potrebu zajednice, ili zajednički interes članova, ali ne privatne interese kao što je profit.

Organizacija podrazumeva tim ljudi vođenih istom vizijom, misijom i ciljevima. Misija NVO je ono što ona čini da bi ispunila identifikovanu potrebu i po pravilu je povezana s nizom osnovnih, duboko ukorenjenih vrednosti. U regionu Jugoistočne Evrope postoji veliki broj registrovanih nevladinih organizacija.

Tako u Srbiji postoji preko 20.000 registrovanih udruženja građana; u Hrvatskoj, prema Registru Udruga Republike Hrvatske, postoji preko 42.000 udruga; u Crnoj Gori to je oko 4.000 registrovanih NVO; u Bosni i Hercegovini oko 6.500; u Sloveniji oko 22.500; u Makedoniji oko 6.000; u Bugarskoj oko 8.000 dok u Rumuniji broj dostiže 62.000 organizacija.

U nastavku članka je dat spisak nekih od Nevladinih organizacija u regionu Jugoistočne Evrope po zemljama.

NON-GOVERNMENTAL ORGANISATIONS IN THE REGION

Non-governmental organisations are specific form of organising of citizens. This term has been widely used in the last two decades, and besides the term "non-governmental organisation", a term – citizens' association" is also used. What matters is that freedom of speech and freedom of association are important elements in democratic societies which allow the citizens to associate and to express different interests which are not obligatorily attractive to everyone.

Non-governmental organisations are established in order to perform the

activities which would satisfy a public need or a community need, or a common interest of the members, but not private interests such as profit. Organisation implies a team of people led by the same vision, mission and goals. The NGO mission is what it does in order to satisfy an identified need and, as a rule, it is connected with a series of basic, deeply rooted values.

There is a large number of registered non-governmental organisations in the region of Southeast Europe. There are more than 20000 registe-

red citizens' associations in Serbia; in Croatia, according to the Registry of Associations of the Republic of Croatia, there are more than 42000 associations; in Montenegro this amounts to 4000 registered NGOs; in Bosnia and Herzegovina, around 6500; in Slovenia, around 22500; in Macedonia, around 6000; in Bulgaria, around 8000, and in Romania has reached number of 62000 organizations.

The following is the list of some Non-Governmental Organisations in the region of Southeast Europe, by countries.

SRBIJA / SERBIA

- Privredna komora Amerike u Srbiji / American Chamber of Commerce in Serbia
www.amcham.rs
- Anti Trafiking Centar – ATC / Anti-Trafficking Centre - ATC
www.atc.rs
- Beogradski centar za ljudska prava / Belgrade Centre for Human Rights
www.bgcentar.org.rs
- Centar za obrazovnu politiku / Centre for Educational Policy
www.cep.edu.rs
- Centar za regionalizam / Centre for Regionalism
www.centarzaregionalizam.org.rs
- Centar za unatredivanje pravnih studija / Centre for Promotion of Legal Studies
www.cups.rs
- CESID - Centar za slobodne izbore i demokratiju / Centre for Free Elections and Democracies
www.cesid.org
- Društvo sudija Srbije / Judges' Association of Serbia
www.sudije.rs
- Evropski pokret u Srbiji / European Movement in Serbia
www.emins.org
- Fond za mikro razvoj / Micro Development Fund
www.mdf.org.rs
- Građanske inicijative / Citizens' Initiatives
www.gradjanske.org
- Grupa "Hajde da..." / Group "Let's..."
www.hajdeda.org.rs
- Helsinški odbor za ljudska prava u Srbiji / Helsinki Committee for Human Rights in Serbia
www.helsinki.org.rs
- Kancelarija za evropske integracije / European Integration Office
www.seio.gov.rs
- Humanitarna organizacija „Naša Srbija“ / Humanitarian Organisation "Nasa Srbija"
www.nasasrbija.org
- Novosadski humanitarni centar / Novi Sad Humanitarian Centre
www.nshc.org.rs
- OEBS – Organizacija za evropsku bezbednost i saradnju, Misija u Srbiji / OSCE - Organization for Security and Co-operation in Europe, Mission to Serbia
www.osce.org/serbia
- Resurs centar Bor / Resource Centre Bor
www.rcbor.rs
- Savet Evrope / Council of Europe
www.coe.org.rs
- Transparentnost Srbija / Transparency Serbia
www.transparentnost.org.rs
- UNDP – Program Ujedinjenih nacija za razvoj u Srbiji / United Nations Development Programme in Serbia
www.undp.org.rs
- UNICEF Fond ujedinjenih nacija za decu / United Nations International Children's Emergency Fund
www.unicef.rs
- Inicijativa za inkluziju VelikiMali / Initiative for Inclusion VelikiMali
www.velikimali.org

HRVATSKA / CROATIA

- BIOPA - Udruga za organsko - biološku proizvodnju / Association for Organic-Biological Agriculture www.biopa.hr
- Centar za mirovne studije / Centre for Peace Studies www.cms.hr
- CESI - Centar za edukaciju, savjetovanje i istraživanje / Centre for Education, Counselling and Research www.cesi.hr
- Documenta – Centar za suočavanje s prošlošću / Documenta - Centre for Facing the Past www.documenta.hr
- Udruga građana GONG / Citizens' Association GONG www.gong.hr
- Građanski odbor za ljudska prava / Citizens' Committee for Human Rights www.goljp.hr
- Hrvatski helsinški odbor / Croatian Helsinki Committee www.hho.hr
- Mreža mladih Hrvatske / Croatian Youth Network www.mmh.hr
- OEBS – Organizacija za evropsku bezbednost i saradnju, Misija u Hrvatskoj / OSCE - Organization for Security and Co-operation in Europe, Mission to Croatia <http://www.osce.org/zagreb>
- Transparency International Hrvatska / Transparency International Croatia www.transparency.hr
- Udruga građana HRVATSKA PROTIV DROGE / Citizens' Association CROATIA AGAINST DRUGS www.droge.hr
- Udruga LET / Association LET www.udruga-let.hr
- Udruga ZAMISLI / Association ZAMISLI www.zamisli.hr
- Udruga žena Vukovar / Women's Association Vukovar www.udzvu.org
- UNDP - Program Ujedinjenih naroda za razvoj u Hrvatskoj / United Nations Development Programme in Croatia www.undp.hr
- UNHCR Zagreb - Ured Visokog povjerenika Ujedinjenih naroda za izbjeglice / United Nations High Commissioner for Refugees www.unhcr.hr
- UNICEF Fond ujedinjenih nacija za decu u Hrvatskoj / United Nations International Children's Emergency Fund in Croatia www.unicef.hr
- Zelena akcija / Green Action www.zelena-akcija.hr

RUMUNIJA / ROMANIA

- Udruženje građana Prihvati / Citizens' Association Accept www.accept-romania.ro
- Akademija za pravobranilaštvo / Advocacy Academy www.advocacy.ro
- Centar za pomoć NVO-ovima / Assistance Center for NGO's www.centras.ro
- Udruženje za zaštitu i promovisanje slobode izražavanja / Association for the Protection and Promotion of Freedom of Expression www.exprimare.org
- Centar za nezavisno novinarstvo / Center for Independent Journalism www.cji.ro
- Centar za pravne resurse / Center for Legal Resources www.crj.ro
- Građanska alijansa / Civic Alliance www.aliantacivica.ro
- Udruženje za razvoj građanskog društva / Civil Society Development Society www.fdsc.ro
- Savez obrazovnih zajednica – FICE Rumunija / Federation of educational communities – FICE Romania www.ficeromania.org
- Kuća slobode Rumunije / Freedom House Romania www.freedomhouse.ro
- Institut za javnu politiku / Institute for Public Policies www.ipp.ro
- Agencija za nadzor medija / Media Monitoring Agency www.mma.ro
- Prodemokratsko udruženje (APD) / Pro Democracy Association (APD) www.apd.ro
- Proevropska liga / Pro Europa League www.proeuropa.ro
- APD resursni centar za demokratiju / Resource Center for Democracy of APD www.resurse-pentru-democratie.org
- Resursni centri za slobodan pristup informacijama od javnog interesa / Resource Centers for the Free Access to Public Interest Information www.accesinfo.ro
- Romski centar za društvenu intervenciju i studije – Romani C.R.I.S.S. / Roma Center for Social Intervention and Studies – Romani C.R.I.S.S. www.romanicriss.org
- Rumunsko akademsko društvo / Romanian Academic Society www.sar.org.ro
- Rumunsko udruženje za transparentnost / Romanian Association for Transparency www.transparency.org.ro
- Soroš Fondacija – Rumunija / Soros Foundation – Romania www.osf.ro

BOSNA I HERCEGOVINA / BOSNIA AND HERZEGOVINA

- Aaa – akcija protiv side / AAA - Action against AIDS www.actionagainstaids.org
- Biro za ljudska prava / Human Rights Bureau www.hrotuzla.org.ba
- Brčanski Informativni Portal / Information Portal of Brcko www.infobrcko.com
- Centar savremenih inicijativa / Centre for Modern Initiatives www.csi.ba
- Centar za okolišno održivi razvoj / Centre for Sustainable Environmental Development www.coor.ba
- Centar za slobodan pristup informacijama / Centre for Free Access to Information www.cspi.ba
- Centar za životnu sredinu / Environment Centre www.czzs.org

BOSNA I HERCEGOVINA / BOSNIA AND HERZEGOVINA

- Centri civilnih inicijativa / Centres for Civil Initiatives www.ccibh.org
- Demokratski centar "Nove nade" / Democratic Centre "New Hopes" www.dcnovenade.com
- Društvo za zaštitu životinja NOA / Association for Animal Protection NOA www.drustvonoa.org
- Helsinški parlament građana / Helsinki Citizen's Parliament www.omladina-bih.net
- Humanitarna organizacija "Naša djeca" / Our Kids Charity www.nasadjeca.ba
- Humanitarna organizacija Partner / Partner Charity www.ho-partner.rs.sr
- OEBS – Organizacija za evropsku bezbednost i saradnju, Misija u BiH / OSCE - Organization for Security and Co-operation in Europe, Mission to B&H www.oscebih.org
- Omladinska grupa helsinškog odbora za ljudska prava u RS / Youth Group of the Helsinki Committee for Human Rights in the Republic of Srpska www.helsinkirs.org
- Omladinski centar "Vermont" / Youth Centre "Vermont" www.vermontbrcko.com
- Omladinski komunikativni centar / Youth Communication Centre www.okcbl.org
- Savjet mladih u Bosni i Hercegovini / Youth Council in Bosnia and Herzegovina www.coe.ba
- U. G. "Tolerancijom protiv različitosti" – TOPEER / A. C. "Tolerance against Diversity" www.topeer.ba
- Udružene žene / United Women www.unitedwomenbl.org
- UNDP - Razvojni program Ujedinjenih nacija u BiH / United Nations Development Programme in B&H www.undp.ba
- Vaša prava Bosne i Hercegovine / Your Rights Bosnia and Herzegovina www.vasaprava.org

SLOVENIJA / SLOVENIA

- Amnesty Internešenel Slovenija / Amnesty International Slovenia www.amnesty.si
- Udruženje foruma evropskih studenata AEGEE - Ljubljana / Association European Students' Forum AEGEE – Ljubljana www.aegee-ljubljana.org
- Udruženje za promovisanje jednakosti i pluralnosti Vita Activa / Association for Promotion of Equality and Plurality Vita Activa www.drustvo-vitaactiva.si
- CNVOS – Centar za informativnu službu, saradnju i razvoj NVO-ova / CNVOS – Centre for Information Service, Co-operation and Development of NGOs www.cnvos.si
- Kulturna umetnička inicijativa Maribor / Cultural artistic Initiative Maribor www.muki.si
- Fokusno udruženje za održivi razvoj / Focus Association for Sustainable Development www.focus.si
- Institut za elektronsko učešće - InePA / Institute for Electronic Participation – InePA www.sodeluj.net
- Pravno-informatički centar za NVO-ove Slovenije - LIC / Legal-Information Centre for NGOs Slovenia – LIC www.pic.si
- Nacionalni omladinski savet Slovenije (MSS) / National Youth Council of Slovenia (MSS) www.mss.si
- PORTA B - Institut za razvoj i unapređenje kulture, baštine i turizma / PORTA B - Institute for Development and promotion of culture, heritage and tourism www.portab.si
- Slovensko udruženje za proučavanje i očuvanje slepih miševa / Slovenian Association for Bat Research and Conservation www.sdpmv-drustvo.si
- Slovenski E-forum – Društvo za energetske ekonomičnost i životnu sredinu / Slovenian E-forum - Society for Energy Economics & Environment www.se-f.si
- Slovenski univerzitet za treće doba / Slovenian Third Age University www.univerzazatretjeobd-drustvo.si
- Društvo za ljudska prava i akciju podrške HUMANITAS / Society for Human Rights and Supportive Action HUMANITAS www.humanitas.si
- Mirovni institut / The Peace Institute/ www.mirovni-institut.si
- VITRA centar za održivi razvoj / VITRA Centre for Sustainable Development www.vitra.si
- Servis za savetovanje žena / Women's Counselling Service www.drustvo-zenska-svetovalnica.si
- YHD – Društvo za teoriju i kulturu hendikepa / YHD - Society for the theory and culture of handicap www.yhd-drustvo.si

MAKEDONIJA / MACEDONIA

- AEGEE – Evropska studentska organizacija / AEGEE- European Student Organization www.aegee-skopje.org.mk
- Arka – Forum za prava romskog naroda u Makedoniji / Arka - forum for the rights of the Roma population of Macedonia www.arka.org.mk

MAKEDONIJA / MACEDONIA

- Centar za građansku inicijativu / Center for Civic Initiative www.cgimk.org.mk
- Građanski svet – izgradnja društva za sve njegove građane / Civic World - building a society for all of its citizens www.civicworld.org.mk
- Humanitarna organizacija „El Hilal“ / Humanitarian Organisation „El Hilal“ www.mol.com.mk
- Makedonski centar za međunarodnu saradnju / Macedonian Center for International Cooperation www.mcms.org.mk
- Makedonski međunarodni pokret za ljudska prava / Macedonian Human Rights Movement International www.mhrmi.org
- Udruženje građana Mesečina / Citizens' Association Mesečina www.mt.net.mk
- MHCHR – Makedonski helsinški odbor za ljudska prava / MHCHR - Macedonian Helsinki Committee for Human Rights www.mhc.org.mk
- Udruženje građana Milosrđe / Citizens' Association Milosrdie www.freemail.com.mk
- MOF Makedonski forum za obrazovanje / MOF - Macedonian Forum on Education www.mof.org.mk
- Muzički informacioni centar za mlade / Music Information Centre for Youth www.jmm.org.mk
- Unija ženskih organizacija u Makedoniji / Union of Women Organizations in Macedonia www.sozm.org.mk

BUGARSKA / BULGARIA

- Agencija za društvenu analizu / Agency for Social Analysis www.asa-bg.netfirms.com
- Udruženje ACCESS / ACCESS Association www.access-sofia.org
- Udruženje bugarskih agencija za energetiku (ABEA) / Association of Bulgarian Energy Agencies (ABEA) www.abea-bg.org
- Bugarski klaster za IKT / Bulgarian Cluster for ICT www.ictcluster.bg
- CEED Bugarska / CEED Bulgaria www.en.ceed-bulgaria.org
- Centar za proučavanje demokratije / Centre for the Study of Democracy www.csd.bg
- Euro-bugarski kulturni centar / Euro-Bulgarian Cultural Centre www.eubcc.bg
- Evropski institut / European Institute www.europeaninstitute.net
- Centar za prenošenje inovacija / Innovation Relay Centre www.irc.bg
- Grčki poslovni savet u Bugarskoj / Hellenic Business Council in Bulgaria www.hbcg.com
- Nacionalno udruženje bugarskih drumskih prevoznika / National Association of Bulgarian Road Carriers www.nabcbg.org
- Bugarsko industrijsko udruženje / The Bulgarian Industrial Association www.bia-bg.com
- Regionalno predstavništvo UNHCR za centralnu Evropu / UNHCR Regional Representation For Central Europe www.unhcr-budapest.org

CRNA GORA / MONTENEGRO

- ALFA Centar / ALPHA Centre www.alfacentar.org
- Centar za demokratiju i ljudska prava / Centre for Democracy and Human Rights www.cedem.me
- Centar za građansko obrazovanje / Centre for Civic Education www.cgo-cce.org
- Centar za monitoring – CEMI / Monitoring Centre - CEMI www.cemi.org.me
- Centar za razvoj nevladinih organizacija / Non-Governmental Organisations Development Centre www.crnvo.co.me
- Evropski pokret Crna Gora / European Movement in Montenegro www.emim.org
- Expeditio / Expeditio www.expeditio.org
- Fondacija institut za otvoreno društvo / Foundation Open Society Institute www.osim.org.me
- Fondacija za stipendiranje Roma / Roma Scholarship Foundation www.isi-mne.org
- Liberalni savez Crne Gore / Liberal Alliance of Montenegro www.lscg.org
- NVO Green Home / NGO Green Home www.greenhome.co.me
- Omladinski kulturni centar - Juventas / Youth Cultural Centre - Juventas www.juventas.co.me
- OEBS – Organizacija za evropsku bezbednost i saradnju, Misija u Crnoj Gori / OSCE - Organization for Security and Co-operation in Europe, Mission to Montenegro www.osce.org
- Pokret za promjene / Movement for Changes www.promjene.org
- Udruženje mladih sa hendikepom Crne Gore / Association of Youth with Disabilities of Montenegro www.umhcg.org
- UNDP - Program Ujedinjenih nacija za razvoj u Crnoj Gori / United Nations Development Programme in Montenegro www.undp.org.me
- UNICEF Podgorica www.unicef.org/montenegro

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Mersiha Čaušević-Podžić, glasnogovornica Misije OSCE-a u BiH

PRISUSTVO NA SEMINARIMA U CILJU SPROVOĐENJA AKTIVNOSTI I PROGRAMA OSCE-A

Organizacija za evropsku bezbednost i saradnju (OSCE - Organization for Security and Co-operation in Europe) najveća je svetska regionalna sigurnosna organizacija, koja broji 56 država članica. Uspostavljena kao regionalni aranžman skladno Poglavlju VIII Povelje Ujedinjenih nacija, OSCE je forum za političke pregovore, s naglaskom na prevenciji konflikta, upravljanje u kriznim situacijama i postkonfliktnom oporavku.



Mersiha Čaušević-Podžić, glasnogovornica Misije OSCE-a u BiH

Opšti okvirni sporazum za mir u Bosni i Hercegovini, sklopljen u Dejtonu i potpisan u Parizu krajem 1995. godine, a koji je okončao gotovo četiri godine sukoba, oblikuje rad Misije OSCE-a u Bosni i Hercegovini. Ovim Sporazumom Misija OSCE-a određena je kao jedna od organizacija odgovornih za pružanje pomoći u osiguranju trajnog mira u Bosni i Hercegovini što podrazumeva i pružanje pomoći u oporavku države nakon sukoba, kako bi postala stabilna, sigurna i demokratska država.

OSCE ima sveobuhvatan pristup pitanju sigurnosti: objedinjuje vojno-političku, ekonomsku, ekološku i ljudsku dimenziju sigurnosti. Aktivnosti Organizacije obuhvataju kontrolu naoružanja, mere izgradnje poverenja i uspostavljanja sigurnosti, ljudska prava, nacionalne manjine, demokratizaciju, strategije policijskog rada, protivterorizam, kao i ekonomske i ekološke aktivnosti. Za organizaciju i

sprovođenje aktivnosti Organizacije potreban je odgovoran i profesionalan tim ljudi. Kako bi čitaocima SEEBTM magazina predstavili aktivnosti OSCE-a i šta je sve potrebno za organizaciju uspešnih seminara, konferencija i ostalih događaja, vodili smo razgovor s gospođom **Mersiham Čaušević-Podžić**, glasnogovornicom Misije OSCE-a u BiH, koja je bila ljubazna da odgovori na par pitanja.

1. Koliko je u poslovanju Vaše organizacije bitna organizacija i prisustvo na seminarima i konferencijama?

U cilju sprovođenja aktivnosti i programa u okviru našeg mandata, izuzetno nam je važno prisustvo na seminarima i konferencijama.

Također, trudimo se ispuniti potrebe za obukom uposlenih Misije OSCE-a u Bosni i Hercegovini, te prema potrebama naznačenim u našem godišnjem planu, organiziramo interne treninge.

2. Koliko često organizujete skupove (prezentacije, okrugle stolove, seminare, konferencije)?

Tokom čitave godine organiziramo različite prezentacije, okrugle stolove, seminare ili konferencije - nekad i više događaja sedmično (ovisno o važnosti tema i potreba u okviru mandata Misije OSCE-a u BiH, što varira od nekoliko puta mjesečno do jednom sedmično).

3. Koliko unapred planirate organizaciju nekog događaja? Da li organizaciju obično prepuštate eksterno nekoj agenciji ili je za planiranje i realizaciju zadužena osoba iz OSCE-a?

Organizaciju ne prepuštamo eksternim agencijama, a period planiranja zavisi od kompleksnosti programskog sadržaja koji sprovodimo i "veličine" skupa. Pripremna faza nekog događaja ponekad traje od dvije sedmice pa do nekoliko mjeseci, što ovisi o zadatim ciljevima, broju učesnika, mjestu, itd...



OSCE-ova konferencija o slobodi medija, Sarajevo, 8. maj 2008. godine

4. Šta Vam je najbitnije prilikom izbora lokacije, prostora i agencije za organizaciju događaja?

Prilikom izbora lokacije, prostora i agencije dosta elementa je bitno, a konkretan redoslijed prema važnosti zavisi od konkretnog događaja i varira prema tome. Naravno da kapacitet, tehnička opremljenost, lokacija, parking, usluge u hotelu moraju odgovarati našim potrebama za datu konferenciju. Uz to, naravno da je jako važna profesionalnost osoblja, sigurnost, kvalitet/sigurnost hrane i ponuđenih sadržaja, kao i cijena (OSCE ne bira visoke kategorije hotela, više prema sredini kategorizacije). Kada su u pitanju interni treninzi stalno koristimo sve naše raspoložive resurse, uključujući sale za treninge kao i osobe koje pružaju trening.

5. Koliko obično traju događaji koje organizujete? Da li se radi o jednodnevnim ili višednevnim događajima?

Događaji su najčešće jednodnevni, a najduže do tri dana trajanja. Duži



Učesnici na okruglom stolu na temu krivična dela počinjena iz mržnje, 30. jun 2010. godine.

događaji od navedenog izuzetno su rijetki.

6. Gde u regionu uglavnom organizujete kongrese i okupljanja? Zašto je baš ta lokacija/prostor Vaš izbor?

Naše događaje organiziramo u BiH. Konkretno izbor najčešće je u funkciji minimiziranja vremena putovanja učesnika, tj. smanjenja troškova/trajanja događaja.

7. Možete li nam reći par reči o okvi-

nom planu aktivnosti za 2011. godinu?

U cilju implementacije programa aktivnosti za 2011, OSCE planira organizaciju velikog broja okruglih stolova, prezentacija i radionica, kao i određen broj višednevnih seminara i konferencija. Detaljan plan prikazan je u planovima programskih aktivnosti naših programa, a svi uposleni upoznati su detaljno s tim planovima.

S. G.

Mersiha Causevic-Podzic, a spokesperson of the OSCE Mission to B&H

THE PRESENCE ON THE SEMINARS IN ORDER TO IMPLEMENT ACTIVITIES AND PROGRAMS OF THE OSCE

OSCE - Organisation for Security and Co-operation in Europe is the largest world regional security organisation, consisting of 56 member countries. Established as a regional arrangement pursuant to the Chapter VIII of the United Nations Charter, OSCE is a forum for political negotiations, with the emphasis on prevention of conflicts, crisis situation management and post-conflict recovery.

The General Framework Agreement for Peace in Bosnia and Herzegovina, initialled in Dayton and signed in Paris in the end of 1995, which ended almost four years of conflicts, forms the work of the OSCE Mission to Bosnia and Herzegovina. With this Agreement, the OSCE Mission was determined as one of the organisations responsible for rendering assistance in securing permanent peace in Bosnia and Herzegovina which also implies rendering assistance in recovery of the country upon conflicts, in order for it to become stable, secure and democratic country. OSCE has a comprehensive approach

to security matters: it comprises military-political, economic, ecological and human dimension of security. The Organisation's activities comprise control of armament, measures of building trust and establishing security, human rights, national minorities, democratisation, police work strategy, anti-terrorism, as well as economic and ecological activities. The organisation and enforcement of the Organisation's activities also require a responsible and professional team of people. In order to present the OSCE's activities and requirements for organisation of successful seminars to the readers

of SEEbtm magazine, we had a conversation with Mrs. **Mersiha Causevic-Podzic**, a spokesperson of the OSCE Mission to B&H, who was kind enough to answer a couple of questions.

1. How important are organisation and presence at the seminars and conferences in the operation of your Organisation?

With a view to enforcement of activities and programmes within our mandate, presence at the seminars and conferences is very important for us. Also, we try to satisfy the needs for training for the employees of the OSCE Mission to Bosnia and Herzego-

vina, so we organise internal trainings according to the needs indicated in our annual schedule.

2. How often do you organise meetings (presentations, round tables, seminars, conferences)?

Throughout a year we organise various presentations, round tables, seminars, or conferences – sometimes even more events during one week (depending on importance of subjects and needs within the OSCE Mission mandate in B&H, which varies from several times a month to once a week).

3. How much in advance do you plan organisation of an event? Do you usually delegate organisation to some external agency or you have a person from OSCE who is in charge of planning and realisation?

We do not delegate organisation to external agencies, and the period of planning depends on complexity of programme content we enforce and "size" of the meeting. The preparatory stage of an event sometimes takes from two weeks to several months,

which depends on given tasks, number of participants, venue, etc...

4. What is the most important thing for you at selecting location, venue, and agency for organisation of an event?

Many elements are important at selecting location, venue, and agency, and a specific order by importance depends on specific event and varies upon it. Naturally, capacity, technical equipment, location, parking, and hotel services must correspond to our needs for the given conference. In addition to that, professionalism of the staff, security, quality/safety of food and the offered contents, as well as price (OSCE does not select high categories of hotels, but the ones towards the middle of categorisation). When it is about internal trainings, we constantly use all our available resources, including training rooms and persons delivering trainings.

5. How long do the events organised by you usually last? Is it about one-day or several days' events?

Most frequently these are one-day events, with three-days-duration at the most. The events longer than the mentioned are extremely rare.

6. Where in the region do you organise conventions and meetings? Why is this location/venue your choice?

We organise our events in B&H. A specific choice is most frequently in function of minimizing travel time for participants, i.e. reduction of costs/duration of event.

7. Could you tell us something about a framework schedule of activities for 2011?

With a view to implementation of the programme of activities for 2011, the OSCE plans organisation of a large number of round tables, presentations, and workshops, as well as a specific number of several days' seminars and conferences. A detailed schedule is presented in the plans of programme activities of our programmes, and all the employees have been familiarized with these plans in detail.

S. G.

Find the BEST SOLUTIONS for your event!

kongresni turizam.com

Tulip Inn Putnik Belgrade***

BEOGRAD BOGATIJI ZA SAVREMEN HOTEL POSLOVNOG TIP

Tulip Inn se nalazi u stecištu poslovnih centara, na svega 15 kilometara od međunarodnog aerodroma Nikola Tesla, 6 kilometara od centra grada, 5 kilometara od autobuske i železničke stanice i oko 7 kilometara od Beogradskog sajma. U neposrednoj blizini hotela se nalazi zemunsko milenijumsko zdanje, tvrđava Gardoš, opera-teatar Madlenianum i Dunavski kej. Beogradska tvrđava, Kalemegdanski park, Narodni muzej i pozorište i pešačka zona Knez Mihajlova ulica su samo neke od znamenitosti Beograda u okolini hotela koje treba videti.



Nakon dvogodišnje rekonstrukcije Tulip Inn Putnik Belgrade je otvoren 30. novembra 2010 godine.

Hotel je pridružen internacionalnom lancu hotela Golden Tulip Hospitality Group, koji pod svojim okriljem, širom sveta ima 1072 hotela.

Ovaj, osmi po veličini lanac u svetu, ima 83.000 soba svih kategorija koje poslovnim ljudima i turistima nude udoban, funkcionalan smeštaj.

Svi hoteli iz lanca se odlikuju jedinstvenim inovativnim konceptom bara i restorana. Beogradski Tulip Inn Putnik Belgrade je modernog dizajna, uređen po svetskim standardima.

Ima 84 standardne sobe, 12 apartmana i 1 sobu za osobe sa posebnim potrebama.

Sve sobe i apartmani su opremljeni radnim stolom, telefonom, radio i TV setom, minibarom, klimom i imaju prozore koji se otvaraju.

Sobe su prijatne i odgovaraju potrebama savremenog poslovnog čoveka.

Konferencijska sala može odgovoriti na najrazličitije zahteve klijenata. Sa dnevnim svetlom i savremenom audio-video opremom i maksimalnim kapacitetom od 150 osoba u teatar stilu sedenja, idealna je za organizaciju poslovnih i privatnih događaja.

Profesionalni tim hotela je gostima uvek na usluzi da svaki događaj učini nezaboravnim. Svim gostima hotela je omogućen besplatan pristup bežičnom internetu.

Uživanje u kulinarskim specijalitetima je moguće u hotelskom restoranu *Nevski*, koji je otvoren za goste hotela, ali i sve one koji bi da uživaju u internacionalnoj kuhinji. Ovaj restoran, kameleonskog tipa, kapaciteta do 300 osoba se lako prilagođava najrazličitijim zahtevima klijenata.

Postoji mogućnost podele na dva dela i organizovanja poslovnog ručka, svadbene ili rođendanske proslave, različitih prezentacija.

U sklopu hotela nalazi se i *Absolut café* bar u kome do kasnih večernjih sati možete uživati u piću, sendvičima ili kolačima. Idealno mesto za bekstvo od užurbane svakodnevnice je fitness i SPA centar koji se prostire na 1000 m² i ima teretanu sa najsavremenijom opremom, sale za vežbanje, zatvoren bazen, saunu, whirlpool.

Gosti će imati mogućnost da zakažu kozmetičke tretmane i masaže.

Hotel raspolaže sa 29 mesta koja su pod budnim okom obezbeđenja i gostima hotela su na raspolaganju bez naplate.

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Tulip Inn Putnik Belgrade***

BELGRADE ENDOWED WITH A MODERN BUSINESS HOTEL

The hotel is situated between the business hub of New Belgrade and the esplanade near the Danube River, which makes his location perfect for business people as well for those who come for leisure.



Tulip Inn Putnik Blegrade was opened on November 30th, 2010, after two years of reconstruction. This hotel joined an international chain Golden Tulip Hospitality Group, which operates with 1072 hotels around the world. Golden Tulip Hospitality Group represents the 8th biggest hotel chain worldwide with 83.000 rooms covering all hotel categories and offering to business and leisure travelers a comfortable, well-maintained and functional accommodation. The unique, innovative bar and restaurant concept is a trademark of each hotel within the chain.

Tulip Inn Putnik Belgrade is a modern hotel, designed by high class standards. This property offers 84 standard rooms, 12 suites and 1 room for physically challenged persons. All rooms and suites feature a wide range of superb amenities including working desk, telephone, radio and TV set, minibar, A/C and opening windows. Rooms are cozy and equipped to satisfy all the needs of a contemporary businessman. Ample conference venue, modernly designed with daylight, up-to-date A/V equipment and maximum capacity of 150 persons in theater-style sitting, is ideal for busi-

ness and private events. The hotel's professional staff will skillfully assist you in designing the perfect setting for your business meetings, social and cultural events, conferences, exhibitions and private celebrations. Free wireless internet access is available in all areas of the hotel. For hotel guests there are 29 parking lots which are free of charge. Indulge in culinary pleasures in hotel's restaurant *Nevski*, which is opened for hotel and walk-in guests interested in international cuisine. This chameleon restaurant, with capacity for 300 persons, can be easily adjusted to different client's needs. There is a possibility of splitting it into two parts and orgnize wedding, birthday party, business lunch, presentation... *Absoult café* on the mezzanine floor is the place where you can

enjoy in unique cocktails, drinks and light snacks until the late evening hours. Fitness and SPA center is the perfect place to relax and escape from a hectic everyday. A gym, work-out rooms, swimming pool, whirlpool and sauna are located on 1000 m².

Cosmetic treatments and massages are the best way to improve your wellbeing. Location of the hotel is very convenient - 15 kilometres from the international airport Nikola Tesla, 6 kilometres from the city center, 5 kilometres from the main bus and train stations and about 6 kilometres from Belgrade Fair.

The Gardos, the millennium fortress of Zemun, the opera-theater Madlenianum are within walking distance of hotel. Some of the cultural sights worth of seeing are the Belgrade Fortress, the Kalemegdan Park, the National Museum and Theater and pedestrian street Knez Mihajlova.

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Dejan Veselinov, direktor Turističke organizacije Beograda

USPEŠNO POZICIONIRANJE BEOGRADA KAO VAŽNOG TURISTIČKOG CENTRA SE NASTAVLJA

Ključni ciljevi naših aktivnosti su da se pozicionira Beograd kao idealna turistička destinacija za kratki gradski odmor, kulturnih i sportskih događaja, na dve reke, kao grad velikih poslovnih mogućnosti i to kako na inostranom tako i na domaćem tržištu.



Dejan Veselinov, direktor TOB-a

Dugogodišnji portparol Turističke organizacije Beograda **Dejan Veselinov**, 1. oktobra 2010. godine preuzeo je funkciju v. d. direktora ove službe umesto dosadašnje direktorke Jasne Dimitrijević. Veselinov, koji već skoro deceniju radi na promociji Beograda, ima puno planova za ozbiljnu promociju i pozicioniranje ovog grada kao važnog turističkog centra.

1. Beograd je prethodne godine postiglo 8% više inostranih turista nego 2009. godine. Koje aktivnosti se dalje planiraju kako bi se nastavio ovaj uspeh?

Saradnja sa privrednim subjektima – unapređenje saradnje sa receptivnim turističkim agencijama, turoperatorima, hotelima, hostelima, privatnim smeštajem, ugostiteljskim objektima, transportnim preduzećima i drugim organizatorima programa razgledanja grada u cilju kreiranja konkurentnog i atraktivnog turističkog aranžmana za dolazak u Beograd. Zatim, nove ture razgledanja, primena novih tehnologija, promocija značajnih međunarodnih ma-

nifestacija, obeležavanje značajnih datuma u turizmu, povećanje obima i strukture aktivnosti turističko informativnih centara.

Ove godine zadatak je da unapredimo i ubrzamo distribuciju informacija do svi učesnika u kreiranju turističkog proizvoda kao i njegovih konzumenata, Turističkih informativnih centara i javnosti. **Nastavićemo sa međunarodnom promocijom** prema stranim i domaćim tržištima. To zahteva nastupe na sajmovima, pružanje informacija i izradu prezentacija, kreiranje i objavljivanje brošura i drugih vrsta turističkih informacija, kreiranju web stranica i newsletter-a, kao i organizovanje studijskih putovanja za agente. Cilj svega je stvaranje pozitivne slike o Beogradu kao City break i kongresne destinacije. Veliki akcenat potrebno je dati na promociji Beograd preko tzv. Socijalnih mreža. One predstavljaju važan i jednostavan način komunikacije i promocije. Facebook stranicu

smo uradili krajem 2010. i nastojaćemo da je razvijamo i da se prilagođavamo novim trendovima.

2. Do sada je Beograd uspešno promovisan kao grad zabave i noćnog provoda. Postoje li planovi za brendiranje Beograda u još nekom pravcu?

Ključni ciljevi naših aktivnosti su da se pozicionira Beograd kao idealna turistička destinacija za kratki gradski odmor, kulturnih i sportskih događaja, na dve reke, kao grad velikih poslovnih mogućnosti i to kako na inostranom tako i na domaćem tržištu. To je ono na čemu smo podjednako radili svih ovih godina i nastavićemo tako u i budućnosti. Posebnu pažnju obratićemo na promociju aktivnosti vezanih za **kandidaturu Beograda za kulturnu prestonicu Evrope 2020. godine**. Ovaj projekat doneće Beogradu veliku korist na kulturnom, socijalnom i ekonomskom planu.



ESGO konferencija 2009. godine u Beogradu, Sava Centar, sa 2000 učesnika

To je jedinstvena prilika da se naš grad obnovi, unapredi njegov imidž, kako bi u evropskom kulturnom krugu postao poznat i upečatljiv i na internacionalnoj skali.

3. Po Vašem mišljenju, koji su potencijali, prednosti i nedostaci Beograda za kongresni turizam?

Svi neophodni potencijali postoje a ono što je bitno je da su sve više prepoznati od strane organizatora skupova, a to su **dobra dostupnost**, zahvaljući svom centralnom položaju u Jugoistočnoj Evropi svim vidovima transporta, povezanost direktnim avionskim linijama sa svim većim gradovima u Evropi, sa aerodromom samo 15km udaljenim od centra grada i glavnih hotela, a koji je i jedan od najefikasnijih u Evropi.

Tu je i **funkcionalan i savremeno tehnički opremljen Kongresni centar, Sava centar** sa najvećom plenarnom salom u regionu od oko 4.000 mesta udaljen samo 5 minuta od centra grada a ujedno sa najnižom cenom zakupe prostora u regionu, što je ujedno i naša velika prednost.

Uspeli smo da dostignemo i broj od 4.000 soba u hotelima sa 5*, 4* i 3*, od čega je oko 1.000 u blizini Sava centra.

Imamo i **iskusan i stručan kadar** koji je poslednjih desetak godina uspešno realizovao brojne skupove značajnih svetskih asocijacija i korporacija od 250-3.000 učesnika u našem gradu. Tu su i **dva Kongresna biroa, Srbije i Beograda** koji nizom svojih aktivnosti i uslugama koje pružaju organizatorima kongresa uspešno krče put Beogradu kao destinaciji na koju će se ozbiljno računati kada se planiraju stručni skupovi.

Tu su i odlične mogućnosti koje naš grad pruža za organizovanje **van-kongresnih aktivnosti** učesnicima skupova, od brojnih razgledanja grada do noćnog provoda po čemu smo već poznati u svetu. Pri svemu tome veoma nam je važno što u našoj nameri da pozicioniramo Beograd kao vodeću kongresnu destinaciju regiona imamo i **podršku Grada** koja se



Beograd noću

između ostalog realizuje i kroz finansijsku podršku asocijacijama - organizatorima skupova u našem gradu (koja se ostvaruje kroz kandidovanje određenih projekata na konkurs koji jednom godišnje raspisuje Sekretarijat za privredu grada).

Ovde ćete prepoznati i naše prednosti kao kongresne destinacije čemu bih dodao pre svega da smo kao još uvek **nova destinacija** atraktivniji od drugih u regionu.

Ono što možemo navesti kao **nedostatak** jeste još uvek nedovoljan broj hotelskih kapaciteta, između ostalog onih sa 5* i sa većim kapacitetima i odgovarajućim salama za sastanke, što recimo traže korporacije, a što će delimično biti prevaziđeno u narednim godinama završetkom rekonstrukcije hotela Metropol, Jugoslavija i Continental.

Takođe, kao nedostatak se poslednjih par godina javlja i nedovoljan broj atraktivnih prostora za tzv.društvene aktivnosti kongresnih gostiju kao što su prijemi, ceremonije otvaranja i zatvaranja i slično. To je ono čemu ćemo se kao TOB i KBBeograda posvetiti u narednom periodu.

Nameravamo da u dogovoru sa Gradom i određenim gradskim institucijama omogućimo otvaranje nekih

gradskih prostora za koje smatramo da su posebno atraktivni za održavanje ovih događaja.

4. Da li vidite Beograd kao centar kongresnog turizma u regionu u budućnosti?

Da. Svi pobrojani potencijali i prednost, uz ubrzani razvoj infrastrukture i nove razvojne projekte grada, a sudeći po ogromnom interesovanju klijenata za naš grad, nesumljive su i realne šanse da se Beograd u skoroj budućnosti pozicionira kao centar kongresnog turizma u regionu.

5. Kakva je trenutna, i planovi za buduću saradnju sa zemljama u regionu?

Trenutno imamo odličnu saradnju sa zemljama u regionu i njihovim turističkim organizacijama i kongresnim biroima. Radimo na tome da Beograd saraduje sa svima jer to može da doprinese boljem pozicioniranju našeg grada, ali i da kreira nove poslovne mogućnosti. Gosti koji dolaze iz dalekih krajeva sveta, a naročito iz Azije kreiraju tražnju koja se odnosi na diverzifikovan proizvod sastavljen od različitih programa i atrakcija celog regiona.

M. Š.

Dejan Veselinov, Director of the Tourism Organisation of Belgrade

SUCCESSFUL POSITIONING OF BELGRADE AS IMPORTANT TOURIST CENTRE CONTINUES

The key objectives of our activities are to position Belgrade as an ideal tourist destination for short city break, as a city of cultural and sport events, situated on two rivers, a city of big business opportunities in both international and domestic markets.



Dejan Veselinov, Director of Tourism Organization of Belgrade

Mr. **Dejan Veselinov**, a spokesperson of the Tourism Organisation of Belgrade for many years, assumed the position of acting director of this service instead of the former director Jasna Dimitrijevic on 1 October 2010. Mr. Veselinov, who has been working on promotion of Belgrade for almost a decade, has many plans for serious promotion and positioning of this city as important tourist centre.

1. Last year, Belgrade was visited by 8% more foreign tourists than in 2009. What additional activities are planned in order to continue with this success?

Cooperation with business entities – promotion of cooperation with receptive tourist agencies, tourist operators, hotels, hostels, private accommodation, catering facilities, transport companies, and other organizers of the city sightseeing programme, with a view to creation of competitive and attractive tourist arrangement for arrival to Belgrade. Then, there are new sightseeing tours, application of new technologies,

promotion of important international events, commemoration of important dates in tourism, increase of volume and structure of activities of tourist information centres. This year, our task will be to improve and accelerate distribution of information to all the participants in creation of tourist product as well as its consumers, Tourist Information Centres and the public. **We will continue with the international promotion** towards foreign and domestic markets. This requires presentations at fairs, offering information and making of presentations, creation and publishing of brochures and other types of tourist information, creation of web pages and newsletters, as well as organizing study travels for agents. The overall objective is the creation of the image of Belgrade as city break and congress destination. It is necessary to put a big emphasis on the promotion of Belgrade through the so-called social networks. They represent an important and simple way of communication and promotion. We created our FACEBOOK profile in the end of 2010 and we will do our best to develop it and to adapt to new trends.

2. So far Belgrade has been successfully promoted as a city of fun and night entertainment. Are there any plans for branding Belgrade in another direction?

The key objectives of our activities are to position Belgrade as an ideal tourist destination for short city break, as a city of cultural and sport events, situated on two rivers, a city of big business opportunities in both international and domestic markets. This is something which we have been steadily working on all these years and we will continue doing so in the future. We will pay special attention to the promotion of the activities related to **candidacy of Belgrade for the Cultural Capital of Europe in 2020**. This project will bring a great benefit to Belgrade in cultural, social, and economic plan. It is a unique opportunity for renewal of our city, for promotion of its image, in order for it to become famous and impressive within the European circle at the international level as well.

3. In your opinion, what are the potentials, advantages and faults of Belgrade for congress tourism?



Belgrade on international tourism fairs



Knez Mihailova street

All the necessary potentials exist, and the important thing is that they are even more recognized by the meeting organizers, **and they are good accessibility**, thanks to its central position in the Southeast Europe, by all types of transport, connection via direct airlines with all the major European cities, with the airport 15 km away from the city centre and main hotels, which is also one of the most efficient in Europe. There is also a **functional and modern technically equipped Convention Centre, Sava Centre** with the largest plenary hall of some 4.000 seats, within only 5 minutes of the city centre, and at the same time with the lowest space rental fee in the region, which is also our great advantage. We have managed to reach a number of 4.000 rooms in the 3-, 4, and 5-star hotels, out of which 1.000 near Sava Centre. We also have **experienced and professional staff** who in the past ten years have successfully realized numerous meetings of important world associations and corporations with 250-3000 participants in our city.

There are two **Convention Bureaus** as well, **Serbian** and **Belgrade**, which, through a series of their activities and services offered to the organizers of conventions, successfully make road for Belgrade as a destination to be seriously counted on in planning professional meetings.

There are also excellent possibilities offered by our city for organising **extra-convention activities** for the

participants of the meetings, from numerous city sightseeing tours to night entertainment which made us famous in the world. The fact which is very important to us in our intention for positioning Belgrade as leading congress destination in the region is that we have **support from the City** realized through financial support to associations-meeting organizers in our city (which is realized through candidacy of certain projects for the competition announced once a year by the City Economy Secretariat).

Here you will also recognize our advantages in being a congress destination, where I would add, first of all, that we, as a new destination, are more attractive than the others in the region.

What we might mention as a **fault** is still insufficient number of hotels, among other things the ones with five stars, and with more capacities and adequate meeting rooms, which is, for example, required by the corporations, and which will partially be overcome in the following years after the reconstruction of the hotels Metropol, Jugoslavija and Continental is finished. Also, an insufficient number of attractive spaces for the so-called social activities of congress guests, such as receptions, opening and closing ceremonies and similar, has also appeared to be a fault in recent years. This is something which we as TOB and BCB will dedicate ourselves to in the period to come. It is our intention to enable opening of some city

spaces which we consider especially attractive for holding such events, in agreement with the City and certain city institutions.

4. Do you see Belgrade as a regional centre of congress tourism in the future?

Yes, I do. All the mentioned potential and advantages, along with accelerated development of infrastructure and new development projects of the city, and judging by huge interest of clients in our city, the chances for Belgrade to position itself as a regional centre of congress tourism are undoubtedly and realistic.

5. What is a current cooperation with the countries in the region like and what are the plans for future cooperation?

Currently we have excellent cooperation with the countries in the region and their tourism organisations and convention bureaus.

We are working on making Belgrade cooperate with everybody as it can



The Temple of St. Sava

contribute to a better positioning of our city, and also create new business opportunities.

The guests coming from distant regions in the world, and especially from Asia, create a demand related to a diversified product composed of various programmes and attractions from the whole region.

M. Š.

Jedno mesto, ceo svet

FEBRUAR

24 - 27. TURIZAM (ITTF)

MART

09 - 13. NAUTIKA
11 - 13. HORTIKULTURA
12 - 13. SAJAM KOZMETIKE
25.III - 03.IV MOTOPASSION
25.III - 03.IV SALON AUTOMOBILA (OICA)

APRIL

12 - 16. SEEBE - SAJAM GRAĐEVINARSTVA (UFI)
27 - 28. OSH

MAJ

03 - 05. SEE GAMING EXPO BELGRADE
09 - 13. SAJAM TEHNIKE (UFI)
20 - 22. LADY FAIR, DEČIJI SAJAM
26 - 29. SAJAM SPORT

JUN

09 - 13. BRAND FAIR
28.VI - 01.VII PARTNER 2011

SEPTEMBAR

21 - 24. GRAFIMA
21 - 24. PACKTECH EXPO
21 - 24. CONBAK EXPO
21 - 24. HYG EXPO
21 - 24. FRUVEG EXPO

OKTOBAR

06 - 08. UNIJATEX.COM
07 - 09. DEČIJI SAJAM
12 - 14. ENERGETIKA & ECOFAIR
13 - 15. MEDIDENT
15 - 16. SAJAM KOZMETIKE
24 - 30. BEOGRADSKI SAJAM KNJIGA
25 - 29. UČILA, BIRO-EXPO, ZVONCE

NOVEMBAR

01 - 03. ISEC
14 - 20. SALON NAMEŠTAJA (UFI)
26 - 29. ETNO HRANA

DECEMBAR

01 - 03. BIZNIS BAZA
01 - 04. EXPO-ZIM
16 - 30. NOVOGODIŠNJI VAŠAR



Kongresni biro Srbije

PROGRAM ASOCIJACIJA – PODRŠKA U PROCESU KANDIDOVANJA ZA MEĐUNARODNE SKUPOVE

Kongresni biro Srbije je u prethodnoj godini započeo realizaciju programa saradnje sa predstavnicima domaćih profesionalnih asocijacija, saveza i udruženja koje žele da se kandiduju za organizaciju međunarodnih kongresa.

U prethodnoj godini Kongresni biro je na osnovu analize baza podataka došao do više stotina domaćih udruženja koje su članice u međunarodnim asocijacijama.

Zatim je obavljena analiza svake pojedinačne asocijacije, kako bi se utvrdile šanse da Srbija istakne kandidaturu



za organizaciju njenog međunarodnog skupa. Na taj način je utvrđena lista od preko stotinu domaćih asocijacija i njihovih predstavnika u međunarodnim telima za koje verujemo da imaju snage i ugleda da našu zemlju kandiduju za organizaciju međunarodnog kongresa. Zatim je utvrđen *Program asocijacija*, kao program podrške koju Kongresni biro Srbije pruža predstavnicima domaćih asocijacija koji su aktivni u međunarodnim telima, sa ciljem da zajednički istaknemo kandidaturu za organizaciju međunarodnih skupova u Srbiji. Ova podrška obuhvata pomoć u komunikaciji sa predstavnicima kongresne i hotelske industrije i sa državnim institucijama, pomoć u izradi dokumentacije neophodne za podnošenje kandidature, u prezentaciji i promovisanju kandidature, organizaciji inspekcije destinacije od strane predstavnika međunarodnih asocijacija itd. Ceo proces Kongresni biro Srbije vodi uz pomoć

i podršku kongresne i hotelske industrije koja aktivno učestvuje u privlačenju inostranih klijenata.

Program asocijacija je prezentovan prošle godine u Rektoratu Univerziteta u Beogradu, kada je na prvi *Dan asocijacija* došlo preko 30 uglednih profesora, doktora, naučnika koji su aktivni u međunarodnim asocijacijama. Zatim je ova ideja promovisana na Univerzitetu u Novom Sadu, a planira se saradnja i sa drugim institucijama iz oblasti medicine, farmacije, nauke, sporta itd. U procesu vođenja i realizacije ovog programa su pozvane i sve domaće PCO agencije koje su izrazile interes da podnose kandidature za međunarodne kongrese i skupove u narednom periodu. Na ovaj poziv se odazvalo pet agencija koje imaju kontakte sa međunarodnim asocijacijama i koje žele da učestvuju u kreiranju ovog programa. U planu je formiranje bid alijanse koja će na formalizovan način da pristupa podnošenju kandidatura da ciljem da se njihov broj u narednom periodu višestruko poveća. Kada ceo proces bude uspostavljen, Kongresni biro Srbije će zajedno sa industrijom da kreira tzv.

Kongresni biro Srbije je osnovan 2007. godine kao zvanična nacionalna institucija koja se bavi promovisanjem naše zemlje kao kongresne destinacije, atraktivne za organizovanje međunarodnih skupova i poslovnih sastanaka. Do danas je Kongresni biro okupio preko 60 partnera iz kongresne i hotelske industrije sa kojima animira domaće i međunarodne asocijacije i korporacije da u Srbiji organizuju svoje skupove, poslovne sastanke i putovanja.

Program ambasadora u koji će biti pozvani oni predstavnici domaćih asocijacija koji su već organizovali ili su u procesu realizacije značajnih međunarodnih skupova u Srbiji. U ovom momentu već postoji nekoliko kandidata koje bismo izdvojili i za koje verujemo da predstavljaju prave ambasadore naše zemlje u svojoj struci i nauci kojom se bave.

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Serbia Convention Bureau

ASSOCIATION PROGRAM – INTERNATIONAL EVENTS BIDDING SUPPORT

Last year, Serbia Convention Bureau (SCB) started the process of co-operation with the representatives of National professional associations and societies which expressed their interest in applying for hosting the international congresses.

Based on the detailed data base research performed in the previous year, the SCB has gathered information on hundreds of associations in Serbia, members of the international associations.

Each association individually has been analyzed with the aim to determine the potentials of Serbia in bidding for hosting the international event. This way a list of more than one hundred local associations along with their representatives in international bodies has been established. We strongly believe that these associations have the capacities and reputation to present our country in the role of the international congress host.

This is the reason why the *Association program* has been established, by which the Serbia Convention Bureau gives support to the representatives of local associations, active in international bodies, with the aim to mutually bid to host an international event in Serbia.

This support suggests communication with the representatives of convention and hospitality industry, governmental institutions, assistance with compiling of the bid documents, destination presentation and promoti-

on, organizing site inspection for the representatives of the international associations, etc.

The SCB heads the whole process in coordination with the convention and hotel industry which actively participate in attracting the international clients.

The Association Program was presented at the Rectorate of the University in Belgrade last year, on which occasion more than 30 renowned professors, doctors and scientists active in international associations participated in the first *Association Day*.

This initiative was then promoted at the University of Novi Sad, too. We are planning to establish cooperation with other institutions in the field of medicine, pharmacy, science and sport, as well. All local PCO agencies interested in bidding for the international congresses are invited to take participation in realization of this program in the forthcoming period.

So far, a total of five PCOs with contacts in international association have expressed interest in taking an active role in establishing this program.

We are planning to establish a bid alliance which is supposed to execute the process in the formalized way,



with the ultimate goal to multi-fold increase their number. Once the process is fully established, the Serbia Convention Bureau will, together with the industry, create the *Ambassador Program*, which will invite the representatives of the local associations that have already organized or are in the process of organizing international events in Serbia.

At this moment, we have several potential candidates which we would like to point out and that we believe that they represent the real ambassadors of Serbia within their specific expertise.

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The Serbia Convention Bureau was established in 2007 as the official national institution aimed at promotion of Serbia as a meeting destination, attractive for hosting the international congresses and events. So far, the SCB has attracted more than 60 partners from the convention and hospitality industry through which it is lobbying with local and international associations and corporations to organize their events in Serbia.



Izveštaj

EIBTM 2010 – REGION JUGOISTOČNE EVROPE SVE PRISUTNIJI NA MAPI SVETSKE KONGRESNE INDUSTRIJE

Posle niza uspešnih predstavljanja kongresne industrije regiona Jugoistočne Evrope, kompanija The Best Solutions nastupila je po treći put na jednom od najvećih sajmova kongresne industrije – EIBTM 2010.



The Global Meetings
& Events Exhibition

Ovogodišnji 22. po redu sajam kongresnog turizma u Barseloni, EIBTM, zabeležio je učešće od 3 125 izlagača iz preko 90 zemalja u okviru trodnevnih intenzivnih sastanaka i aktivnosti. Što se tiče posetilaca sajma, navodi se broj od 4.010, što predstavlja porast od 5% u odnosu na prošlu godinu, dok je ukupna poseta uključujući i buyer-e dostigla 8.395. Takođe, postignut je rekord od 59 profesionalnih edukativnih sekcija.

Zbog izrazito loših vremenskih uslova u periodu trajanja EIBTM-a, veliki broj buyer-a nije uspeo da pravovremeno stigne na sajam, s obzirom na to da su letovi bili masovno odlagani. Međutim, organizatori Sajma su se maksimalno potrudili da ovaj problem premoste na najbrži način.

Jedna od novina ove godine, na šta su organizatori veoma ponosni, bilo je i predstavljanje EIBTM TV – kanala koji je uživo prenosio dešavanja u kongresnom holu/centru.

Posle niza uspešnih predstavljanja kongresne industrije regiona Jugoistočne Evrope, kompanija The Best Solutions nastupila je po treći put na jednom od najvećih sajmova kongresne industrije – EIBTM 2010. Na EIBTM-u, koji je ove godine održan u periodu od 30.11. do 02.12. u Barseloni, Španija, kompanija The Best Solutions predstavila je putem svojih medija više od 250 hotela, profesionalnih agencija, kongresnih i poslovnih centara i „event“ prostora iz Srbije, Crne Gore, Hrvatske, Slovenije, Bugarske, Rumunije, Bosne i Hercegovine, Makedonije, Bugarske i Rumunije. Katalog kongresne industrije SEEbtm 2010, kao i poslednje izdanje SEEbtm magazina – sa temom Kongresi u medicini i farmaciji, izazvali su veliko interesovanje kod regionalnih i međunarodnih kupaca. Na EIBTM-u su se ove godine, kao destinacije regiona JE, štandovima predstavile Srbija, Hrvatska, Crna Gora

i Slovenija, sa ukupno 63 izlagača, predstavnika kongresne industrije – agencija, hotela, kongresnih centara i nacionalnih aviokompanija, od kojih je najveći broj sa štanda Hrvatske. Na štandu Srbije je prikazano uživo ple-



tenje opanaka, dok je štand Slovenije promovisao zeleni (eko) koncept zelenim jabukama.

Što se ekonomske situacije tiče, polako počinje da se govori o oporavku. Brojna istraživanja i statistike ukazuju na to. Kod 62% ispitanika MPI Business Barometar studije potvrđena je činjenica da je avgust 2010 prošao poslovno mnogo bolje nego avgust 2009.

Očekuje se da korporativni budžeti za sastanke i događaje porastu u 2011. godini. Na primer, prema istraživanju British Meetings and Events Industry korporativni predstavnici su prijavili porast od 5.6 % u proseku u svojim budžetima za 2011., dok se kod budžeta za Asocijacije predviđa prosečan pad od 1%.

Za detaljnije informacije pogledajte EIBTM Industry Trends and report 2010 Roba Dejvidsona, EIBTM-ovog zvaničnog analitičara trendova u kongresnoj industriji: http://www.eibtm.com/files/eibtm_2010_industry_trend_report.pdf



Report

EIBTM 2010 – REGION OF SOUTH EAST EUROPE - MORE VISIBLE ON WORLD MEETINGS INDUSTRY MARKET

After a series of successful presentation of meetings industry of the region of Southeast Europe, The Best Solutions company performed for the third time at one of the largest meetings industry trade show - EIBTM 2010.

This year's 22nd EIBTM has attracted 3,125 exhibiting companies from over 90 countries and created three days packed with non-stop meetings and activities. Having launched many new features, created a record 59 professional education sessions and held over 100 events in and around the show, the objective for the organisers Reed Travel Exhibitions has been to drive business and deliver value for all those attending the event.



Whilst EIBTM took place in the week that saw some of the worst weather conditions to hit Northern Europe in many years, all stands were open for business from the first day of the event. However, some Hosted Buyers from the UK were stranded when Gatwick closed and remained closed for 48 hours. As a result, this year's unaudited figures will reflect a small drop in Hosted Buyers – currently 3,582, 245 less than 2009. Nevertheless, the number of trade visitors was 4,010, reflecting a 5% increase on last year. Total attendance at the show reached 8,395, a 1% increase on 2009. "We tried to do everything in our power to get

these Buyers out of the UK but sadly, the conditions prevented them from leaving. However, we are obviously delighted that those who did get to the event - some having travelled via alternative routes, and many taking up to 12 hours to arrive - proved that this was where they needed to be for their business", said Graeme Barnett, Event Director for EIBTM. Barnett added that the RTE is in the process of contacting every Buyer who did not make it to the show to help them make contact with the exhibitors they had planned to meet. "Yesterday (Thursday, December 2nd), we chartered a plane to get 224 of our Hosted Buyers and Exhibitors back to the UK and we organised coach travel on arrival back in the UK", commented Barnett.

One of the new initiatives this year was the introduction of EIBTM TV – a live news channel broadcast on screens around the show floor. Also online at www.eibtm.com, the content means that those Buyers who did not attend have been able to view three days worth of event news and will be able to see the education sessions and presentations as well at a later date.

After a series of successful presentation of meetings industry of the region of Southeast Europe, The Best Solutions company performed for the third time at one of the largest meetings industry trade show - EIBTM 2010. At EIBTM, held this year from 30 November to 2 December in Barcelona, Spain, The Best Solutions company presented more than 250 hotels, professional agencies, convention and business centres and venues from Serbia, Montenegro, Croatia, Slovenia, Bulgaria, Romania, Bosnia and Herzegovina, Macedonia, Bulgaria and Ro-

mania through its media. Meetings planners guide for SEE region SEEmice 2010, and the latest edition of SEEbtm magazine – with cover story Congresses in medicine and pharmacy, have caused great interest among regional and international buyers.

At EIBTM this year, as a destination of SEE region, Serbia, Croatia, Montenegro and Slovenia were presented with stands, with total of 63 exhibitors, representatives of the meetings industry - agencies, hotels, convention centres and the national airline companies, with the large number of exhibitors from Croatia. The Serbian stand presented live knitting of Serbian peasant shoe, while Slovenia's stand promoted green (eco) concept with green apples.

As regards the economic situation, slowly the recovery is starting to be talked about. Numerous studies and statistics indicate that. MPI Business Barometers in 2010 indicated that the industry was continuing its recovery at a steady pace. The majority of August 2010 Business Barometer respondents (62 percent) indicated that current business conditions were better than a year ago.

Corporate budgets for meetings and events were widely expected to grow in 2011. For example, in the British Meetings and Events Industry Survey corporate respondents reported an average 5.6 per cent increase in their budgets for 2011 – although association budgets were predicted to fall by an average of 1 per cent.

For more information, see EIBTM Industry Trends report 2010 by Rob Davidson, EIBTM Industry trend Analyst: http://www.eibtm.com/files/eibtm_2010_industry_trend_report.pdf

Chloe Couchman, Viši menadžer komunikacija za poslovne i velike događaje u agenciji Visit London

NOVA GODINA U LONDONU

Prema našoj statistici, London svakodnevno ima u proseku više od 500 000 posetilaca iz celog sveta. Međutim, verujemo da je ta brojka znatno veća kada se radi o Novoj godini.



Chloe Couchman
Viši menadžer komunikacija
za poslovne i velike događaje u agenciji Visit London

Visit London je zvanična organizacija za posete Londonu. Kao lider u marketingu destinacija najboljih praksi, Visit London promovira glavni grad Velike Britanije na međunarodnom nivou, širom Britanije i Londoncima, ciljajući posetioce iz privatnih i poslovnih razloga. Visit London radi u partnerstvu sa gradonačelnikom Londona, Agencijom za razvoj Londona, londonskim Većima i turističkom industrijom. Da bismo predstavili organizaciju tako velikog događaja poput dočeka Nove godine u Londonu, kontaktirali smo sa **Chloe Couchman**. Chloe Couchman je Viši menadžer komunikacija za poslovne i velike događaje u zvaničnoj turističkoj agenciji Visit London. Sa više od 12 godina iskustva u PR branši, radila je na nekim od najvećih događaja i sa nekim od najvećih sportskih brendova koji su došli u glavni grad Velike Britanije uključujući Red Bull, Kedberi, ATP, NBA i NFL.

1. London uvek ostavlja nezaboravan utisak dočeka Nove godine. Da li biste mogli da nam kažete nešto o prethodnim godinama, koji doček Nove godine u Londonu je bio najinteresantniji?

Svaki doček Nove godine ima sopstveni karakter i, pošto mnogi ljudi koji idu da gledaju vatromet to čine po prvi put,

to će biti jedinstveno i ushićujuće iskustvo. Oduševljeni smo što je prošlogodišnji spektakl bio tako dobro prihvaćen - mnogi su rekli da je bio najbolji do sada. Prema našoj statistici, London svakodnevno ima u proseku više od 500 000 posetilaca iz celog sveta. Međutim, verujemo da je ta brojka znatno veća kada se radi o Novoj godini.

2. Koliki je otprilike budžet za organizaciju proslave Nove godine na otvorenom?

Budžet za prošlogodišnji spektakl je bio oko 400 hiljada funti za vatromet, sa troškovima infrastructure i čišćenja, a sa razvodnicima i zatvaranjem ulica došao je do 1.8 miliona funti.

3. Kako ovi događaji doprinose prihodima grada?

Vatrometi za doček Nove godine su stekli reputaciju koja stavlja ovaj događaj rame uz rame sa proslavama u Sidneju, Parizu, Njujorku, kao i Edinburgu. Dok se duž obala reke Temze okupilo 250 hiljada ljudi da posmatraju spektakl, 11 miliona ljudi ga je gledalo na BBC televiziji, a milioni njih su ga videli u celom svetu.

4. Koje su glavne aktivnosti koje privlače posetioce u London za Novogodišnje praznike?

Vatrometi su deo zaslepljujućeg niza atrakcija širom prestonice u prazničnoj sezoni - ali i tokom cele godine. Za posetioce jednako kao i za Londo-

nice, ima ponešto za svakoga, od božićnih jelki do svetlucah lampica, od koncerata božićnih pesama do klizanja na bajkovitim lokacijama. Spektakl se već ustalio kao događaj koji se ne sme propustiti, i nastojimo da osiguramo da posetioci znaju i za ostale događaje - na primer, za novogodišnju paradu.

Novogodišnja parada u Londonu je prerasla u jedan od velikih svetskih spektakla sa i do 10 hiljada izvođača sa svih kontinenata, sa stotinama hiljada posmatrača na ulicama - i sa desetinama miliona ljudi koji prate prenos uživo na televiziji. Ove godine, 25. godišnjica novogodišnje parade je oborila sve rekorde.

www.londonparade.co.uk

5. Možete li da nam kažete nešto o najvećim problemima u organizaciji ove vrste događaja?

Organizacija događaja je masovni poduhvat, koji uključuje mnoge agencije. Osim gradonačelnikove kancelarije, i producenata Jack Morton Worldwide, uključeni su i policija, londonski javni prevoz, londonska služba hitne pomoći, britanska saobraćajna policija, lokalna veća i mnogi drugi. Bez tog uticaja, znanja i saradnje, ne bi bilo moguće organizovati događaj ove veličine, koji je pravo uživanje, ali koji je i bezbedan i ne premašuje postojeći budžet.

S. G.



Chloe Couchman, Senior Communications Manager for Business & Major Events at Visit London agency

NEW YEAR'S EVE IN LONDON

According to our statistics, every day London sees on average more than 500,000 visitors from all over the world. But we believe the figures jump significantly when it comes to the New Year's Eve.



Chloe Couchman
Senior Communications Manager
for Business & Major Events at Visit London agency

Visit London is the official visitor organisation for London. A leader in best practice destination marketing, Visit London promotes the UK capital internationally, throughout Britain and to Londoners, targeting leisure and business visitors. Visit London works in partnership with the Mayor of London, the London Development Agency, London Councils and the tourism industry. In order to present organization of such a great event such as New Year's Eve in London, we contacted with **Chloe Couchman**. Chloe Couchman is the Senior Communications Manager for Business & Major Events at the official tourism agency Visit London. With more than 12 years' of experience in PR industry, she has worked with some of the biggest events and sport brands who have come to the UK capital including Red Bull, Cadbury, ATP, NBA and NFL.



1. London has always left an unforgettable impression of the New Year's Eve. Could you tell us something about previous years, what was the most interesting New Year's Eve in London?

Each New Year's Eve has its own character and, as many people going to watch the fireworks are doing it for the first time, it will be a unique and exhilarating experience. We are delighted with the fact that the last display was so well-received – many people said they thought it was the best one so far. According to our statistics, every day London sees on average more than 500,000 visitors from all over the world. But we believe the figures jump significantly when it comes to the New Year's Eve.

2. What is the approximate budget for the organization of the open-air New Year's Eve celebration and how many people are involved in the organization?

The budget for the last display was around £400,000 for the fireworks, with infrastructure and cleaning costs, including stewarding and barriers taking the overall costs to £1.8 million.

3. How these events contribute to the profit of the city?

The New Year's Eve fireworks have acquired a reputation that puts the event on a par with celebrations in Sydney, Paris, New York, as well as Edinburgh. As well as 250,000 people gathered along the banks of the River Thames to watch the spectacle, 11 million people watched it on the BBC TV and millions more saw it around the world.

4. What are the main activities that attract visitors during Christmas time in London?

The fireworks are a part of a dazzling range of attractions all across the capital during the festive season – and

indeed throughout the year. For visitors as well as Londoners, there is something for everyone, from Christmas trees and sparkling lights, to carol concerts and ice-skating at iconic locations. The display has already established itself as a must see event, and we are keen to ensure that visitors are also aware of what else is happening – for example, the New Year's Day Parade. The New Year's Day Parade – London has evolved in to one of the world's great street spectacles with up to 10,000 performers from all the continent, hundreds of thousands of spectators on the streets – and a live



television audience of tens of millions. This year, the 25th Anniversary of the New Year's Day Parade, smashed all records. www.londonparade.co.uk.

5. Can you tell us something about the biggest organizational issues of this kind of events?

The organisation of the display is a massive undertaking, which involves many agencies. As well as the Mayor's Office and the producers Jack Morton Worldwide, it includes the police, Transport for London, London Ambulance Service, British Transport Police, the local councils and many others. Without such input, knowledge and cooperation it would not be possible to deliver an event on this scale, one which is enjoyable, but also safe and within the budget.

S. G.

Veličanstveni vatrometi

CEO SVET ZAJEDNO NAJLUĐE NOĆI U GODINI

Žurke na otvorenom, kada temperature ispod nule nisu prepreka da masa ljudi bude nasmejana i zagrejana uzbuđenjem, odličnom atmosferom i iščekivanjem odbrojavanja do otkucavanja ponoći, veličanstveni vatrometi, šampanjac i poljupci u ponoć... jednom rečju Doček Nove Godine. Kao i svake godine u gradskim jezgrima širom planete, sekunde do početka 2011. odbrojavalo je više od milijardu ljudi.



Ono što ostaje u pamćenju i prepričava se cele godine su svakako najlepše proslave Nove godine u svetu. Svake godine, države sa svojim gradovima se takmiče s ostatkom sveta ko će poneti epitet najspektakularnijeg grada u najluđoj noći. Nagrada na ovom takmičenju nije materijalna ali u mnogome doprinosi popularizaciji destinacije.

Za tu priliku se izdvajaju ogromni budžeti, obaraju rekordi u potrošnji pirotehničkih sredstava, broje upalje-

ne sijalice u ponoći..., a vrhunac će verovatno jednog dana biti „Užarena planeta Zemlja“ u očima vanzemaljaca. Ovogodišnji doček obeležili su prelepi prenos iz najvećih gradova sveta koji su s redali jedan za drugim, a dočekivani su širom otvorenih očiju bez komentara.

Kao što nalaže, stanovnici Novog Zelanda i južnih pacifičkih ostrva su prvi dočekali predstojeću godinu. Tom prilikom, Novozelanđani su bili ti koji su imali čast da prvi ugledaju novogodišnji vatromet koji je zablistao iznad glava stotina hiljada ljudi.

Sidnej

U sidnejskoj luci, vatrometi koji oduzimaju dah su pozeleli dobrodošlicu novoj deceniji. Ceo koncept dočeka Nove godine je prožimao posebne

dogadaje i prizore vatrometa da bi učinio noć nezboravnim iskustvom za stanovnike Sidneja i gledaoce širom sveta.

Publika od 1.5 miliona ljudi je sa strahopoštovanjem prisustvovala vizuelnoj gozbi, koja je obuhvatala dosad neviđene oblike vatrometa, uključujući leptir-mašne, munje, polumesece i zvezdu unutar prstena.

Po prvi put, višeslojni svetlosni efekat na sidnejskom lučkom mostu se iz simbola mira pretvorio u nasmešeno lice, da bi neposredno pre zapanjujućeg finala postao – džinovska ruka koja maše publici.

Što se tiče ovog 15 meseci planiranog događaja, brojke govore same za sebe – nestrpljivo iščekivani svetlosni efekat na mostu je obezbeđen pomoću 70,000 sajli, uz 16 kilometara sve-



Sidnej

tlećih konopaca, i težio je 40 tona – dok je oko 100000 pojedinačnih pirotehničkih efekata uključujući 11000 bombica i 25000 ispaljivih raketa, težine 4500 kg, natovareno na barže i na sidnejski lučki most.

Zatim, Nova godina je stizala redom širom Azije i na Bliskom istoku, da bi napokon otkucala početak i na Starom kontinentu. Doček Nove godine u Londonu je bio pravi spektakl sa pola miliona okupljenih ljudi, a u Škotskoj, gde se proslavlja četvorodnevni praznik Hogmanaj, 25000 ljudi je učestvovalo u tradicionalnom spaljivanju modela vikinškog broda. Holanđani su proslavljali jedući pržene krofne pokrivenne šećerom u prahu uz neizbežni šampanjac, dok je u Berlinu priređena najveća žurka na otvorenom na svetu.

Berlin

Za doček Nove godine, Berlin priređuje najveću zabavu na otvorenom na svetu. U jednoj od najlepših i najpoznatijih ulica na svetu, Ulici 17. juna između Brandenburške kapije i Stuba pobeđe, svake godine se odvija izvanredno dešavanje. Taj fantastičan događaj ugošćava više od million posetilaca i označava početak 2011. godine. Reč je o dva kilometra ili prostoru od 80000 m² sa binama za šou, video ekranima, medijskim centrom, šatorima za zabavu, štandovima sa hranom



i pićem, svetlosnim i laserskim performansima kao i spektakularnim prizorom ponoćnog vatrometa kao vrhuncem događaja. Svake godine, zabava za doček Nove godine u Berlinu je jedinstven i krajnje impresivan događaj sa veoma posebnom atmosferom. Ljudi iz celog sveta veselo proslavljaju dolazak Nove godine u nemačkoj prestonici.

Na kraju dolazi na red i Amerika. Amerika Novu godinu smatra glavnim društvenim praznikom. Poslednjih 100 godina doček sa Tajms skvera u Njujorku prenosi se u celoj Americi.

Spuštanje kristalne novogodišnje kugle sa 32.000 svetala i odbrojavanje na Tajms skveru u Njujorku, jedan je od najpoznatijih uličnih dočeka u svetu.

Njujork

Svake godine, dok se sat bliži ponoći 31. decembra, oči celog sveta su još jednom uprte u zaslepljujuća svetla i uzavrele energiju Tajms skvera. Iščekivanje je na visini.

Doček Nove godine u simboličnom centru grada Njujorka je postao više od proslave – to je globalna tradicija stara 106 godina. Svet zadržava dah... i kliče kada sat otkuca ponoć. Dok se poznata novogodišnja kugla spušta sa vrha njujorškog Tajms Tauera, oko milion ljudi na Tajms skveru, milioni širom zemlje i više od milijardu njih u svetu se oprašta od godine koja odlazi, i izražava radost i nadu za nastupajuću godinu. U danima i satima pre spuštanja kugle, razni događaji i aktivnosti vezani za proslavu Nove godine su održani u čitavom gradu, uključujući: Zid želja za doček Nove godine, Dan oslobođanja, Dečiji muzej na Steten Ajlendu, itd.

Sa željama da sve ružno ostane za nama a da se sve lepo nikad ne zaboravi, ispraćena je 2010. godina, dok je Nova 2011. godina, dočekana sa novim snovima, nadanjima, najiskrenijim željama i očekivanjima za bolje sutra. Što se tiče svetskih metropola i njihovih dočeka, ostaje godinu dana za osmišljavanje novih uzbuđujućih dočeka s jedne, i iščekivanje novih čarobnih trenutaka s druge strane.



S. G.

Magnificent fireworks

THE WHOLE WORLD GATHERED IN THE MADDEST NIGHT OF THE YEAR

Open-air parties, when the temperatures below zero are not an obstacle for the crowd of people to smile and warm up with excitement, excellent atmosphere, and waiting for midnight to struck, magnificent fireworks, champagne, and kisses at midnight... in a word, a New Year's Eve. As every year, more than one billion people counted the seconds until the beginning of 2011 in the city centres across the planet.

What stays in the memory and is re-told over and over again during the whole year are certainly the prettiest celebrations of the New Year's Eve in the world. Every year, the countries with their cities compete with the rest of the world who will carry the epithet of the most spectacular city in the maddest night.

The reward on this competition is not material, but it contributes to a large extent to popularisation of a destination. Huge budgets are earmarked for this occasion, records are smashed in use of pyrotechnical means, lights glittering at midnight are counted..., and one day the climax is probably going to be the "Planet Earth on Fire" seen with the eyes of aliens. This year celebration was marked by beautiful live transmissions from the largest world cities, coming one after another, and received with eyes wide open and



without any comments. According to the tradition, the inhabitants of New Zealand and southern Pacific islands were the first to welcome the forthcoming year. On this occasion, the New Zealanders were the first ones to see the New Year's fireworks shining above the heads of hundreds of thousands of people.

Sydney

In the port of Sydney, breathtaking fireworks were shown to welcome the new decade. Whole concept of New Year's Eve was woven through the

special events and Firework Displays to make the night an unforgettable experience for Sydneysiders and viewers around the world. An awe-inspired audience of 1.5 million people was treated to a visual feast, featuring never before seen firework shapes, including bowties, lightning bolts, crescent moons and a star inside a ring. For the first time, a multi-layered Bridge Effect on the Sydney Harbour Bridge transformed from a peace symbol to a smiley face and a target before the stunning finale - a giant hand waving to the audience. For this, 15 months planned event, numbers speak for themselves - the highly-anticipated Bridge Effect secured by 70,000 cable ties, using 16 kilometres of rope light and weighing 40 tonnes - while approximately 100,000 individual pyrotechnic effects including 11,000 shells, 25,000 shooting comets and



Sydney



weighing 4,500kg have been loaded onto barges and the Sydney Harbour Bridge.

After that, New Year was arriving in order across the Asia and in the Middle East, and finally struck its beginning in the Old Continent. The New Year's Eve celebration in London was a real spectacle for half a million of gathered people, and in Scotland, where the four-day holiday of Hogmanay is celebrated, 25 thousand of people participated in the traditional burning of a model Viking ship.

The Dutch celebrated eating deep-fried doughnuts covered with powder sugar with the inevitable champagne, while Berlin hosted the biggest open-air party in the world.

Berlin

On New Year's Eve, Berlin throws the biggest open-air party in the world. Along one of the world's most beautiful and famous streets, the Straße des 17. Juni between Brandenburger Tor and Siegessäule, each year an outstanding event takes place. This fantastic event welcomes more than one million visitors and gives the start to 2011. Two kilometres or an overall space of 80,000 square meters with show stages, video screens, a media centre, party tents, food and refreshment stands, light and laser performances as well as spectacular midnight firework display as the ultimate highlight of the event. Each year

the New Year's Eve Party in Berlin is a unique and extremely impressive event with a very special atmosphere. People from all over the world cheerfully celebrate the turn of the year in the German capital. And last, we are coming to America. America considers the New Year's Eve to be the main social holiday. For the last 100 years, the Times Square celebration is transmitted in whole America. Gliding down of crystal New Year's bowl with 32000 lights and countdown on the Times Square in New York are one of the most famous street celebrations in the world.

New York

Every year as the clock nears midnight on December 31st, the eyes of the

world turn once more to the dazzling lights and bustling energy of Times Square. Anticipation runs high. New Year's Eve at the symbolic centre of New York City has become more than just a celebration - it's a global 106-year-old tradition. The world holds its breath... and cheers as the clocks strike twelve. As the famous New Year's Eve Ball descends from the flagpole atop One Times Square, an estimated one million people in Times Square, millions nationwide and over a billion watching throughout the world are united in bidding a collective farewell to the departing year, and expressing their joy and hope for the year ahead.

In the days and hours before the ball drops, events and activities related to the New Year's celebration were held across New York City, including: New Year's Eve Wishing Wall, Good Riddance Day, Staten Island Children's Museum etc.

With the wishes to leave everything bad behind us, and never to forget all the nice things, we said goodbye to 2010, while the new year of 2011 was received with new dreams, hopes, most sincere wishes and expectations for better tomorrow. As far as the world capitals and their celebrations are concerned, a whole year is left for them to design new exciting celebrations, on one hand, and to wait for new magic moments on the other.

S. G.



Organizacija jednog od najspektakularnijih dočeka Nove godine

ZAŠTO JE SIDNEJ SVETSKA PRESTONICA DOČEKA NOVE GODINE?

Gradonačelnik je rekao da je spektakl pomogao da Sidnej ostavi svoj trag u svetu uz globalnu televizijsku publiku od 1.1 milijarde gledalaca iz 160 zemalja. Prenos uživo su prikazivali BBC, CNN i kineska televizija CCTV.

Sidnejski doček Nove godine je jedan od najzbuđljivijih događaja na svetu koji privlači međunarodnu pažnju zbog svog spektakularnog prizora Ponoćnog vatrometa, koji se odvija u sidnejskoj luci i uključuje slikoviti sidnejski lučki most. Ove godine je nestrpljivo iščekivani Svetlosni efekat na mostu po prvi put imao više nivoa. Spektakularan vatromet je ispaljen sa barži u luci, krovova gradskih solitera i nezaboravnog sidnejskog lučkog mosta. U pratnji 12-minutnog muzičkog potpurija od pop pesama za pamćenje, klasičnih orkestarskih dela i nekih emotivnih trenutaka melodija iz poznatih filmova, ovogodišnje finale je obuhvatalo nova iznenađenja poput pirotehnike u obliku slova X i crvenih „padajućih anđela“.

Dan uoči dočeka

Postavljaju se završni detalji najveće i najspektakularnije proslave dočeka Nove godine na svetu, dok se Sidnej sprema da uz zabavu uđe u novu deceniju i dočeka 2011. godinu!

Činjenice o organizaciji govore same za sebe. Neke od njih su: 15 meseci napornog rada oko osmišljavanja i pripreme sidnejskog dočeka Nove godine svake godine; 97 akreditovanih članova osoblja radi u noći događaja da bi obezbedili da sve protekne glatko, sa 300 volontera koji takođe posvećuju svoje vreme i daju podršku organizaciji sidnejskog dočeka Nove godine; noć počinje kada se reči „Dobrodošli u Sidnej“ prikažu na stubovima sidnejskog lučkog mosta na engleskom, gadigalu, arapskom, kantonskom kineskom, francuskom, grčkom, hindu, italijanskom, korejskom, ruskom, samoanskom, španskom, holandskom, vijetnamskom i svahiliju, tj. na petnaest jezika najvećih grupa doseljenika u Sidneju i

turista koji posećuju ovaj događaj; četrnaest 6-metarskih kontejnera punih pirotehnike je bilo potrebno za šou – što čini 120 hiljada kilograma opreme; bilo je 130 mesta za ispaljivanje na samom sidnejskom lučkom mostu... A 50 osvetljenih čamac je napravilo veličanstveni špalir unutar i oko ograđene zone sidnejske luke posle spektakla u 21h, povećavajući uzbuđenje Sidnejaca pre odbrojavanja ponoći.

„Već mogu da vidim ljude kako se raspoređuju oko naše predivne sidnejske luke radi najbolje sidnejske zabave u godini i znam da će biti apsolutno zapanjeni večerašnjim prizorom koji oduzima dah“, rekao je gradonačelnik Klover Mur dan uoči proslave.

„Neverovatna količina posla je odrađena da bi se obezbedilo da večerašnji Porodični vatromet u 21 h „Ostavi svoj trag“, Ponoćno finale i Svetlosni efekat na mostu učine ovu proslavu nezaboravnom za sve nas“, rekla je kreativna direktorka sidnejskog dočeka Nove godine Roda Roberts.

Dan nakon dočeka

Džinovski otisak dlana je ostavio svoj trag na bajkovitom sidnejskom lučkom mostu dok je još jedno vatro-

metno finale koje oduzima dah pozdravilo dolazak nove decenije.

„Kakav izuzetan početak 2011. godine! Sinoćnja neverovatna proslava sidnejskog dočeka Nove godine je pokazala zbog čega je upravo Sidnej svetska prestonica dočeka Nove godine“, rekao je gradonačelnik Klover Mur dan nakon proslave.

„Bili smo prvi veliki grad koji je oglasio Novu godinu i naši neprevaziđeni Porodični vatromet od 21h, Ponoćno finale i Svetlosni efekat na mostu su oduševili više od 1.5 milion ljudi koji su preplavili luku radi najbolje sidnejske zabave u godini!“ Gradonačelnik je rekao da je spektakl pomogao da Sidnej ostavi svoj trag u svetu uz globalnu televizijsku publiku od 1.1 milijarde gledalaca iz 160 zemalja. Prenos uživo su prikazivali BBC, CNN i kineska televizija CCTV. Gradonačelnik je pohvalio timu sidnejskog dočeka Nove godine, koji je utrošio 15 meseci za planiranje i pripremu događaja, i 345 članova osoblja gradskih službi za čišćenje, uklanjanje otpada i parkove koji su radili cele noći i tokom današnjeg dana da bi sakupili 56 tona otpada nakon što se velika gužva raščistila. Oko 80 procenata tog otpada će biti reciklirano.



Organization of one of the most spectacular New Year's Eve party

WHY SYDNEY IS THE NEW YEAR'S EVE CAPITAL OF THE WORLD?

The Lord Mayor said the display helped Sydney make its mark on the world with a global television audience of 1.1 billion viewers from 160 countries. Live coverage was fed through the BBC, CNN and the Chinese broadcaster CCTV.

Sydney New Year's Eve is one of the most exciting events in the world and receives international attention for its spectacular Midnight Fireworks display, set on Sydney Harbour and featuring the iconic Sydney Harbour Bridge. This year, the highly anticipated bridge effect was multi-layered for the very first time. Spectacular fireworks exploded from barges on the Harbour, the rooftops of city skyscrapers and the unforgettable Sydney Harbour Bridge. Accompanied by a 12-minute soundtrack featuring memorable pop songs, classical orchestral pieces and some emotive moments from famous movie soundtracks, this year's finale included new surprises like X-shaped pyrotechnics and red coloured 'falling angels'.

The day before

The final touches are being placed on the world's biggest and most spectacular New Year's Eve party as Sydney prepares to party into the new decade and welcome 2011! Facts about organization speak for themselves. Some of them are: 15 months of hard work go into designing and preparing Sydney New Year's Eve each year; 97 accredited personnel work on the night of the event to ensure everything runs smoothly, with 300 volunteers also pledging their time and support to help with Sydney New Year's Eve;



the night begins when the words "Welcome to Sydney" are projected on the pylons of the Sydney Harbour Bridge in English, Gadigal, Arabic, Cantonese, French, Greek, Hindi, Italian, Korean, Russian, Samoan, Spanish, Dutch, Vietnamese and Swahili, the fifteen languages of Sydney's top migrant populations and tourist visitors for the event; Fourteen 20-foot shipping containers full of pyrotechnics were needed to put on the show – that's 120,000 kg of equipment; there were 130 firing points on the Sydney Harbour Bridge itself... And, 50 illuminated boats made a majestic passage within and around the Sydney Harbour Exclusion Zone after the 9pm show, heightening Sydneysiders' excitement before the countdown to midnight.

"I can already see people setting up around our stunning Sydney Harbour for Sydney's party of the year and I know they'll be absolutely blown away by tonight's breathtaking display," said Lord Mayor Clover Moore MP the day before celebration.

"A tremendous amount of work has gone into making sure tonight's Make Your Mark 9pm Family fireworks, Midnight Finale and Bridge Effect create another celebration we'll never forget," said Sydney New Year's Eve Creative Director Rhoda Roberts.

The day after

A giant handprint made its mark on iconic Sydney Harbour Bridge as another breathtaking fireworks finale welcomed the new decade.

"What a remarkable start to 2011! Last night's amazing Sydney New Year's Eve celebrations demonstrated just why Sydney is the New Year's Eve capital of the world," said Lord Mayor Clover Moore MP day after the celebration.

"We were the first major city to ring in the New Year and our unparalleled 9pm Family Fireworks, Midnight Finale and Bridge Effect delighted more than 1.5 million people who lined the harbour for Sydney's party of the year!"

The Lord Mayor said the display helped Sydney make its mark on the world with a global television audience of 1.1 billion viewers from 160 countries. Live coverage was fed through the BBC, CNN and the Chinese broadcaster CCTV. The Lord Mayor paid tribute to the Sydney New Year's Eve team, which spent 15 months planning and preparing the event, and to 345 of the City's cleansing, waste and parks staff who worked throughout the night and today to collect 56 tonnes of waste after the large crowds dispersed. About 80 per cent of the waste will be recycled.

F2F („licem u lice“)

Ovaj termin se koristi za opisivanje lične interakcije u stvarnom životu nasuprot onoj putem digitalnog ili medija za elektronsku komunikaciju. Takođe, on predstavlja komunikaciju u kojoj poruka odmah dolazi do primaoca. Sastanak „licem u lice“ označava dvoje ljudi koji se nalaze zajedno na istom mestu.

Video konferencija

Dvosmerni prenos zvučnih i video signala između specijalizovanih uređaja ili kompjutera na dve ili više lokacija putem satelita (bežični) preko mreže kao što je LAN ili internet u realnom vremenu. Video konferencija u punoj brzini (30 frejmova u sekundi) i boji iziskuje frekvenciju od 6 megaherca (MHz) za analogne signale i 1.54 megabita u sekundi (Mbps) za digitalne signale. Protokoli za video konferencije se upravljaju prema ITU-TSS standardu H.261 i potonjim standardima. Naziva se i video telekonferencija.

Skajp

To je Internet telefonski i videofonski servis kompanije Skype Limited iz Luksemburga (www.skype.com). Pošto se zasnivaju na softveru, pozivi Skajp pretplatnika dolaze sa njihovih kompjutera, i svi pozivi sa kompjutera na kompjuter među pretplatnicima, uključujući video prenos, su besplatni. Skajp je kompjuterski program koji se može koristiti za besplatne glasovne pozive preko Interneta upućene svakome ko takođe koristi Skajp.

Društvena mreža

Društvena mreža je društvena struktura koja se sastoji od pojedinaca (ili organizacija), koje vezuje (povezuje) jedna ili više specifičnih vrsta međuzavisnosti, kao što su prijateljstvo, srodstvo, zajednički interes, finansijska razmena, seksualni odnosi, ili odnosi zasnovani na uverenjima, znanju ili prestižu.

To može da bude bilo koji veb-sajt dizajniran tako da omogući većem broju korisnika da sami objavljuju sadržaj. Sajtovi obično omogućavaju korisnicima da kreiraju „profil“ na kojem opisuju sebe i da razmenjuju javne i privatne poruke i navode druge korisnike ili grupe sa kojima su na neki način povezani.

Arpanet (Advanced Research Projects Agency Network)

Arpanet (Advanced Research Projects Agency Network) predstavlja istraživačku vezu, osnovanu od strane istraživačke kompanije ARPA. Ova mreža je preteča Interneta, dok je Internet nastao povezivanjem drugih mreža na ovu. Prekretnicu u prerastanju ove mreže u Internet čini razvoj TCP/IP protokola. TCP/IP protokol je veza koja omogućava komunikaciju između dva ili više računara, određuje na koji način računari komuniciraju (TCP) i na koji način se računari spajaju (IP) u mreži. Na TCP/IP se zasniva Internet.

Internet marketing

Internet marketing predstavlja skup strategija i tehnika koje koriste Internet kao kanal poslovne komunikacije za podršku ostvarivanja generalnih marketinških ciljeva organizacije ili preduzeća. Internet marketing koristi pristup koji nudi direktni marketing oslonjen na rast i razvoj telekomunikacija i informatičku tehnologiju. Internet marketing je zapravo interaktivni direktni marketing. Pored termina Internet marketing koriste se i termini e-marketing, onlajn marketing, sajber marketing, virtualni marketing, interaktivni marketing.

Upravljanje događajima

Upravljanje događajima je primena upravljanja projektima za osmišljavanje i razvoj festivala, događaja i konferencija.

Upravljanje događajima obuhvata proučavanje detalja brenda, identifikovanje ciljne publike, osmišljavanje koncepta, planiranje logistike i koordinaciju tehničkih aspekata pre stvarnog izvođenja modaliteta predloženog događaja. Analiza po završetku događaja i obezbeđivanje povraćaja investicije su postali značajni pokretači event industrije.

www.wikipedia.org

NVO (nevladina organizacija)

Nevladina organizacija (NVO) je pravno konstituisana organizacija koju su osnovala fizička ili pravna lica koja radi nezavisno od bilo koje vlade, i taj termin se obično koristi od strane vlada za označavanje subjekata koji imaju nevladin status. Taj termin se obično primenjuje samo na organizacije sa nekim širim društvenim ciljem koji ima političke aspekte, ali nisu otvoreno političke organizacije poput političkih stranaka.

www.wikipedia.org

CIC (The Convention Industry Council)

CIC (The Convention Industry Council) je neprofitna profesionalna organizacija za ljude koji se bave promocijom konvencija. Osnovana je u Njujorku, 1949. godine, a trenutno im je predstavništvo u Vašingtonu. Sastoji se od 32 člana-organizacije i ukupno 103,500 individualnih članova. Ona uključuje edukaciju, upravljanje i filantropiju. Oni su uključeni u CMP (Certified Management Professional) program.

www.wikipedia.org

F2F (Face-to-Face)

The term is used to describe personal interaction in real life as opposed to via some digital or electronic communications medium. Also, represents communication where the message immediately reaches the recipient. A face-to-face meeting means involving two people who are together in the same place.

Video conferencing

Two way, real-time transmission of audio and video signals between specialized devices or computers at two or more locations via satellite (wireless) over a network such as a LAN or internet. Full motion (30 frames per second), full color videoconferencing requires a bandwidth of 6 megahertz (MHz) for analog signals and 1.54 megabits per second (Mbps) of digital signals. Videoconferencing protocols are governed by the ITU-TSS standard H.261 and its successors. Also called video teleconferencing.

Skype

An Internet telephone and videophone service from Skype Limited, Luxembourg (www.skype.com).

Being software based, calls from Skype subscribers originate from their computers, and all computer-to-computer calls between subscribers are free, including video.

Skype is a computer program that can be used to make free voice calls over the Internet to anyone else who is also using Skype.

Social network

A **social network** is a social structure made up of individuals (or organizations), which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, dislike, sexual relationships, or relationships of beliefs, knowledge or prestige.

It can be any website designed to allow multiple users to publish content themselves.

The sites typically allow users to create a "profile" describing themselves and to exchange public or private messages and list other users or groups they are connected to in some way.

Arpanet (Advanced Research Projects Agency Network)

Arpanet (Advanced Research Projects Agency Network) - a research relationship, established by the research firm ARPA. This network is a precursor to the Internet, while the Internet was created by connecting other networks on this. Milestone in the transformation of this network makes the development of the Internet TCP / IP protocol. TCP / IP protocol is a link that allows communication between two or more computers. Determined to act on that computers communicate (TCP) and how to connect computers (IP) in the network. On the TCP / IP based Internet.

Internet marketing

Internet marketing is a set of strategies and techniques that use the Internet as a channel for business communications support for achieving the general objectives of the organization or marketing companies. Internet marketing uses the approach that offers direct marketing relies on the growth and development of telecommunications and information technology. Internet marketing is actually an interactive direct marketing. In addition to the term Internet marketing terms used and e-marketing, online marketing, cyber marketing, virtual marketing, interactive marketing. www.wikipedia.org

Event management

Event management is the application of project management to the creation and development of festivals, events and conferences.

Event management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry.

www.wikipedia.org

NGO's (non-governmental organizations)

A **non-governmental organization (NGO)** is a legally constituted organization created by natural or legal persons that operates independently from any government and a term usually used by governments to refer to entities that have no government status. The term is usually applied only to organizations that pursue some wider social aim that has political aspects, but that are not overtly political organizations such as political parties.

www.wikipedia.org

CIC (The Convention Industry Council)

CIC (The Convention Industry Council) is a non-profit professional organization for people involved in the promotion of conventions. Founded in New York in 1949, the CIC is currently headquartered in Washington, DC. They consist of 32 member organizations totalling with 103,500 individuals. This includes education, management, and philanthropy. They are involved in the Certified Management Professional (CMP) program.

www.wikipedia.org

JEDINSTVEN ODMOR U KROŠNJAMA DRVEĆA

Ekološki osvešćeni putnici od skoro mogu da odmaraju u do sada neviđenom okruženju, jer će okolinu moći da posmatraju da sa velike visine, ali ne sa solitera. Naime, u julu 2010 u Švedskoj je otvoren hotel čije su sobe izgrađene na stablima. Radi se o 'Treehotelu', koji je napravljen na severu Švedske u selu Hardask.

Kućice su ispirane različitim predmetima i stvarima iz prirode, pa jedna kućica nalikuje ptičjem gnezdu, dok je jedna nazvana 'Mirrorcube' i spolja je kao ogledalo.

U petogodišnjem planu je otvaranje 24 sobe koje će osmisliti 24 različitih arhitekata. Svaka soba, odnosno kućica ima između 15 i 30 metara kvadratnih, a postoje u dvokrevetnoj i četvorokrevetnoj varijanti.

Noćenje za dvoje ljudi u ovakvom smeštaju koštaće oko 340 evra. Naravno, neobični hotel je privukao pažnju turista širom sveta, pa se pretpostavlja da će početne četiri kućice biti premale da prime sve zainteresovane putnike, naravno one koji se na plaše visine.

www.treehotel.se



WIKIPEDIA SLAVI DESETI ROĐENDAN



WIKIPEDIA
The Free Encyclopedia

Wikipedia i njeni korisnici planiraju održavanje više od tri stotine proslava na svih šest kontinenta, a povod za to je deseti rođendan Wikipedia-e, besplatne onlajn enciklopedije koja je postala najpopularnija enciklopedija ikada i koja je poznata po tome što širi informacije tako što svako ima mogućnost uređivanja članaka.

Tom prilikom je otvorena i strana pod nazivom www.ten.wikipedia.org i koja korisnicima pruža mogućnost organizovanja i pridruživanja globalnoj proslavi desetog rođendana, a novi događaji se zakazuju iz dana u dan.

Stvarna proslava rođendana organizovana je 15. januara.

Pored ove strane, kreiran je i Wikipedia Timeline sa ciljem podsećanja na važne događaje i važne korake koji su postignuti za sve vreme postojanja Wikipedia-e. U proteklih deset

godina Wikipedia je u potpunosti izmenila način na koji pristupamo informacijama na internetu omogućavajući i učešće u njihovom stvaranju. To je toliko rasprostranjeno da se Wikipedia članci, kojih trenutno ima 17 miliona od kojih je 3.5 miliona na engleskom jeziku, pojavljuju gotovo uvek pri vrhu strane sa rezultatima bilo koje Google pretrage.

SLATKE TURISTIČKE ATRAKCIJE

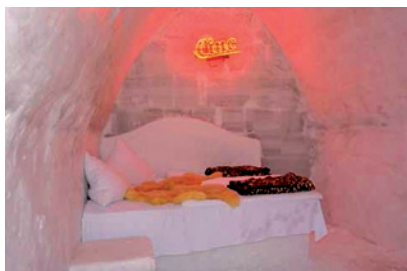
Jedan od najčuvenijih italijanskih majstora čokolade, Mirko Dela Vekja, iznenadio je i oduševio ljubitelje skulptura od raznoraznih materijala. Da bi stvorio ovakva neverovatna dela bilo je potrebno ogromno strpljenje i samokontrola.

Od bele čokolade napravio je skulpture nekih od najpoznatijih turističkih atrakcija širom sveta, od Trijumfalne kapije, grčkog Partenona, tornja u Pizi, Abu Simbela i čuvenog Stounhendža. Replika grobnice u Abu Simbelu, koja je podignuta za vreme vladavine faraona Ramzesa Drogog u 13. veku pre nove ere, koju je vladar podigao za sebe i svoju kraljicu Nefertiti, urađena je do neverovatnih detalja.

Dela Vekja je vrlo vešto uspeo da dočara istrošenost kamena u skulpturi Stounhendž. Ipak, možda je najimpresivniji prikaz krivog tornja u Pizi, jer se kula odupire sili gravitacije, baš kao i pravi toranj.



LEDENI HOTEL U RUMUNJI



U rumunskom skijaškom centru Pojana Brašov 25. decembra ponovo je otvoren Ice Hotel. Napravljen u potpunosti od leda, hotel je prvi put otvoren 2006. godine kada je imao deset soba.

Ove zimske sezone planirano je otvaranje četiri nove tematski uređene sobe, ukrašene skulpturama i svetlosnim efektima koji stvaraju jedinstven ambijent. Tokom boravka u hotelu gostima su na raspolaganju ogrtači od kože i krzna, vuneni pokrivači i vreće za spavanje predviđene za boravak za niskim temperaturama.

Gosti mogu da se zagreju koktelima sa votkom, kao i da uživaju u obrocima serviranim u tanjirima od leda.

MOŽDA I MAMUTI PROŠETAJU 21. VEKOM



Japanski naučnici će za pet-šest godina klonirati mamuta i time omogućiti da oživi životinjska vrsta izumrla pre više hiljada godina. "Pripreme su završene", izjavio je rukovodilac istraživanja Akira Iritani za list "Jomijuri šimbun". Na leto će jedna ruska laboratorija staviti na raspolaganje njegovom timu tkivo zamrznutog mamuta. Naučnici će prvo implantirati čelijska jezgra mamuta u jajnu ćeliju slona koju će nakon toga ubaciti u utrobu ženke slona. Slonovi su najbliži živi srodnici mamuta koji su izumrli krajem ledenog doba. Više od 80 odsto ostataka mamuta pronađeno je u permafrostu istočnog Sibira. Japanski tim saraduje sa jednim ruskim stručnjakom za mamute i dvojicom američkih stručnjaka za slonove.

DA LI JE MOGUĆE ZA 6 DANA IZGRADITI HOTEL?

Graditelji u gradu Changsha na jugu Kine su u samo šest dana izgradila hotel od 15 spratova. Strani mediji se već šale kako je lako moguće zamisliti stanare ulice u kojoj se nalazi hotel, koji su možda proveli sedam dana na godišnjem odmoru i odjednom tamo ugledali hotel. Graditeljska ekipa je zvučno i termalno izolirani hotel izgradila tako da može podneti potres jačine od devet stepeni, a za sve je koristila ranije pripremljene materijale. Drugim rečima, jedna ekipa je gradila delove hotela na drugom mestu, a na građevinskom zemljištu se sve sastavljalo. Uprkos stravičnom tempu rada, nije stradao niti jedan radnik, a zbog prethodno pripremljenog procesa, jako malo materijala se bacilo.



HRAM SUNCA STAR 8000 GODINA U BUGARSKOJ



Najstariji hram Sunca je otkriven na severozapadu Bugarske, blizu grada Vraca, i star je više od 8000 godina, izvestila je Bugarska državna televizija (BNT) 15. decembra 2010.

„Bugarski Stounhendž“ je stoga oko 3000 godina stariji od svog slavnog engleskog pandana. Ali za razliku od svog poznatijeg engleskog rođaka, bugarski hram Sunca nije bio na površini, već je iskopan ispod tona zemlje i ima oblik potkovice, navodi izveštaj. Hram je pronađen blizu sela Ohoden. Prema arheolozima, praistorijski ljudi su koristili građevinu za izračunavanje godišnjih doba i određivanje najboljeg trenutka za setvu i žetvu. Kako navodi BNT, lokacija je korišćena i za rituale, u kojima su prinošene žrtve Suncu. Ova oblast Bugarske je prethodno postala poznata zbog pronađenih ostataka iza najstarijeg naroda koji je živio u tom delu Evrope. Arheolozi su pronašli i desetine glinenih i kamenih diskova u oblasti hrama.

JEŠĆEMO BUBE DA BI SE PREHRANILI

Holandski naučnik Arnold van Huis smatra da bi uvođenje buba u prehranu čoveka rešilo problem gladi u svetu, spasilo amazonske kišne šume, poboljšalo zdravlje ljudi i umanjilo globalnu emisiju ugljen dioksida. Globalna kriza sa nedostatkom hrane bila bi prevaziđena ako bi ljudi počeli da jedu crve, skakavce i ostale insekte. To bi pomoglo i u rešavanju problema smanjenja obradivih poljoprivrednih površina i resursa vode za piće, smatra ovaj profesor sa Univerziteta u Vageningenu. Van Huis kaže da Evropljani treba da razmotre insekte kao alternativan izvor proteina, jer ih u njima ima u procentu do 90 odsto, za razliku od govedine, koja sadrži 40 do 70 odsto proteina. On planira da objavi kuvar sa receptima za jela spremljena od buba, kako bi podstakao njihovo unošenje u ishranu.



OČUVANJE VAVILONSKIH VRTOVA



Arheolozi koje finansira američki Stejt Department, tvrde da bi novi projekat koji ima za cilj očuvanje istorijskog blaga Vavilona, mogao Irak da vratiti na svestske turističke mape. Dva miliona dolara biće uloženo na restauraciju dve glavne strukture Vavilona, a jedan od dva muzeja koji se nalaze na mestu koje je oštećeno u američkoj invaziji na Irak 2003. godine, ponovo će biti otvoren. Na mestu na kome se nalazio sveti grad Ur, inače glavni grad iz perioda sumerske civilizacije, Iranci vode borbu sa vremenom, lopovima, prirodnim nepogodama i drugim problemima koje nameće moderan život. Zato se nadaju da će projekat za obnovu Vavilona pomoći da ovi problemi počnu da se rešavaju, a nakon arheoloških iskopavanja i restauracije, da se privuče što više naučnika i turista. Viseći vrtovi Vavilona smatraju se za jedno od sedam svetskih čuda iz antičkog perioda.

A UNIQUE HOLIDAY IN TREE CROWNS



Ecology-aware travellers have been able to rest in yet unseen environment since recently, as they will be able to watch the surrounding from big height, but not from a skyscraper. Namely, the hotel with the rooms built in trees opened in July 2010 in Sweden. It is the so-called "Tree-hotel", constructed in the north of Sweden, in the village of Hardask. The huts are inspired by various objects and things from nature, so one hut looks like bird's nest, while another was named "Mirrorcube" and is mirror-like on the outside. Opening of 24 rooms created by 24 different architects is in the five-year plan. Each room, or hut, has between 15 and 30 sqm, and they have a two-bed and four-bed variants. A night for two people in such accommodation will cost around EUR 340. Naturally, the unusual hotel has attracted the attention of the tourists worldwide, so it is assumed that the initial four huts will be too small to receive all the interested travellers, meaning, of course, the ones who are not afraid of height.

www.treehotel.se

WIKIPEDIA CELEBRATES ITS 10TH ANNIVERSARY

Wikipedia and its users are planning holding of more than three hundred celebrations in all six continents, and the occasion for this is the tenth anniversary of Wikipedia, free online encyclopedia which has become the most popular encyclopedia ever and which is known by spreading information by giving everyone the possibility for editing the articles. On this occasion, the webpage named www.ten.wikipedia.org was created, which offers the users a possibility for organizing and joining a global celebration of the tenth anniversary, and new events are scheduled on daily basis. Actual anniversary celebration was organized on 15 January. Beside this page, Wikipedia Timeline was also created with a view to reminding of important events and important steps made during the whole period of existence of Wikipedia.



In the past ten years, Wikipedia has completely changed the way in which we access the information on the Internet enabling us to participate in their creation. This is so widely spread, that Wikipedia articles, currently 17 million of them, out of which 3.5 million in English language, appear almost always on or near the top of the page with the results of any Google search.

SWEET TOURIST ATTRACTIONS



One of the most renowned Italian chocolate masters, Mirco Della Vecchia, surprised and delighted the lovers of sculptures made of various materials. In order to create such incredible works, he needed an enormous patience and self-control. He made the sculptures of some of the most famous tourist attractions worldwide, the Triumphal Arch, the Greek Parthenon, the Tower of Pisa, Abu Simbel, and the well-known Stonehenge using white chocolate. The replica of the Abu Simbel tomb, built during the reign of the Pharaoh Ramses the Second in the 13th century B.C. by the ruler, for himself and his queen Nefertiti, is made to the incredible details. Della Vecchia extremely skilfully managed to create an impression of worn out stone in the sculpture of Stonehenge. However, the presentation of the Leaning Tower of Pisa might be the most impressive of all, as the tower resists the gravitation force, just like the real one.

ICE HOTEL IN ROMANIA

The Ice Hotel was re-opened on 25 December in the Romanian ski resort Poiana Brasov. Made entirely of ice, the hotel was opened for the first time in 2006 when it had ten rooms. The opening of four new thematically decorated rooms, adorned with sculptures and light effects creating a unique atmosphere, was planned for this winter season. Leather and fur cloaks, wool blankets, and sleeping-bags designed for use at low temperatures are available to the guests during their stay at the hotel. Guests can warm up with vodka cocktails, as well as to enjoy the meals served in ice plates.



MAMMOTHS MIGHT WALK AGAIN IN 21ST CENTURY

Japanese scientists will clone a mammoth in five-six years, thus providing the revival of the animal species extinct several thousand years ago. "The preparations are over", the head of the research Akira Iritani said for the daily newspaper "Yomiuri Shimbun". One Russian laboratory will place the frozen mammoth tissue at the disposal of his team. The scientists will first implant the cell nuclei of mammoth into the ovum of the elephant, which will then be implanted in the womb of a female elephant. Elephants are the closest living relatives of mammoths, which extinct in the end of the ice age. More than 80 per cent of mammoth remains were found in the permafrost of the Eastern Siberia. The Japanese team collaborates with one Russian mammoth expert and two American elephant experts.



IS IT POSSIBLE TO BUILD A HOTEL IN 6 DAYS?



The construction workers in the city of Changsha in the south of China built the 15-story hotel in only 6 days. The foreign media are already making jokes about the possibility to imagine the people living in the street in which the hotel is located, who might have spent a week on holiday and suddenly saw the hotel upon returning. The construction team built the sound-proofed and thermal-insulated hotel to be Level 9 earthquake-resistant, and they used the previously prepared materials. In other words, one team built the parts of the hotel in another location, and everything was assembled at the construction site. In spite of the horrific work dynamics, not one worker was injured, and very small quantity of material was disposed of, due to the previously prepared process.

8000 YEAR-OLD SUN TEMPLE FOUND IN BULGARIA

The oldest temple of the Sun has been discovered in northwest Bulgaria, near the town of Vratsa, aged at more than 8000 years, the Bulgarian National Television (BNT) reported on 15 December 2010. The Bulgarian 'Stonehenge' is hence about 3000 years older than its illustrious English counterpart. But unlike its more renowned English cousin, the Bulgarian sun temple was not on the surface, rather it was dug out from under tons of earth and is shaped in the form of a horse shoe, the report said. The temple was found near the village of Ohoden. According to archaeologists, the prehistoric people used the celestial facility to calculate the seasons and to determine the best times for sowing and harvest. The site was also used for rituals, offering gifts to the Sun for fertility as BNT reported. This area of Bulgaria was previously made famous because remnants of the oldest people who lived in this part of Europe were found. Archaeologists also found dozens of clay and stone disks in the area of the temple.



WE WILL EAT BUGS TO MAINTAIN OURSELVES



Dutch scientist Arnold van Huis thinks that introduction of bugs in human nutrition would solve a problem of hunger in the world, save Amazonian forests, improve the people's health, and reduce a global carbon-dioxide emission. A global crisis with lack of food would be overcome if the people started to eat worms, grasshoppers, and other insects. This would also help in solving the problem of reduction of cultivable agricultural areas and potable water resources, opines this professor from the Wageningen University. Van Huis says that the Europeans should consider insects as an alternative source of proteins, as they contain up to 90 per cent of these, unlike beef, containing 40 to 70 per cent of proteins. He plans to publish a cookbook with recipes for the dishes prepared of bugs, in order to stimulate their introduction in nutrition.

PRESERVATION OF THE GARDENS OF BABYLON

The archaeologists financed by the American State Department claim that the new project which has as a preservation of the historical treasure of Babylon as an objective, could return Iraq to the world tourist maps. USD two million will be invested in the renovation of two principal structures of Babylon, and one of two museums located at the place damaged in the American invasion on Iraq in 2003 will be re-opened. At the place where the holy city of Ur once stood, being the capital from the period of Mesopotamian civilization, the Iraqi people fight with time, thieves, forces of nature and other problems imposed by modern living. Therefore they hope that the project for renewal of Babylon will help to solve these problems, and after archaeological excavations and reconstruction, to attract as many scientists and tourists as possible. The Hanging Gardens of Babylon are considered to be one of the Seven Wonders of the World from the ancient period.



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