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& meetings

magazine

Specijalizovani časopis za poslovna putovanja i kongresni turizam Jugoistočne Evrope

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TEMA BROJA:

KAKO DO USPEŠNOG DOGAĐAJA?

COVER STORY:

HOW TO CREATE A SUCCESSFUL EVENT?

KONGRESNI BIRO:

**GRAD BARCELONA –
DOMAĆIN OD POVERENJA**

CONVENTION BUREAU:

**CITY OF BARCELONA –
TRUSTING HOST**

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I M P R E S S U M

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Ulazim u prostoriju gde izgleda da se svi dobro zabavljaju, prisutni sa lakoćom međusobno komuniciraju, fantastično posluženje je na dohvat ruke, a čaša šampanjca se diskretno pojavljuje baš kad pomislim kako bi to bio pravi trenutak da upotpunim ugođaj.



Srećem ljude sa kojima je zanimljivo proćaskati, kao i one čije je stručno zapažanje više nego korisno.

Muzika u pozadini je savršena, kao i igrica koju su nam organizovali kako bi se svi opustili i lepo nasmejali.

Ukratko rečeno, sjajna atmosfera, i to u prostoru za koji nikad ne bih rekla da može toliko da se prilagodi i transformiše prema potrebama.

Izlazim zadovoljna. Sa osmehom, još neko vreme, prelistavam u glavi slike od tog dana.

Svako želi da prisustvuje takvom događaju.

Još više, svaki organizator želi da bude zaslužan za takav događaj.

Svedoci smo da, nažalost, to nije uvek slučaj.

U ovom broju SEEbtm magazina istraživaćemo zašto je važna pravovremena inicijativa i planiranje od strane organizatora, kao i šta je potrebno ispuniti kako bi događaj, bilo privatni ili korporativni, bio uspešan.

Jasni ciljevi, kao i međusobno razumevanje i profesionalizam svih učesnika u realizaciji: organizatora, tačnije, klijenta sa jedne, i hotela, event prostora i/ili agencije sa druge strane.

„Planovi su ništa, planiranje je sve.“

Dvajt D. Ajzenhauer

Miona Milić,

glavni i odgovorni urednik



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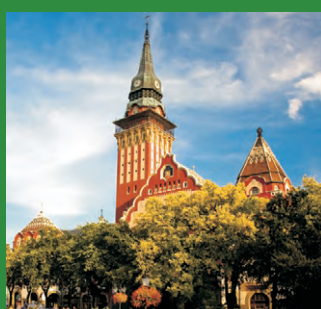
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I am entering a room where everyone seems to be having a lot of fun, people easily communicate with each other, the service is fantastic, food and drinks are all at hand, and, just as I thought that I could have a glass of champagne, to fulfill the impression, I was served one.



I meet people interesting to chat with, as well as those whose professional observation is more than useful. Background music is perfect, and so is the game organized for us, to give us relaxation and fun.

Shortly, just fantastic atmosphere, in the venue for which I would never say it could be so much adapted and transformed for the purpose.

I walk out satisfied. For some time, I will be rewinding in my head the images from that day, with a smile on my face.

Everyone desires to be a part of such event.

Moreover, each organizer would like to be the one responsible for such an event.

We are the witnesses that, unfortunately, it does not always have to be the case.

In this issue of the SEEbtm magazine, we will be observing the importance of timely initiative and planning performed by the organizer, as well as the needs required in order to make a successful event, either private or business one.

Clear objectives, as well as mutual understanding and professionalism of all participants in realization: organizers, or to be more precise, clients on one side and the hotel/venue and/or agency on the other side.

"Plans are nothing, planning is everything."

Dwight D. Eisenhower

Miona Milic,
Editor-in-Chief



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BRITISH AIRWAYS OD DECEMBRA POVEZUJE ZAGREB SA LONDONOM



Korisnici avio-prevoza od decembra 2012. godine mogu računati na novu avio-liniju iz Zagreba ka Londonu. Ova nova linija

će pružiti svakodnevnu vezu između ova dva grada, a samim tim će olakšati poslovnim putnicima da sa lakoćom ostvare svoje putovanje. Letovi ka Londonu će nuditi besplatne usluge koje se odnose na obrok i piće, odabir sedišta, jedan prtljag težine do 23 kg, kao i ručni prtljag.

British Airways je počeo sa prodajom karata, a cena karte se kreće minimalno od 600 kuna pa na više u jednom smeru.

RADISSON BLU RESORT, SPLIT DOBIO GREEN KEY SERTIFIKAT

Radisson Blu Resort, Split prvi je hotel u Hrvatskoj koji se može pohvaliti dobijenim Green Key sertifikatom.



Green Key sertifikat međunarodno je priznanje koje nastoji da doprinese sprečavanju klimatskih promena, podržavanjem turističkih objekata s pozitivnim ekološkim inicijativama, kao i formiranja ekološke svesti ljudi i okoline. Želja je uprave hotela Radisson, da ovim sertifikatom na još veći nivo podigne svest gostiju i zajednice o tome kako je moguće u svojim poslovnim aktivnostima stvoriti sklad između kvaliteta usluga i ekoloških performansi.

2. EFCC-UEMS KONGRES, DUBROVNIK, HRVATSKA

U periodu od 10. do 13. oktobra 2012. godine, Hotel Rixos bio je mesto održavanja 2. EFCC-UEMS kongresa. Organizovan od strane Evropske federacije za kliničku hemiju i laboratorijsku medicinu – EFCC (European Federation



of Clinical Chemistry and Laboratory Medicine) i Evropske unije medicinskih specijalista (European Union of Medical Specialists), kongres je bio prilika za okupljanje između 1.000-1.200 delegata. Prema rečima predsednika EFCC-a, značajni događaji u dijagnostikovanju bolesti i praćenju terapije smatraju se se sve većim troškovima i zahtevima za zdravstvenu negu, koji su ujedno i izazovi sa kojim se zaposleni u ovoj oblasti svakodnevno susreću. Shodno tome, glavani fokus kongresa bio je veza između klinike i laboratorije. Kongres je imao multidisciplinarni naučni program, ugledne goste, obiman trodnevni sajam i zanimljiv socijalni program u okolini Dubrovnika.

2. ADRIS BUSINESS FORUM, ROVINJ, HRVATSKA

U Hotelu Lone, u Rovinju se 5. oktobra 2012. godine održao 2. Adris Business Forum, a glavna tema konferencije bila je „Izazovi ekonomske krize“. Na konferenciji je nobelovac Paul Krugman hrvatskoj poslovnoj i političkoj eliti govorio o tome kako uspešno savladati posledice recesije u globalnoj ekonomiji. Adris Business Forum jedan je od najznačajnijih poslovnih događaja godine u Hrvatskoj i najveći poslovni forum vodećih firmi i poslovnih ljudi iz Hrvatske i susjednih zemalja.



Prvi, održan pre pet godina u sasvim drugačijim privrednim okolnostima, ugostio je jednog od najpoznatijih svetskih menadžera Jack Welch, a teme su bile liderstvo i inovativne poslovne strategije.

Iako je liderstvo i dalje od velike važnosti, globalni kontekst i izazovi na koje danas moraju odgovoriti preduzetnici u potpunosti su se promenili. Zato su i ključne teme drugog Adris Business Forumu bile sasvim drugačije: izazovi ekonomske krize i ulazak Hrvatske u Evropsku Uniju.

4. RETAIL IT SUMMIT, ZAGREB, HRVATSKA



Na četvrtom Retail IT Summit-u, 18. oktobra 2012. godine, u Hotelu Antunović u Zagrebu okupili su se predstavnici hrvatske i regionalne maloprodajne industrije i vodeći svetski proizvođači. Tema u fokusu bila je: Predstojeća fiskalizacija u Hrvatskoj i iskustva u regionu. Specijalni gost događaja bio je direktor Sektora informacionih sistema prodaje u kompaniji Konzum, gospodin Jozo Džakula. Pored gospodina Džakule, samo neki od predavača bili su predstavnici kompanija Aldata, Service Plus Group, Verifone, Printec, MAI Trade, NCR, Mpos, a među izlagačima bile su kompanije poput Citizena, Selmeta, Compex Commerca kao i mnogi drugi.

Kao i svake godine, Retail IT Summit 2012 okupio je preko 100 IT menadžera najvećih trgovinskih lanaca u zemlji i regionu.

19. ZEVA SASTANAK LEKARSKIH KOMORA ZEMALJA CENTRALNE I ISTOČNE EVROPE, ZAGREB, HRVATSKA

Hotel Westin Zagreb, imao je zadovoljstvo da u periodu od 27. do 29. septembra 2012. godine bude domaćin održavanja 19. Zeva sastanaka lekarskih komora zemalja centralne i istočne Evrope. Ovom sastanku prisustvovalo je 19 lekarskih komora iz centralne i istočne Evrope, kao i delegacija lekarske komore iz Hrvatske. Ovogodišnja tema bila je „Osiguranje lekara od profesionalne odgovornosti“ i „Medijacija - oblik alternativnog rešavanja sporova“. Uspešnoj organizaciji događaja doprineo je stručan tim PCO agencije Spektar putovanja.



STRATEŠKI FORUM BLED 2012, SLOVENIJA

Sedmi Strateški forum Bled održan je početkom septembra 2012. godine na Bledu u Sloveniji.

Ovaj forum, inače jedan od najeminentnijih skupa u regionu, okupio je 400 učesnika iz 50 zemalja, uključujući i vodeće ličnosti iz oblasti politike, ekonomije i nauke. Na prijemu u Grand Hotelu Toplice prisutne je pozdravio Predsednik Republike Slovenije, dr Danilo Turk.

Posebnu pažnju privuklo je prisustvo generalnog sekretara Organizacije za ekonomsku saradnju i razvoj (OECD) Anhela Gurija, generalnog sekretara Organizacije za evropsku bezbednost i saradnju (OEBS) Zanijera, predsednika vlade Albanije, Beriše i premijera Kosova, Tačija, predsednika Evropske banke za obnovu i razvoj, Čakrabartija, kao i ministara inostranih poslova Crne Gore, Hrvatske, Katara, Kosova i Makedonije.



20. KONFERENCIJA O MATERIJALIMA I TEHNOLOGIJI, PORTOROŽ, SLOVENIJA

Dvadeseta konferencija o materijalima i tehnologiji održana je od 17. do 19. oktobra 2012. godine, u Grand Hotelu Bernardin u Portorožu u Sloveniji.

Konferencija nastavlja tradiciju prema kojoj predstavlja ključni međunarodni skup u oblasti istraživanja materijala i tehnologije u Sloveniji.

Na ovom forumu okupili su se stručnjaci iz privrede kao i istraživači sa univerziteta i državnih instituta.

Osnovni cilj konferencije bio je uspostavljanje dijaloga između privrede i sveta akademskih istraživanja i platforme za efikasan prenos znanja iz istraživačkih ustanova u privredu.

Glavne teme ovogodišnje konferencije bile su prezentacije istaknutih istraživača, vođa istraživačkih timova u oblasti nauke o materijalima o tekućim i budućim ključnim temama u ovoj oblasti.



PETOGODIŠNJICA USPEŠNOG POSLOVANJA HOTELA HOLIDAY INN BEOGRAD



Petogodišnjicu uspešnog poslovanja hotel Holiday Inn Beograd proslaviće u novembru mesecu 2012. godine.

Iz godine u godinu hotel se utemeljio kao lider u poslovnim hotelijerstvu, postao sinonim za kvalitet usluge a samo jedan od dokaza tome su i nagrade koje su uručene početkom godine ovom prestižnom hotelu, i to za najboljeg Generalnog Menadžera i Torch bearer Award za region Evrope.

Za hotel Holiday Inn Beograd ovo je godina slavlja, budući da i Inter Continental Hotels Group, čiji je hotel deo, ove godine proslavlja 60 godina postojanja Holiday Inn brenda. Tim povodom, tokom novembra hotel će organizovati niz iznenađenja za svoje goste i klijente, stoga je mnogo razloga da posetite hotel i organizujete svoj događaj baš u hotelu Holiday Inn Beograd!

13. KONGRES OFTALMOLOGA SRBIJE, BEOGRAD, SRBIJA

U periodu od 17. do 20. oktobra 2012. godine u Best Western Hotelu M održao se 13. Kongres Udruženja oftalmologa Srbije sa međunarodnim učesćem.

Kongres je okupio 550 učesnika iz zemlje i inostranstva. U okviru kongresa održani su pored usmenih i poster prezentacija i predavanja gostiju iz inostranstva, domaći i međunarodni simpozijumi, hirurgija uživo i stručni kursevi.

Neke od tema kongresa bile su: medikamentozna retina, hirurška retina, glaukom, trauma oka, katarakta, bolesti rožnjače, pedijatrijska oftalmologija.

Osnovni zadatak pozvanih eminentnih predavača iz inostranstva, kao i eksperata iz Srbije, bio je da se kroz njihova izlaganja i naročito diskusiju učesnici kongresa upoznaju sa najnovijim stanovištima i dostignućima u svetskoj oftalmologiji.



NACIONALNI TRENING NA TEMU „RADNE MIGRACIJE I RAZVOJ U REPUBLICI SRBIJI”, BEOGRAD, SRBIJA

Organizacija - Public Events d.o.o.

U Beogradu je 4. i 5. septembra 2012. godine održan nacionalni trening na temu „Radne migracije i razvoj u Republici Srbiji” u okviru projekta Migracije za razvoj na Zapadnom Balkanu, koji finansira Evropska komisija i IOM Razvojni fond, a kojim rukovodi Međunarodna organizacija za migracije (IOM). Nakon uvodnih izlaganja državnog sekretara Zorana Martinovića i šefa kancelarije IOM Beograd, Lidije Marković, 20 zvaničnika relevantnih državnih institucija, uključujući Ministarstvo rada, zapošljavanja i socijalne politike, Ministarstvo unutrašnjih poslova, Ministarstvo spoljnih poslova, Nacionalu službu za zapošljavanje, Komesarijat za izbeglice, kao i dva predstavnika Delegacije Evropske komisije u Beogradu, uzeli su učesće u treningu koji su vodili eksperti IOM-a iz kancelarije iz Beča i Beograda. Ovo je bila prilika da zvaničnici relevantnih institucija predstave situaciju u zemlji u ovoj oblasti i da tokom dva dana intenzivnog rada nauče o iskustvima i postojećim praksama u Evropi i razmene svoja iskustva. Posebno interesovanje je privuklo predstavljanje programa Privremenog povratka visokokvalifikovanih stručnjaka iz dijaspore, koji IOM sprovodi u okviru MIDWEB projekta.

KONFERENCIJA „SIGURNOST BALKANA, TEHNOLOGIJA I OBRAZOVANJE“, SARAJEVO, BIH



U periodu od 12. do 14. septembra 2012. godine, u hotelu Bristol Sarajevo održana je konferencija „Sigurnost Balkana, tehnologija i obrazovanje - izazovi u svetu kiber-

netičke infrastrukture“. Konferenciji je prisustvovao veliki broj zvaničnika iz regiona, a neki od njih su premijer Republike Srbije, ministri unutrašnjih poslova Republike Hrvatske i Republike Crne Gore, ministarka unutrašnjih poslova Republike Makedonije. Takođe, hotel Bristol Sarajevo je ugostio i turskog premijera, kojeg je pratila delegacija od 26 članova.

Pored turske delegacije, čiji su članovi bili izuzetno zadovoljni uslugama i smeštajem, gosti hotela su bili i predsednici Republike Hrvatske i Crne Gore.

Hotel Bristol Sarajevo je prvi internacionalni hotel u BiH kojim upravlja međunarodna hotelska grupacija Shaza Hotels.

Od samog početka svog rada, Hotel Bristol Sarajevo je hotel koji redovno biraju visoki zvaničnici i slavne ličnosti iz celog sveta.

To je odličan pokazatelj da su kvalitet i raznovrsnost usluga koje nudi ovaj prvi internacionalni hotel u BiH na veoma visokom nivou.

62. GODIŠNJI KONGRES NEMAČKOG TURISTIČKOG UDRUŽENJA, BUDVA, CRNA GORA

U periodu od 15. do 17. novembra 2012. godine, Budva će biti domaćin godišnjeg kongresa Nemačkog turističkog udruženja (DRV – Deutscher Reise Verband), na kojem se očekuje između 800 i 1.000 delegata. Ovogodišnji kongres će pružiti inzvanrednu priliku da se ost-



vare kontakti sa donosiocima odluka u turističkoj industriji Crne Gore, ali i da se uspostave i novi kontakti sa donosiocima odluka u okviru Nemačke turističke industrije.

Godišnji kongres takođe predstavlja i odličnu priliku za predstavljanje zemlje domaćina kroz radionice, svečane večere i zabave, hotele, transfere, ekskurzije i ture pre i posle događaja.

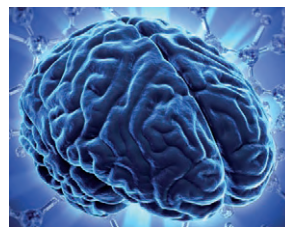
Program trodnevne konferencije će biti dosta zanimljiv i uzbudljiv, sa dosta prezentacija, govora, diskusija i radionica.

Pored toga, svi učesnici će dobiti pregled najstaknutijih turističkih sadržaja zemlje.

Godišnji kongres DRV pratiće oko 30 novinara iz Nemačke, ali i veliki broj lokalnih medija, koji izveštavaju za nacionalne i regionalne novine, TV i radio stanice.

3. KONGRES PSIHIJATARA BOSNE I HERCEGOVINE, TUZLA, BIH

Treći kongres psihijatar Bosne i Hercegovine, organizovan pod sponorstvom Svetskog psihijatrijskog udruženja (WPA) i pod okriljem Evropskog psihijatrijskog udruženja (EPA), održan je u Tuzli od



12. do 14. oktobra 2012. godine. Cilj kongresa bio je da predstavi najnovija istraživanja sa konkretnim rezultatima, savremenu praksu i terapijske procedure sa priložima istaknutih govornika i predavača iz regiona i šire.

Kongres je obuhvatio 10 plenarnih predavanja koja su održali priznati stručnjaci iz SAD, Australije, Velike Britanije, Pakistana, Južne Afrike, Nemačke, Austrije i Italije i preko 30 gostujućih predavača iz regiona.

HOTELU SPLENDID CONFERENCE & SPA RESORT SVETSKO PRIZNANJE ZA IZVANREDNOST



Prvi crnogorski hotel sa 5+ zvezdica – bečki hotel Splendid Conference & Spa Resort uspešnu sezonu krunisao je novim priznanjem „Za izvanrednost“ koje mu je dodelio renomirani web sajt TripAdvisor.com.

Na tom sajtu gosti iz celog sveta već duže vreme hotel Splendid ocenjuju ocenom 4 (najviša je 5), zbog čega je hotelu Splendid Conference & Spa Resort i dodeljena specijalna Plaketa za izvanrednost u 2012. godini od strane Trip Advisor portala.

Tako se bečki hotel pridružio velikim svetskim hotelskim lancima poput Hyatt-a, Intercontinental-a, Holiday Inn-a. Plaketa za izvanrednost stigla je u hotel na Svetski dan turizma, 27.9.2012. godine.

Najčešći pozitivni komentari odnose se na opremljenost i čistoću sobe, predivan pogled, buffet sa preko 60 jela, izvanredan spoljni bazen, izvrsnu uslugom na plaži.

Odlične ocene gosti su dali ponudi hrane i pića, ljubaznosti ali i dobrom poznavanju engleskog jezika naročito na plažnom baru. Zadovoljstvo izgledom hotela i sadržajima nije izostalo, a vezano za barove i Spa centar.

Positivni komentari su se odnosili na brze usluge konsijerž službe, kao i na kvalitet domaćinstva. Lokacija hotela i blizina Budve takođe je dobila pozitivne ocene.

KEMPINSKI HOTEL GRAND ARENA BANSKO NAGRAĐEN SA WORLD TRAVEL AWARDS 2012



Svetsko priznanje u oblasti turizma (World Travel Awards) ustanovljeno je 1993. godine kao nagrada za odlične rezultate u svim oblastima turizma. Ova nagrada predstavlja jedinstveno priznanje vrhunskog kvaliteta.

Kempinski Hotel Grand Arena Bansko dobio je ne jednu, već dve nagrade World Travel Awards 2012 u kategoriji Vodeći resort u Bugarskoj i Vodeći Spa kompleks u Bugarskoj. U prvoj kategoriji, Vodeći resort u Bugarskoj, ovo je druga pobjeda ovog hotela koji je prvu nagradu dobio 2008. godine. Kempinski Hotel Grand Arena Bansko takođe je proglašen za pobjednika u drugoj kategoriji, odnosno za Vodeći Spa kompleks u Bugarskoj. Ovogodišnja nagrada peta je po redu koju je ovaj hotel do sada dobio. Među ostalim nedavnim vrednim uspjesima treba istaći Nagradu čitalaca veb-sajta Spa pronalazača (SPA Finder Reader's Choice Award) u kategoriji „Omiljena banja u Bugarskoj u 2010. i 2011. godini“. Ranije ove godine, Kempinski Hotel Grand Arena Bansko takođe je dobio TripAdvisor sertifikat izvrsnosti za godinu 2012. za izuzetne komentare i ukupan rejting od 4,5 od 5, na najvećem svetskom međunarodnom forumu za turizam.

6. IEEE MEĐUNARODNA KONFERENCIJA O INTELIGENTNIM SISTEMIMA IS'12, SOFIJA, BUGARSKA

Šesta IEEE Međunarodna konferencija o inteligentnim sistemima IS'12 održana je od 6. do 8. septembra 2012. godine u Hotelu Rodina u Sofiji, u Bugarskoj.



Konferencija predstavlja nastavak tradicije okupljanja istaknutih stručnjaka iz šire oblasti inteligentnih sistema. Ovaj forum pružio je mogućnost naučnicima iz celog sveta da razmene ideje i teorijska i praktična dostignuća u oblasti inteligentne kontrole, veštačke inteligencije, sistema za podršku, neutralnih mreža, programskog računarstva, otkrivanja saznanja, mašinskog učenja, inteligentnih merenja itd. Izlagani prilozi ukazali su na savremene inteligentne sisteme kao koncept koji predstavlja kombinaciju teorijskog istraživanja i aplikacija u automatizaciji, informacionim tehnologijama i merenju. Pored glavnih seminara, dnevni red konferencije uključivao je i više simpozijuma, radionica, izložbi plakata, tečajeve itd.

22. KONGRES HEMIČARA I TEHNOLOGA MAKEDONIJE, OHRID

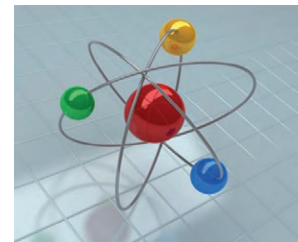
Kongres hemičara i tehnologa Makedonije, 22. po redu, održan je od 5. do 9. septembra 2012. godine u Kongresnom centru i kompleksu Metropol Lake Resort na Ohridu u Makedoniji. Kongres predstavlja forum za razmenu ideja i dostignuća iz oblasti hemije, hemijskog inženjeringa i srodnih nauka, sa ciljem promovisanja međusobne saradnje akademskih i stručnih krugova.



Predavanja su obuhvatala najnovija dostignuća u glavnim oblastima hemije i hemijskog inženjeringa kao što su: neorganska, organska, analitička, elektro hemija, spektroskopija i strukturalna hemija, polimeri, ekološke, metalurške i nanotehnologije, nanomaterijali i obrazovanje.

9. KONFERENCIJA DRUŠTVA FIZIČARA MAKEDONIJE, OHRID

Deveta konferencija Društva fizičara Makedonije održana je od 20. do 23. septembra 2012. godine u Kongresnom centru Ohrid u Makedoniji.



Cilj konferencije bio je da se obezbedi forum za razmenu i razmatranje najnovijih stručnih dostignuća u svim oblastima fizike, kao da se promoviše ideja o međusobnoj saradnji naučnika iz Makedonije i drugih delova sveta.

Na konferenciji su razmatrana razna pitanja iz polja eksperimentalne i teorijske fizike, kao i ona vezana za obrazovanje u fizici. Konferencija je bila otvorena za sve naučnike, prosvetne radnike, inženjere itd. koji imaju veze sa fizikom i srodnim oblastima. Mladi naučnici i studenti su uvek dobrodošli, kao i njihovi stručni prilozi.

6. MEĐUNARODNA KONFERENCIJA O PRIMENJENOJ STATISTICI, BUKUREŠT, RUMUNIJA



Šesta međunarodna konferencija o primenjenoj statistici održaće se od 15. do 16. novembra 2012. godine u Bukureštu, Rumuniji. Ova i prethodne konferencije organizovane su od strane Odsjeka za ekonometriju i statistiku Akademije za ekonomske studije u Bukureštu u saradnji sa Nacionalnim institutom za statistiku i Rumunskim udruženjem za statistiku.

Cilj konferencije je da okupi akademske i druge stručnjake kako bi razmotrili stručna pitanja i unapredili kvalitet istraživanja u oblasti ekonomske i društvene statistike.

BRITISH AIRWAYS TO CONNECT ZAGREB AND LONDON STARTING DECEMBER



As of December 2012, air travelers will have a new Zagreb - London flight at their disposal. The two cities will be connected by a daily flight, particularly

convenient for those traveling on business. Flights to London will provide free services in terms of meals, beverages, seat selection, free baggage up to 23 kg, and carry-on luggage. British Airways has already started ticket sales, with ticket fares starting at 600 kunas for a one-way flight.

RADISSON BLU RESORT, SPLIT GOT GREEN KEY CERTIFICATE

Radisson Blu Resort, Split is a first hotel in Croatia which can proudly say that it has Green Key certificate.



Green Key certificate is internationally accomplishment that tries to contribute to combating climate change, supporting tourism facilities with positive environmental initiatives and the formation of environmental awareness and the environment. Desire of management of hotel Radisson is that with this certificate raise awareness of the community about how it is possible in their business activities to create harmony between service quality and environmental performance.

2ND EFCC-UEMS CONGRESS, DUBROVNIK, CROATIA

In the period from 10th to 13th October 2012, the Rixos Hotel was the venue of the 2nd EFCC-UEMS Congress.



Organized by the European Federation of Clinical Chemistry and Laboratory Medicine - EFCC and the European Union of Medical Specialists, Congress was an opportunity to bring together from 1,000 to 1,200 delegates.

According to the President of EFCC, the significant events in the diagnosis of disease and monitoring therapy are considered the rising costs and demands for health care, that are also the challenges that employed in this field are faced to every day.

Accordingly, the main focus of Congress was the relationship between the clinic and the laboratory.

The Congress had a multi-disciplinary scientific program, renowned guest speakers, an extensive three-day trade show, and an interesting social program in the surroundings of Dubrovnik.

2ND ADRIS BUSINESS FORUM, ROVINJ, CROATIA

The 2nd Adris Business Forum was held in Hotel Lone, in Rovinj on 5th October 2012. A major theme of the conference was "The Challenges of the Economic Crisis".



At the conference, the Nobel Prize winner Paul Krugman talked about how to successfully overcome the effects of recession in the global economy. Adris Business Forum is one of the most important business event of the year in Croatia, and the biggest business forum of leading companies and business people from Croatia and neighboring countries.

The first was held five years ago in a different economic circumstance and has hosted one of the world's most famous manager Jack Welch. The topics of that forum were leadership and innovative business strategies. Although leadership is still of great importance, global context and challenges that businesses today must respond fully to the change. That is why the key themes of the 2nd Adris Business Forum were different: challenges of the economic crisis and Croatia joining the EU.

4TH RETAIL IT SUMMIT, ZAGREB, CROATIA



The 4th Retail IT Summit, on 18th October 2012, at the Hotel Antunović in Zagreb, brought together representatives of Croatian and regional retail industry and leading world manufacturers.

Main topic were: Upcoming fiscalization in Croatia and experiences in the region.

Special guest of the event was Director of information systems sales from Konzum, Mr. Jozo Džakula. Besides Mr. Džakula, some of the speakers were representatives from Aldata, Service Plus Group, Verifone, Printec, MAI Trade, NCR, MPOS.

Among the exhibitors there were companies Citizen, Selmet, Compex Commerce, Info-kod and many others. Like every year, Retail IT Summit brought together over a hundred IT managers from the biggest retail chains in the country and the region.

19TH ZEVA MEETING OF THE MEDICAL CHAMBERS OF CEE COUNTRIES, ZAGREB, CROATIA

The 19th Zeva Meeting of the Medical Chambers of Central and East European Countries, was held in the Westin Hotel, in Zagreb from 27th to 29th September 2012. This event hosted 19 medical chambers from Central and East Europe, as well as a delegation from the Croatian Medical Chamber.



The central theme of the 19th annual meeting of the Medical Chambers of Central and East European Countries was "Professional Liability Insurance of doctors" and "Mediation – A form of alternative dispute resolution".

The team of PCO agency Spektar putovanja made sure that the organization of this event goes perfectly well.

BLEDED STRATEGIC FORUM 2012, SLOVENIA



The seventh Bled Strategic Forum was held in the beginning of September 2012 in Bled, Slovenia.

Forum has become one of the most prominent events in the region and was attended

by 400 visitors from 50 countries, among them a number of high-ranking and senior guests from politics, economy and the academic sphere. At the reception in the Grand Hotel Toplice participants were addressed by the President of the Republic of Slovenia Dr. Danilo Türk.

The biggest attention has been aimed at the Secretary-General of the Organisation for economic cooperation and development (OECD), Angela Gurría, by the Secretary-General of the OSCE, Zannier, President of the Government of Albania, Berisha and Kosovo Thaci, President of the EBRD Chakrabarti, Foreign Ministers of Montenegro, Croatia, Qatar, Kosovo and Macedonia.

20TH CONFERENCE ON MATERIALS AND TECHNOLOGY, PORTOROŽ, SLOVENIA



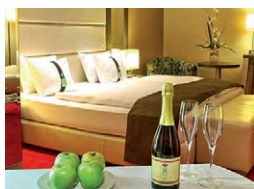
The 20th Conference on Materials and Technology was held from 17th to 19th October 2012, in Grand Hotel Bernardin in Portorož, Slovenia. Conference continues tradition to be the central international meeting in the research fields of materials and technology in Slovenia.

Conference was meeting of professionals from industry as well as researchers from universities and state institutions.

The main goal of the Conference was to establish a dialogue between the needs of industry and the research of academic sphere, and it represents a platform for efficient transfer of knowledge from research institutions to industry.

This year's Conference highlights included presentations of important researchers and research group leaders working in the field of materials science on current and future hot topics in this field.

FIFTH ANNIVERSARY OF SUCCESSFUL BUSINESS OF HOTEL HOLIDAY INN BELGRADE



In November 2012 Hotel Holiday Inn Belgrade is going to celebrate its 5 years of successful business operations in the market. In the past years, Hotel Holiday Inn Belgrade grown in leader in regional

business hotel market. This is proved by awards which were given to hotel in the category The Best GM of the Year and Torch-bearer Award for European region.

Being part of the InterContinental hotels Group, this hotel is also celebrating 60th Anniversary of brand Holiday Inn worldwide. For this occasion, hotel Holiday Inn Belgrade is preparing plenty of upcoming surprises for its guests and clients in the month of November. Therefore, there are many reasons to visit hotel and organize your event in Hotel Holiday Inn Belgrade!

13TH SERBIAN CONGRESS OF OPHTHALMOLOGISTS, BELGRADE, SERBIA



13th Serbian Congress of Ophthalmologists with international participation, was held from 17th to 20th October 2012, in Best Western Hotel M in Belgrade, Serbia. Congress hosted 550 delegates from Serbia and abroad. During the Congress, beside oral and poster presentations, there were held lectures of invited speakers, international and domestic symposia, live surgery and expert courses.

Some of the main topics of Congress were: Pharmacological Retina, Surgical Retina, Glaucoma, Eye Trauma, Cataracts, Corneal Diseases, Pediatric Ophthalmology.

The main task of eminent invited speakers and experts from Serbia, was that through their presentations and discussions familiarize Congress participants particular with the latest views and developments in international ophthalmology.



NATIONAL TRAINING ON "LABOUR MIGRATION AND DEVELOPMENT IN THE REPUBLIC OF SERBIA", BELGRADE, SERBIA

Organization - Public Events Ltd.

National training on "Labour Migration and Development in the Republic of Serbia" was held in Belgrade on the 4th and 5th September 2012 within the Project: Migration for Development in the Western Balkans, which is funded by the European Commission and the IOM Development Fund and managed by the International Organization for Migration (IOM).

After the opening statements given by Zoran Martinovic, State Secretary, and the head of the IOM Belgrade, Lidija Markovic, 20 officials of the relevant governmental institutions, including the Ministry of Labor, Employment and Social Affairs, Ministry of Interior, Ministry of Foreign Affairs, National Employment Service, Office of the Commissioner for Refugees, as well as two representatives of the European Commission Delegation in Belgrade, took part in the training, which was led by experts from Vienna and Belgrade IOM offices. That was an opportunity for officials of the institutions to present situation in the country in that area and during two days of intensive work experience and learn about current practice in Europe and share experience. The special interest was attracted by the presentation of the program for Temporary return of highly qualified professionals from the Diaspora, which was implemented by IOM within MIDWEB Project.

CONFERENCE "SECURITY OF THE BALKANS, TECHNOLOGY AND EDUCATION", SARAJEVO, BOSNIA AND HERZEGOVINA



In the period between 12th and 14th September 2012, at the Hotel Bristol Sarajevo, was held a conference "Balkan Security, Technology and Education: The Challenges within the Cyber Infrastructure".

Conference was attended by officials from the region, some of them were The Premier and Minister of Security of the Republic of Serbia, the Minister of Internal Affairs of the Republic of Croatia, the Minister of Internal Affairs of Montenegro, the Minister of Internal Affairs of the Republic of Macedonia. Also, the Hotel Bristol Sarajevo hosted the Turkish Prime Minister, who was accompanied by a delegation of 26 members. In addition to the Turkish delegation, whose members were extremely satisfied with the services and accommodation, hotel guests were the presidents of the Republic of Croatian and Montenegro.

Hotel Bristol Sarajevo is the only first class international hotel in Bosnia and Herzegovina, operated by the international hotel management company, Shaza Hotels. After the grand opening on 6th of April 2011 hotel received visits of high ranking government officials and celebrities and each visit shows the comprehensive quality of Hotel Bristol Sarajevo.

62ND ANNUAL CONVENTION OF GERMAN TRAVEL ASSOCIATION, BUDVA, MONTENEGRO

In period from 15th to 17th November 2012, Budva will host the 62nd Annual Convention of German Travel Association (DRV – Deutscher Reise Verband), with expected 800 – 1,000 participants.



This year's Annual Convention will provide an excellent opportunity to make contacts with decision-makers in Montenegro's tourism industry, extend the range of services for German holidaymakers and make the variety of Montenegro's holiday options better known in Germany.

This Annual Convention, is also an excellent opportunity to represent the hosting country through destination workshops, dinner events and entertainment, hotels, transfers, excursions and pre- and post-tours. There will be an interesting and thrilling three-day-conference program with a lot of presentations, speeches, discussions and workshops.

All the participants will get an overview of the touristic highlights in the country. The annual convention of the DRV is joined by around 30 journalist from Germany and a lot of local media will be present at the convention to report for the national and regional newspapers, TV and broadcasting stations.

3RD CONGRESS OF PSYCHIATRISTS OF BOSNIA AND HERZEGOVINA, TUZLA

3rd Congress of Psychiatrists of Bosnia and Herzegovina, co-sponsored by the World Psychiatric Association (WPA), and under the auspices of the European Psychiatric Association (EPA), was held in Tuzla from 12th to 14th October 2012.



The aim of the congress was to present the latest research with concrete results and the latest practices and therapeutic procedures with contributions of eminent speakers and lecturers from the region and the world.

During the congress 10 plenary lectures was presented by eminent professionals from the U.S., Australia, Great Britain, Pakistan, South Africa, Germany, Austria and Italy, and more than 30 invited lecturers from the region.

WORLD EXCELLENCE AWARD FOR HOTEL SPLENDID CONFERENCE & SPA RESORT

The first Montenegrin 5+ star hotel – Hotel Splendid Conference & Spa Resort in Bečići, has crowned this successful season with a new "Certificate of Excellence for the year of 2012" award received from the renowned web site TripAdvisor.com.

In this web site, visitors from all over the world have been rating Hotel Splendid for a longer period of time with an average 4 (5 being the highest), which is the reason why the Splendid Conference & Spa Resort has been awarded the special Certificate of Excellence for the year of 2012 by the Trip Advisor site.

Thus, the hotel in Bečići has joined the major hotel chains, such as Hyatt, Intercontinental, Holiday Inn. The Certificate of Excellence has arrived to the hotel on the World Tourism Day.

Most of the positive comments of visitors refer to the facilities and cleanliness of room, extraordinary view, buffet with more than 60 meals, excellent outdoor pool and excellent beach service.

Visitors rated high the food and drinks offer, kindness and also good English language skills, particularly at the beach bar. Satisfaction with the appearance of the hotel and facilities with regard to the bar and Spa Centre has also been stated.

Positive comments also referred to the prompt service provided by the Concierge as well as the housekeeping quality. The location of the hotel and vicinity of Budva, too, were rated high.



KEMPINSKI HOTEL GRAND ARENA BANSKO HAS BEEN AWARDED BY WORLD TRAVEL AWARDS 2012



The World Travel Awards were established in 1993 to acknowledge, reward and celebrate excellence across all sectors of the tourism industry. The World Travel Awards brand is recognized globally as the ultimate hallmark of quality. Kempinski Hotel Grand Arena Bansko has won not only one but two of the World Travel Awards 2012 in the categories Bulgaria's

Leading Resort and Bulgaria's Leading Spa Resort. In the first category, Bulgaria's Leading Resort, this is the hotel's second win, after first receiving award in 2008. Kempinski Hotel Grand Arena Bansko won Bulgaria's Leading Spa Resort category as well. The hotel has won five of the nine awards in this category during recent years. This year's award is number five in the hotel's collection. Among other recent achievements is the highly valuable SPA Finder Reader's Choice Award in the category "Favourite SPA in Bulgaria for 2010 and 2011". Earlier this year, Kempinski Hotel Grand Arena Bansko also received TripAdvisor's Certificate of Excellence for the year 2012 for outstanding guest reviews and an overall rating of 4.5 out of 5 on the world's largest international travel forum.

6TH IEEE INTERNATIONAL CONFERENCE ON INTELLIGENT SYSTEMS IS'12, SOFIA, BULGARIA

The 6th IEEE International Conference on Intelligent Systems IS'12 was held from 6th to 8th September 2012, in hotel Rodina in Sofia, Bulgaria.



The conference continued the tradition of bringing together top specialists in the broad area of intelligent systems.

This forum was an opportunity for scientists from all over the world to share ideas and achievements in the theory and practice of intelligent control, artificial intelligence, decision support systems, neural networks, soft computing, data mining and knowledge discovery, machine learning, intelligent measurement, etc. Presentations should highlight contemporary intelligent systems as a concept that combines theoretical research and applications in automation, information technologies and measurement.

In addition to the main sessions, the conference timetable was concerted with several other symposiums, workshops, poster sessions, tutorial courses, etc.

22ND CONGRESS OF CHEMISTS AND TECHNOLOGISTS OF MACEDONIA, OHRID

22nd Congress of Chemists and Technologists of Macedonia was held from 5th to 9th September 2012, at Congress Centre and Metropol Lake Resort in Ohrid, Macedonia. The scope of Congress was to promote exchange of results and ideas in the fields of chemistry, chemical engineering and related sciences as well to foster collaboration between the academic and expert community.



A number of plenary and invited lectures were presented, as well as poster sessions. The Lectures covered recent achievements in the mainstream fields of Chemistry and Chemical Engineering, as: inorganic, organic, analytical, electrochemistry, spectroscopy and structural chemistry, polymers, environmental, metallurgy, nanotechnologies and nanomaterials and education.

9TH CONFERENCE OF THE SOCIETY OF PHYSICISTS OF MACEDONIA, OHRID

The 9th Conference of the Society of Physicists of Macedonia was held from 20th to 23rd September 2012 in Congress Center Ohrid, Macedonia.



The aim of this conference was to provide a forum for sharing and discussion of the relevant state-of-the art research results in all fields of physics, and to promote ideas exchange between researchers from Macedonia and researchers from all over the world. Various topics from all fields of experimental and theoretical physics, as well as physics education were covered within the scope of the conference.

The conference was opened to all scientists, educators, engineers etc., working in physics and related areas. Young scientists and students were also highly encouraged to give their contribution.

6TH INTERNATIONAL CONFERENCE ON APPLIED STATISTICS, BUCHAREST, ROMANIA



The 6th International Conference on Applied Statistics will take place from 15th to 16th November 2012 in Bucharest, Romania. This conference series is organized by Econometrics and Statistics Department of Bucharest Academy of Economic Studies in collaboration with the National Institute of Statistics and Romanian Society for Statistics.

The conference aims are to bring together academics as well as practitioners to discuss topical issues and disseminate high quality research in economic and social statistics.

SASTANITE SE U DUBROVNIKU



Idealna lokacija, luksuzni smještaj, moderne dvorane, besprijekorna usluga.



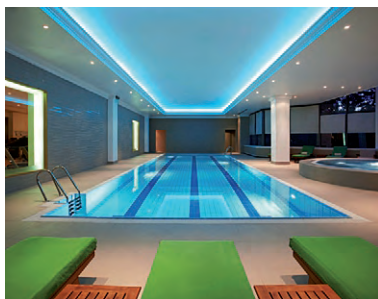


Falkensteiner hotel Belgrade ****s neposredno pre otvaranja

Na adresi Bulevar Mihaila Pupina 10K u Novom Beogradu, hotelski lanac Falkensteiner otvara u novembru 2012. godine novi gradski hotel sa 4* superior - Falkensteiner Hotel Belgrade ****s. Hotel koji je dizajniran od strane svetski poznatog arhitekta Borisa Podreca nudi moderan i dinamičan dizajn, maksimalnu udobnost, odličnu uslugu, i visok stepen funkcionalnosti objekata namenjenih kongresima. Hotel će imati 170 soba i apartmana i konferencijski centar od 700 m² sa 7 sala i kapaciteta od 20 do 360 ljudi u pozorišnoj postavci. Postoji i a la carte restoran sa Cigara Lounge za opuštanje, City spa sa saunom, prostor za masaže i fitnes, kao i moderan poslovni salon sa panoramskim pogledom na grad. Falkensteiner Hotel Belgrade će se fokusirati prvenstveno na poslovne ljude koji putuju i kongresni turizam, ali hotel će takođe obezbediti sve uslove da se zadovolje i potrebe gradskog turizma.

Otvoren hotel Metropol Palace u Beogradu

Metropol Palace, najpoznatiji hotel nekadašnje Jugoslavije, otvoren je 10. septembra 2012. godine. Od otvaranja 1957. godine, tokom 55 godina tradicije u Beogradu, Hotel Metropol i sada Metropol Palace uvek je bio savršeni predstavnik Beograda – luksuzan, elegantan i moderan. Hotel poseduje ukupno 239 soba, od kojih su 40 apartmani, među kojima se nalaze predsednički i kraljevski apartman kao i brojni specijalizovani apartmani dekorisani u duhu određenih epoha ili ličnosti. Sve sobe i apartmani raskošno su opremljeni da udovolje svim vrstama potreba, uključujući najnovije komunikacione i elektronske uređaje. Predsednički apartman pruža predivan pogled na jedan od najlepših beogradskih parkova, a širok izbor različitih apartmana i soba čini Metropol luksuznim, modernim draguljem Beograda. Konferencijske sale mogu primiti i do 800 zvanica za svaku vrstu događaja, od velikih poslovnih konferencija do intimnih proslava. Poslovnim gostima na raspolaganju je poslovni centar, koji obezbeđuje sekretarske usluge i usluge prevođenja.



Renoviranje bazena u hotelu Hyatt Regency Beograd

Hyatt Regency Beograd, najpoznatiji luksuzni hotel sa pet zvezdica u Beogradu, sa zadovoljstvom je objavio da je renoviranje bazena u klubu Olympus Fitness Centru i Spa završeno i isti je otvoren za goste i članove hotela. Uređeni u skladu sa vrhunskim standardima i najmodernijim trendovima, bazen i čakuzi opremljeni su prelivnim kanalima, podvodnim osvetljenjem i hidro-masažnim sistemom, kako bi u potpunosti zadovoljili istančan ukus svakog gosta. Novi enterijer će predstaviti potpuno drugu dimenziju luksuza, elegantnog i stilizovanog izgleda bazena. Klub Olympus pored ovoga u ponudi ima teretanu, tretmane za lice i telo, masaže, saunu i parna kupatila, sve što je potrebno za opuštanje i relaksaciju.

Hotel Ramada Podgorica - prvi međunarodni lanac hotela u Podgorici

Ramada Podgorica, otvorena u maju 2012. godine, nalazi se u srcu grada, na samo tri minuta vožnje od centra i pet minuta hoda od raskošne rečne obale. Ramada Podgorica City hotel prvi je međunarodni lanac hotela u Podgorici i kao takav mesto je u kojem oseedaju vodeći poslovni ljudi, državnici i predstavnici medija iz celog sveta. Ramada Podgorica raspolaže sa 110 najvećih i najelegantnijih soba u gradu, uključujući 64 standardne i 34 deluks sobe, 4 manja apartmana, 2 apartmana sa baštom, 6 velikih apartmana i jedinstveni diplomatski apartman. Sa preko 550 m² prostora za konferencije i sastanke, Ramada Podgorica najtraženije je mesto za organizovanje konferencija, sastanaka, promotivnih skupova i proslava. Hotel ima salu za ples, dve sale za sastanke i dve konferencijske sale. Na najvišem spratu hotela nalazi se restoran sa panoramskim pogledom i stilizovanim enterijerom.



Apart-hotel „Tre Canne“ – najveća investicija u Crnoj Gori

Luksuzni kompleks „Tre Canne“ pored Jadranskog sajma u centru Budve, predstavlja najveću investiciju u Crnoj Gori i biće u potpunosti završen do naredne sezone. Apart-hotel, prvi takve vrste u Crnoj Gori, predstavlja najluksuzniju zgradu u Budvi. Atraktivni kompleks, na samo pedesetak metara od mora, predstavljaju tri kule, dve staklene od po osam spratova koje su uveliko završene, kao i centralna četrnaestospratnica, koja se privodi kraju i koja predstavlja okosnicu budućeg hotelskog kompleksa. Hotel se prostire na oko 37.000 kvadrata bruto površine i čine ga dve podzemne garaže, zajedničko prizemlje sa kojeg se uzdižu tri zasebne kule, centralna od 14 i dve manje kule od po osam spratova. Kompleks čini 275 luksuznih apartmanskih jedinica, različitog tipa i površine. Apart-hotel će objedinjavati tržišni, wellness, spa i kongresni centar, a svakako je najatraktivniji zatvoreni bazen površine stotinu kvadrata, koji će se nalaziti na poslednjem spratu najveće kule.



Terme Tuhelj otvorile novi Hotel Well 4*

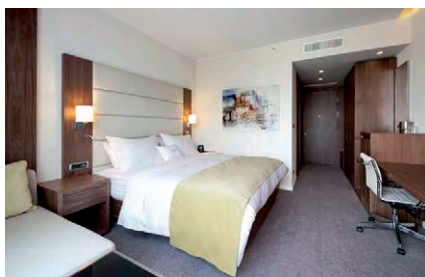
Terme Tuhelj su u junu 2012. godine otvorile nove kapacitete – Hotel Well 4* sa modernim polivalentnim kongresnim centrom sa kapacitetom cca 450 osoba. Kongresni centar se sastoji od dve sale – Invigo i Vilina, obe deljive na 3 manje sale, koje imaju dnevno svetlo, spoljnu terasu ili atrijum u kojem je i Infinity bar. Izgrađen je amfiteatar za animacijske događaje, koncerte, pozorišne predstave i vanjska događanja. U sklopu hotela nalazi se i podzemna garaža sa 70 parking mesta. Između objekata uređeni su wellness vrtovi sa termalnim potokom, što čini posebnu atrakciju za wellness goste gde se oni mogu opustiti, prošetati i uživati u hortikulturi i prirodi koja okružuje objekat. Svi sadržaji povezani su toplim hodnicima s recepcijom i wellness sadržajima. Sa novouređenim smeštajnim i poslovnim kapacitetima Terme Tuhelj potvrdile su vodeću poziciju na wellness tržištu te postale prepoznatljiva destinacija za kongresni turizam.

Novi izgled specijalnog broda za evente - SeaStar

M/S SeaStar jedinstveni je proizvod u ponudi agencije DT Croatia – Dubrovnik Travel. Najveći hrvatski event brod skrojen po meri za ekskluzivna dnevna i noćna krstarenja, za jednodnevne poslovne skupove, godišnjice, venčanja, prezentacije, konferencije, kao i slična događanja sa ukupnim kapacitetom do 400 osoba jedini je ploveći objekat ovakvog tipa na Jadranu. Ovim putem predstavljamo novi izgled enterijera ovog savremenog broda.

Tamne i zagasite boje zamenjene su svetlijim i vedrijim, te je enterijer igrom boja i materijala postao savremeniji i moderniji. Ovaj savremeni brod opremljen je modernim ozvučenjem, rasvetom, video projektorom i projekcijskim platnom, klimatizovan je, i ima potpuno opremljenu kuhinju kao i dva bara.

Krasi ga i prostrana sunčana paluba sa koje se pruža nezaboravan panoramski pogled tokom plovidbe. Od početka sezone brod je ugostio brojne zadovoljne domaće i inostrane goste, učesnike raznih kongresa i insentiv putovanja koji su bili oduševljeni kombinacijom vrhunske gastronomije, izvrsnog hrvatskog vina i nezaboravnog animacijsko-zabavnog programa. Jednaka popunjenost događajima nastaviće se i tokom nadolazećih meseci.



Double Tree by Hilton u Zagrebu

Do kraja 2012. godine u zagrebačkom poslovnom kompleksu Green Gold otvoriće se Double Tree by Hilton hotel sa 4*, prvi u Hrvatskoj i ovom delu Europe.

Double Tree je jedan od brendova svetskog hotelskog lanca Hilton, koji je poznatom po svežem kolačiću sa komadićima čokolade kojim se dočekuju gosti, kao i posebnom CARE kulturom, koju krasi ljubaznost i lični pristup u ophođenju prema gostima.

Konferencijski kapaciteti hotela će biti usmereni na zadovoljavanje potreba manjih i srednjih događaja. Double Tree by Hilton će imati 152 sobe i 6 sala, od kojih je jedna sala za sastanke, a ostale sale su polifunkcionalne, tako da se mogu koristiti i za poslovna ali i za društvena događanja. Banquet sala je najveća sala u hotelu i zauzima površinu od 200 kvadrata.

Novi Hotel Marshal Garden 5* u samom centru Bukurešta

Novi Hotel Marshal Garden sa pet zvezdica otvoren je u Bukureštu u maju 2012. godine, a nalazi se u samom centru grada. Ovaj novi hotel pruža mogućnost da se Bukurešt sagleda iz novog ugla.

Hotel nudi 63 prostrane sobe i apartmana koji gostima obezbeđuju istinski komfor i udobnost i koji uključuju 4 standardne dvokrevetne sobe, 55 superior dvokrevetne sobe, i 4 deluks apartmana.

Hotel Marshal Garden nudi mogućnost organizovanja poslovnih skupova u 3 konferencijske sale opremljene savremenom opremom, sa ukupnim kapacitetom od 600 mesta za sedenje.

Restoran Danieli, koji se nalazi na poslednjem spratu, nudi izuzetan panoramski pogled na grad. Uz odličnu lokaciju, ovaj restoran nudi i niz izvrsnih specialiteta, kao i besprekornu uslugu.

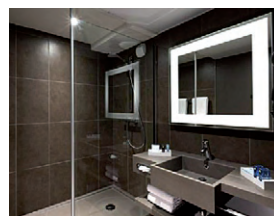


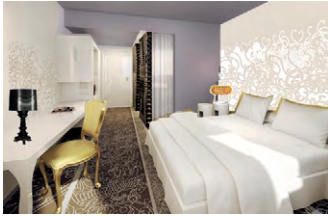
Otvaranje Hotela Novotel Sofia u Bugarskoj

Hotel Novotel Sofia, čije svečano otvaranje će biti u decembru 2012. godine, nudi 178 modernih soba, 6 sala za sastanke koje mogu da prime do 280 učesnika, restoran, bar i fitness salu.

Sobe odlikuje moderan enterijer u kojima će gosti iskusiti kombinaciju opuštanja i mogućnosti da se skoncentrišu na svoje obaveze.

Hotel je strateški lociran u novom poslovnom delu Sofije na jednoj od glavnih ulica, na 6 km od centra grada i 5 km od aerodroma. Bilo da dolazite sa porodicom ili u poslovne svrhe, ovde ćete uživati u modernom i funkcionalnom okruženju. Iz ovog hotela sa 4 zvezdice pruža se predivan pogled na planinu Vitoša.





Falkensteiner hotel Belgrade****s Opening Soon

On the address Bulevar Mihaila Pupina 10K in New Belgrade, the hotel chain Falkensteiner opens in November 2012 the new city hotel Belgrade with four stars superior - Falkensteiner Hotel Belgrade****s.

The hotel which has been designed by the world renowned architect Boris Podrecca offers a modern and dynamic design, maximum comfort, excellent service, and a high degree of functionality of convention facilities. The hotel has 170 rooms and suites and a conference center of 700 m² with 7 halls and a capacity of 20 to 360 people in a theater setup.

There is an a la carte restaurant with a Cigar Lounge to relax, a City spa with sauna, a massage and fitness area, and a trendy Business Lounge with panoramic views of the city. Falkensteiner Hotel Belgrade will focus primarily on the business people who travel and the congress tourism, but the hotel will also provide all the comfort that foreign fancier of urban tourism need.

Opening of Hotel Metropol Palace in Belgrade

Metropol Palace, the most famous hotel of the former Yugoslavia, was opened on 10th September 2012. Since 1957, when it was originally opened, in its 55 years of tradition, Metropol Hotel, and now Metropol Palace has always been the perfect representative of Belgrade – beautiful, elegant and modern. The hotel offers 239 rooms, 40 of which are suites, including the presidential and royal suite and a number of specialized suites decorated in the spirit of the certain historical periods and personalities. All bedrooms and suites are generously furnished to accommodate all types of requirement, and complete with the latest in communications and entertainment technology.

With a sumptuous selection of suites and rooms providing a magnificent view over one of Belgrade's most beautiful parks Metropol Palace is the luxurious modern gem of Belgrade. Meeting rooms and Ballrooms can accommodate up to 800 attendees for every type of event. To business guests at disposal are business services, with secretarial and translation provisions.



Hyatt Regency Belgrade Pool Renovation

Hyatt Regency Belgrade, the most renowned five-star luxury hotel in Belgrade, is excited to announce that the renovation of the Club Olympus Fitness Centre & Spa swimming pool area is complete and has now been unveiled to their guest and members.

Decorated in accordance with the highest standards and latest trends, swimming pool and whirlpool bath are being fitted with new overflow channels, underwater lighting and hydro-massage system, in order to fully satisfy the sophisticated tastes of every guest.

The interior design will also present a new dimension of luxury style and a classy finish to the pool decking area.

Beside this, Club Olympus offers to guests a gymnasium, massage treatments, a sauna and steam rooms – all that is necessary to relax body and soul.

Hotel Ramada Podgorica - The first International Chain Hotel in Podgorica

Ramada Podgorica, opened in May 2012, is situated in the heart of the city, a three minute drive from the city center and a five minute stroll from the lush riverside.

Ramada Podgorica city hotel is the first international chain hotel in Podgorica, and as such it plays host to key business, government and media figures from around the globe.

Ramada Podgorica features 110 of city's largest and most elegant guestrooms including 64 standard rooms, 34 deluxe rooms, 4 junior suites, 2 garden suites, 6 grand suites and one-of-a-kind diplomatic suite.

With over 550 m² of conference and meeting space, Ramada Podgorica is the city's most sought after venue for conferences, meetings, incentives and celebrations. The hotel features one ballroom, two meeting rooms and two boardrooms. Panorama restaurant with stylish interiors is located on a top floor of the hotel.



Apart-Hotel "Tre Canne" - The Largest Investment in Montenegro

The luxurious complex "Tre Canne", positioned next to the Adriatic Fair in the center of Budva and representing the largest investment in Montenegro, will be fully completed next season. The apart-hotel, the first of its kind in Montenegro is the most luxurious building in Budva. The attractive building complex, standing at only fifty meters from the sea, comprises three towers, two of which are constructed of glass, eight stories high and fully completed, and a central, fourteen storey building, whose construction is nearly finished and which represents the focal point of the future hotel complex.

The hotel covers a gross area of 37,000 sqm and also includes two subterranean garages, a common ground floor serving the three towers, the central one standing fourteen stories high and the other two of eight stories each. The complex consists of 274 luxurious accommodation units of varying types and sizes. The apart-hotel will incorporate a shopping mall, a wellness, spa, and congress center and with, undoubtedly, the most attractive indoor pool covering an area of one hundred square meters, which will be located on the topmost floor of the highest tower.



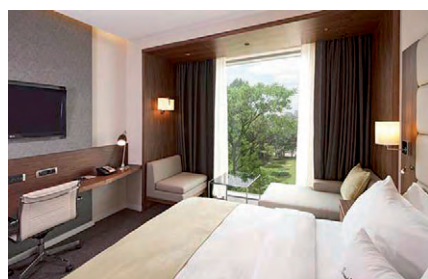
Terme Tuhelj Opened a New Hotel Well 4*

Terme Tuhelj has opened in June 2012 a new 4* hotel Well with a modern multi-purpose congress center for approximately 450 people. Congress center has two halls - Invigo and Vilina, which both could be separated into 3 smaller parts, both with a nature day-light, outdoor terrace and modern Infinity bar. An beautiful amphitheater has built with purpose of various entertainment events, concerts, theater performances and outdoor events. In addition there is an underground garage with 70 parking places. All accommodation objects are surrounded by spa gardens with thermal streams, as a special attraction for wellness guests where they can relax, take a walk and enjoy the horticulture and nature that surrounds the facility. All facilities within the hotel are connected by warm, closed corridors.

Hotel offers a number of wellness and spa services, rich entertainment for children and adults and great cuisine. With newly renovated accommodation and business facilities, Terme Tuhelj confirmed the leading position in the wellness market and become a recognizable destination for congress tourism.

New Look of the Event Ship SeaStar

The M/S SeaStar is a unique DT Croatia – Dubrovnik Travel product. The largest Croatian event ship has been tailor made for exclusive day and night-time cruises, one-day business meetings, anniversaries, weddings, presentations, conferences and similar events for up to 400 people. Last winter, the interior was given a total make-over. The new face of the m/s Sea Star is fresh, modern and elegant and gives a new dimension to the organization of events and conferences. The previously dark colors have been replaced with brighter and more cheerful shades. Playing with the colors and materials has resulted in a more modern and contemporary decor. This contemporary ship is equipped with a modern sound and light system, a video projector and a projection screen, it is air-conditioned and benefit from a fully equipped kitchen and two bars. The ship boasts a spacious sun deck which commands an unforgettable panoramic view while sailing. This season, SeaStar hosted many satisfied local and international clients, incentives and conferences participants, who were delighted with the combination of excellent food and wine, unforgettable entertainment and unique cruising experience. The excellent turn out is expected in the months to come.

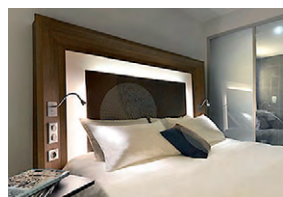


Double Tree by Hilton in Zagreb

By the end of 2012 in Zagreb office complex Green Gold will open Double Tree by Hilton hotels with 4*, first of this kind in Croatia and this part of Europe. Double Tree is one of the brands global hotel chain Hilton, who is known for fresh cookies with chocolate chips to welcome the guests, and a special culture of CARE, which are filled with kindness and personal approach in dealing with the guests. Conference facilities the hotel will be focused to meet the needs of small and medium-sized events. Double Tree by Hilton will have 152 rooms and 6 meeting rooms, one of which is a meeting room, and other rooms are multifunctional, so it can be used for business but also for social events. Banquet Hall is the largest room in the hotel and occupies an area of 200 square meters.

New Hotel Marshal Garden 5* in a very Center of Bucharest

The new five stars Hotel Marshal Garden, Bucharest was opened in May 2012 and it's located in the very center. This newly hotel offers the possibility to discover a different Bucharest. Hotel has 63 large rooms and apartments which offer real comfort to the guests, from which 4 rooms are standard double rooms, 55 superior double rooms, 4 apartments (deluxe). Marshal Hotel Garden offers the possibility for organization of corporate events, in 3 conference rooms provided with very modern equipment and with a total capacity of 600 seats. Restaurant Danieli, which is located on the last floor, offers an amazing view of the city. The beauty of the location is enhanced by the pleasure produced by the exquisite dishes and by the impeccable services.



Opening of Hotel Novotel Sofia in Bulgaria

Hotel Novotel Sofia which will have gala opening in December 2012, offers 178 modern rooms, 6 meetings rooms for up to 280 persons, a restaurant, bar and gym. Rooms offer a modern decorations and a unique experience combining relaxation and focus.

The hotel is strategically located in the newest business area of Sofia on the city's main road, at 6 km from the center and 5 km from the Airport. Either you come with family, for meeting or individually, you will be charmed by the modernity and functionality of its atmosphere. This 4-star hotel offers a prestigious view on the Vitosha mountain.



Prof. Mišo Virag, MD, PhD, FRCS, predsjednik EACMFS (2010-2012)

21. KONGRES EVROPSKOG UDRUŽENJA ZA KRANIO-MAKSILO-FACIJALNU HIRURGIJU (EACMFS)

21. Kongres evropskog udruženja za kranio-maksilo-facijalnu hirurgiju (21st Congress of the European Association for Cranio-Maxillo-Facial Surgery – EACMFS 2012) održan je od 11. do 15. septembra 2012. godine u Dubrovniku, u Hrvatskoj.



Prof. Mišo Virag

EACMFS je osnovan 1970. godine od strane grupe inovativnih evropskih hirurga, koji su želeli da unaprede specijalizaciju.

Udruženje je postalo najistaknutija i visoko cenjena profesionalna grupa za specijalizaciju u Evropi i ima visok profil u drugim delovima sveta. EACMFS organizuje naučni kongres, na svake dve godine, a pod okriljem Predsednika ovog udruženja.

Kongres je 2010. godine održan u Brižu u Belgiji, a domaćin ovogodišnjeg kongresa, EACMFS 2012, bio je Dubrovnik u Hrvatskoj. Domaćin sledećeg kongresa, 2014. godine, biće Prag, glavni i najveći grad Republike Češke.

Nakon završenog EACMFS 2012, **Prof. Mišo Virag, MD, PhD, FRCS**, predsednik EACMFS (2010-2012), odvojio je vreme da nam kaže nešto više o ovom kongresu i njegovoj organizaciji.

1. Ove godine održan je 21. po redu EACMFS kongres. Možete li nam reći nešto više o samom kongresu?

Kongres evropskog udruženja za kranio-maksilo-facijalnu kirurgiju (EACMFS) održava se svake dvije godine. Tradicionalno na kongresu sudjeluju maksilofacijalni kirurzi, ali također i oralni kirurzi te kirurzi svih graničnih područja kao što su: plastična kirurgija, otorinolaringologija, neurokirurgija. Učesnici su iz svih zemalja u Evropi, ali i iz čitavog svijeta.

Kongresu je prisustvovalo 1.400 učesnika iz 64 zemlje.

Zbog navedenog je kongres EACMFS najvažniji i najveći stručni skup iz područja maksilofacijalne kirurgije.

2. Hrvatska i grad Dubrovnik su prvi put domaćini EACMFS kongresa. Koliko je bilo teško dobiti kandidaturu i organizaciju ovako značajnog kongresa?

Prvi kongres održan je prije 40 godina u Ljubljani, a nakon toga svi ostali kongresi bili su u zapadnoj Evropi. Razlog da je prvi kongres održan u Ljubljani nije geografska lokacija već autoritet predsjednika u to vrijeme, a to je bio Profesor Čelesnik. Šest godina prije kongresa Savjet (Council) EACMFS u kojem su predstavnici svih nacionalnih društava bira predsjednika kojeg kandidira nacionalno društvo, a predlaže Upravni odbor (Executive Committee). Izabrani predsjednik tada predlaže mjesto održavanja kongresa. Dakle, ne kandidira se mjesto već predsjednik društva.

Izbor Dubrovnika kao mjesta za održavanje kongresa nametnuo se sam. Kongresni centar kompleksa Valamar jedini je ispunjavao uvjete za skup na kojem smo očekivali preko 1.000 učesnika: plenarnu dvoranu sa 1.000 mjesta, četiri dvorane sa po 250 mjesta za tematske sjednice, smještaj u neposrednoj blizini.

U stručnom dijelu vrhunac je bila sjednica na kojoj su sudjelovali predstavnici timova sa iskustvom u transplantaciji lica, zahvatu koji je do sada izveden samo 26 puta.





Sudeći prema odjeku nakon kongresa učesnici su bili izuzetno zadovoljni organizacijom i domaćinima, čemu je osim PCO-a doprinjelo i izuzetno dobro mjesto održavanja kongresa koje je omogućavalo sve aktivnosti na jednom mjestu.

3. Koliko učesnika je prisustvovalo kongresu i iz kojih zemalja?

Na kongresu je bilo 1.400 učesnika iz 64 zemlje. Broj učesnika ovisi o stručnom i znanstvenom programu odnosno o ugledu ključnih predavača i učesnika panela koji su sastavni dio programa, ali sigurno je da je značajnu ulogu imala i izuzetno privlačna

lokacija – grad Dubrovnik. Učesnici su imali prilike posjetiti stari grad i turistički, a dijelovi kongresa kao što je svečano otvorenje i večera uključeni su u jezgru grada. U stručnom dijelu izuzetnu pažnju imali su paneli organizirani sa vrhunskim stručnjacima iz pojedinih područja, a vrhunac je bila sjednica na kojoj su sudjelovali predstavnici timova sa iskustvom u transplantaciji lica, zahvatu koji je do sada izveden samo 26 puta.

4. Koja PCO agencija je bila zadužena za ovaj događaj i koje sve aspekte organizacije je ona pokrivala?

Za organizaciju skupa bila je zadužena agencija 361° pod vodstvom Da-

rije Papo. Ekipa iz 361° vodila je sve organizacijske aspekte skupa osim stručne korespondencije.

Dakle bili su zaduženi za organizaciju smještaja, oglašavanja, web stranice, prijave i registracije, pripreme kongresnog centra za kongres, putovanja pozvanih predavača, produkciju svečanog otvaranja i društveni program. Sudeći prema odjeku nakon kongresa učesnici su bili izuzetno zadovoljni organizacijom i domaćinima čemu je osim PCO-a doprinjelo i izuzetno dobro mjesto održavanja kongresa koje je omogućavalo sve aktivnosti na jednom mjestu (walking distance).

5. Koliko je, po Vašem mišljenju, organizacija ovako velikog kongresa doprinela unapređenju maksilofacijalne hirurgije u Hrvatskoj i regionu?

Sigurno je da dovođenje vrhunskih stručnjaka daje najbolji uvid u razvoj i najnovija dostignuća struke. Također, kongres je omogućio i prezentaciju rada stručnjaka iz čitave regije te nametnuo usporedbu sa svijetom. Nažalost, dijelom zbog visoke kotizacije, broj učesnika iz regije bio je manji nego što je mogao biti.

S. G.



Prof. Mišo Virag, MD, PhD, FRCS, President of EACMFS (2010-2012)

21ST CONGRESS OF THE EUROPEAN ASSOCIATION FOR CRANIO-MAXILLO-FACIAL SURGERY (EACMFS)

21st Congress of the European Association for Cranio-Maxillo-Facial Surgery – EACMFS 2012, took place from 11th to 15th September 2012, in Dubrovnik, Croatia.



The Congress in 2010 was held in Bruges, Belgium and this year's EACMFS 2012 was held in Dubrovnik, Croatia. Host for the next congress, for 2014, will be the capital and largest city of the Czech Republic, Prague.

After the EACMFS 2012, **Prof. Mišo Virag, MD, PhD, FRCS**, President of EACMFS (2010-2012), took time to tell us something more about the Congress and its organization.

1. This year, the 21st EACMFS Congress took place. Could you tell us something more about the congress itself?

EACMFS was established in 1970 by a group of innovative European surgeons who were keen to advance the specialty. It is has become the most prominent and highly respected professional group for the specialty in Europe and has a high profile in other parts of the World. The EACMFS conducts a bi-annual scientific meeting which is hosted by the president of this association.

The Congress of the European Association for Cranio-Maxillo-Facial Surgery (EACMFS) takes place every second year. Traditionally, the Congress gathers maxillo-facial surgeons, but also oral surgeons, surgeons from all border areas such as: plastic surgery, otorhinolaryngology and neurosurgery. Participants came from all European

The Congress was attended by 1,400 participants, from 64 countries.

countries, but also from all around the world. Because of the aforesaid, the EACMFS Congress represents the most important and the largest professional gathering from the field of Maxillo-Facial Surgery.

2. Croatia and the city of Dubrovnik welcomed EACMFS Congress for the first time. How difficult it was to get candidacy and organization of such a significant congress?

The first congress took place 40 years ago in Ljubljana, and after that, all congresses were organized in the countries of the Western Europe.

The reason that the first congress was organized in Ljubljana is not its geographic location, but the authority of professor Čelesnik, who was the president at that time. Six years prior to the congress, the EACMFS Council, which gathers representatives of all national associations, elects the president suggested by the national association, and proposed by the Executive Committee.

The elected president suggests the location where the congress will take place. The selection of Dubrovnik, as a destination for the congress to take place arose just naturally.

As for the professional segment, the top highlight was the session which included participation of representatives of the teams engaged in face transplantation, operation which has been performed only 26 times so far.





Judging by the feedback following the Congress, the participants were extremely satisfied with the organization and their hosts, which, apart from PCO was achieved through selection of the location for the congress and which enabled that all activities were at the walking distance.

The congress centre of the Valamar resort was the only one to meet all the requirements for the organization of the gathering which was expected to welcome over 1,000 participants: plenary hall disposes of 1,000 seats, four halls with 250 seats for topical sessions, and accommodation in the near vicinity.

3. How many participants attended the Congress? Which countries did they come from?

The Congress was attended by 1,400 participants, from 64 countries. Number of participants depends on professional and scientific programs and reputation of the key lecturers and participants of the panel, who make an integral part of the program. However, it is certain that such an attractive location as the city of Dubrovnik is, also contributed. The participants had the opportunity to visit the old town also as tourists, and some segments of the congress such as opening ceremony and dinner were organized in the centre of town.

As for the professional segment, special attention was paid to panels organized with supreme experts from various areas, and the top highlight was the session which included participation of representatives of the teams engaged in face transplantation, operation which has been performed only 26 times so far.

4. Which PCO agency was responsible for this event and what organizational aspects it covered?

The gathering was organized by the Agency 361°, managed by Darija Papo. The team from 361° ran all aspects except for the professional correspondence. Thus, they were in charge of organization of accommodation, advertising, website, application and registration, preparation of the congress centre, transport of the invited

lecturers, production of the opening ceremony, and the social program. Judging by the feedback following the Congress, the participants were extremely satisfied with the organization and their hosts, which, apart from PCO was achieved through selection of the location for the congress and which enabled that all activities were at the walking distance.

5. In your opinion, how much did the organization of such an important congress contributed to the improvement of Maxillo-Facial Surgery in Croatia and the region?

It is certain that welcoming of such supreme experts gives the best insight into development of the latest professional achievements. Also, the Congress enabled presentation of work of experts from the entire region, and imposed comparison with the world. Unfortunately, partly due to high amount of the registration fee, number of participants from the region was lower that it could have been.

S. G.



Tradicija duga 180 godina

MINHENSKI OKTOBERFEST 2012

Minhenski Oktoberfest 2012, najveći festival piva na svetu, održan je u periodu od 22. septembra do 7. oktobra 2012. godine u gradu Minhenu, u Nemačkoj. Ovogodišnji Oktoberfest je održan po 179. put.

Minhenski Oktoberfest, najveći narodni festival na svetu, vodi poreklo od svečanosti povodom ženidbe prestolonaslednika Ludviga, kasnije kralja Ludviga I Bavarskog, sa princezom Terezom Saksen-Hildburghausen, godine 1810.

Organizator Oktoberfesta, procenio je broj posetilaca na oko 6,4 miliona. Posetioci Oktoberfesta 2012 popili su ukupno 6,9 miliona litara piva.

Organizacija

Grad Minhen organizuje i radi na razvoju Oktoberfesta zadnjih 180 godina. Diter Rajter, direktor i predsedavajući član Minhenskog gradskog veća odgovoran je za planiranje, vođenje i realizaciju ovog svetski poznatog festivala.

Sve važne odluke vezane za Oktoberfest donosi Ekonomska komisija minhenske skupštine opština na osnovu stručnog mišljenja Ditera Rajtera i njegovog tima. Oktoberfest predstavlja značajan privredni činilac za grad,

Za festival je bilo angažovano oko 12.000 ljudi.



Foto: Frank Bauer / München Tourismus

kojem donosi zaradu u vrednosti od oko milijardu evra.

Poslovi u okviru Oktoberfesta

Festival obiluje firmama koje nude zabavu, ringišpile, streljaštvo i gađanje, razne atrakcije za decu i starovremenske vrteške. Svake godine oko 600 firmi bude primljeno na festival.

Pored 14 festivalskih hala – popularno nazvanih „pivske šatre“ – koje drže vodeće minhenske pivare i druge velike ugostiteljske kuće, tu je još 114 srednjih i malih ugostiteljskih preduzeća,



Foto: S Mueller / München Tourismus

Najveći šator – Hofbrojhaus – ima sedećih mesta za 10.000 gostiju.

zatim kiosci za prodaju slatkiša, sladoleda, voća, suvenira i kafe i štandovi za mleko i milkšejkove.

Pres služba

Podeljeno je 409 dozvola za snimanje i fotografisanje raznim filmskim i televizijskim ekipama, kao i online službama.

Pre i nakon festivala, distribuirano je oko 9.000 izjava za štampu.

Pres služba je zabeležila oko 3.292 domaćih i međunarodnih pres kontakata.



Foto: B. Roemmelt / München Tourismus



Foto: Frank Bauer / München Tourismus

Kulinarski specijaliteti

Prodaja standardnih proizvoda festivala ostala je nepromenjena u odnosu na prethodnu godinu. Poznata festivalska „trojka“ – piletina, pecivo i pivo i dalje je veoma popularna. Tokom popularnog Podnevnog Oktoberfesta gosti su imali prilike i da uživaju u bavarским specijalitetima kao što su srneći gulaš, pečurke u sosu sa pečanjem, sve po sniženim cenama.

Ove godine pojedeno je 116 volova i 57 teladi.

Oktoberfest i ekologija

Pored ekološki kompatibilnih koncepta kao što su sprečavanje otpada i reciklaža vode, svim prodavcima na Oktoberfestu 2012 obezbeđena je „zelena“ struja. Nova kampanja „Prijetelji Vizn klime“ omogućila je da se gosti na Oktoberfestu upoznaju sa

vodećom ulogom Minhena u svetu u klimatskom i ekološkom upravljanju. Dodatni učinak ove kampanje bilo je motivisanje ljudi da postanu aktivniji u smanjenju sopstvene emisije ugljendioksida.

Pozdravi iz celog sveta

Kao i prošle godine, pošta je primila oko 130.000 pisama i paketa iz raznih destinacija širom sveta.

Izgubljeno/nađeno

Na kraju Oktoberfesta, Služba za izgubljeno i nađeno evidentirala je oko 4.500 predmeta, uključujući 1.000 odevnih predmeta, 950 ličnih karti, 570 novčanika, 400 ključeva, 480 mobilnih telefona, 300 naočara, 280 tašni, ruksaka i torbi, 80 kamera, 100 satova i delova nakita, kao i 45 kišobrana i štapova.

Čuvari su u šatorima i na glavnim kapijama festivala oduzeli oko 111.000 pivskih krigli od lovaca na suvenire.

S. G.

IN THE CENTRE OF OSIJEK, AND THE HEART OF PEDESTRIAN ZONE THERE IS HOTEL OSIJEK, BY THE LONGEST AND THE MOST BEAUTIFUL RIVER PROMENADE IN CROATIA

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180 Years Long Tradition

THE MUNICH OKTOBERFEST 2012

The Munich Oktoberfest 2012, the largest beer fest in the world, has held in period from 22nd September to 7th October 2012 in city of Munich, Germany. This year's Oktoberfest was celebrated for the 179th time.

The Munich Oktoberfest, the largest folk festival in the world, has its origin in the wedding ceremonies of crown prince Ludwig, later King Ludwig I. of Bavaria, with Princess Theresese of Sachsen-Hildburghausen in the year of 1810.

The Oktoberfest organizer estimated a total of approximately 6.4 million guests. The guests of the Oktoberfest 2012 drank a total of 6.9 million liters of beer.

The Organisation

The City of Munich has been the organizer and developer of the Oktoberfest for the last 180 years. Dieter Reiter, Chief Executive and Governing Member of the Munich City Council, is the man responsible for the planning, management and execution of this world-renowned festival.

All important decisions regarding the Oktoberfest are made by the Economic Commission of Munich's Municipal Assembly, which receives expert advice from Dieter Reiter and his team. The Oktoberfest represents an important economic value to the city which is estimated up to one billion Euro.

Approximately 12,000 people were working at the festival.

The Oktoberfest Businesses

A wide range of entertainment - businesses, carousels, shooting and throwing galleries, attractions for children and nostalgic merry-go-rounds can be found on the grounds. Every year altogether roughly 600 businesses will be admitted. Apart from the 14 festival halls – popularly known as “beer tents” – of the major Munich breweries and the other large catering compa-



Photo: G. Blank / München Tourismus

es, there are about 114 medium-sized and small catering firms as well as other sales kiosks for sweets, ice cream, fruit, souvenirs, espresso and a stand for milk and milkshakes.

The largest tent – Hofbräuhaus – seats over 10,000 guests.

Press Department

409 film and photo permits were granted to various film and TV teams as well as online services.

Prior to and during the event press releases with a distribution of approximately 9,000 copies were passed out.

The press department recorded about 3,292 national and international press contacts.

Culinary

The sales of the Wiesn caterers have remained stable compared to the previous year. The Oktoberfest trio “chicken, pretzel and beer” continued to be very popular. During the much frequented Midday Oktoberfest guests also enjoyed Bavarian delicacies, such as deer goulash, mushrooms in cream sauce and roast pork, all at discounted prices.



Photo: Frank Bader / München Tourismus



Photo: B. Roemmelt / München Tourismus

116 oxen and 57 calves were consumed this year.

Ecological Oktoberfest

In addition to the environmentally compatible concepts, such as waste prevention and water recycling, all vendors at the Oktoberfest 2012 were provided with green electricity.

The new campaign "Friends of the Wiesen Climate" made it possible to familiarize the public at large with Munich's worldwide leadership with respect to climate and environmental management at the Oktoberfest.

It also helped to motivate people to become active and reduce their own CO₂ emissions.

Greetings from the Whole World

Just like last year the post office accepted approximately 130,000 letters and packages bound for destinations all over the world.

Lost and Found

At the end of the Oktoberfest the Lost & Found Office recorded about 4,500 objects, including 1,000 garments, 950 ID cards, 570 wallets, 400 keys, 480 mobile phones, 300 eyeglasses, 280 purses, backpacks and bags, 80 cameras, 100 pieces of jewelry and watches, as well as 45 umbrellas and canes.

Attentive guards recovered about 111,000 beer steins from souvenir hunters in the tents and at the main exits of the festival grounds.

S. G.



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MK Mountain Resort

RENOVIRANI I SA PRESTIŽNIM PRIZNANJIMA U NOVOJ SEZONI

MK Mountain Resort se nalazi u najprestižnijem ski centru Srbije, 290 km od Beograda. Čine ga Grand Hotel & Spa****, Family Hotel Angella**** i Apartmani Konaci deluxe****. Svi smeštajni objekti nalaze se u središtu turističkog centra i Nacionalnog parka Kopaonik, na 1.770 m.n.v. Sa više od 1.500 ležajeva, MK Mountain Resort predstavlja najveći hotelski kompleks na Kopaoniku. Kompletan smeštajni kapacitet MK Mountain Resorta nedavno je u potpunosti renoviran i opremljen u skladu sa najvišim hotelskim standardima. Ukupna vrednost investicije u modernizaciju najvećeg hotelskog kompleksa na Kopaoniku, u poslednje tri godine iznosi 20 miliona evra.

Kongresni centar MK Mountain Resort-a na Kopaoniku predstavlja jedan od vodećih MICE destinacija u Srbiji, sa izvanrednim mogućnostima za organizaciju seminara, kongresa,



konferencija, banketa, team building-a, muzičkih i modnih događaja.

MK Mountain Resort kongresni centar prostire se na pet nivoa, površine 1.000 m² i raspolaže sa pet konferencijskih sala čiji kapacitet i multifunkcionalnost omogućavaju organizaciju različitih skupova i događaja. MICE segment čini 45% ukupnog broja noćenja ostvarenih u MK Mountain Resortu. Više od 130 poslovnih skupova vodećih kompanija iz Srbije i regiona, organizuje se u MK Mountain Resortu na godišnjem nivou. Takođe, najveći nacionalni i internacionalni kongresi i konferencije organizuju se u kongresnom centru MK Mountain Resorta.



MK Mountain Resort je dobitnik prestižnog priznanja **The Best Business Destination Travel Award** koja je namenjena kompanijama čiji proizvodi i usluge predstavljaju vrhunac kongresne industrije.

Žiri za dodelu nagrade sačinjen je od rukovodioca korporativnih putovanja, članova Udruženja ACTE (Association of Corporate Travel Executives), kao i drugih uticajnijih članova zajednice poslovnih putovanja.

Za generisanje nominovanih kompanija, korišćenji su kriterijumi - kvaliteta i asortiman usluga, „vrednost za novac“, prisustvo u online medijima, web dizajn, održivost prakse, ekološka svest, korisnički servis i poslovna sposobnost.



Family Hotel Angella**** zauzima idealnu poziciju u turističkom centru Kopaonik. Smešten u srcu turističkog centra i Nacionalnog parka Kopaonik, na samo nekoliko koraka od ski staze, hotel ima idealne uslove za ski-in i ski-out. Pored atraktivnih sadržaja Wellness i Spa centra, u ponudi je i dnevni program animacije sa profesionalnom brigom o deci u dečjem klubu. Hotel je direktno povezan sa kongresnim centrom MK Mountain Resort.

Grand Hotel & Spa**** nalazi se na ekskluzivnoj lokaciji, samo nekoliko koraka od ski staze, sa zadivljujućim pogledom na Nacionalni park. Gostima je na raspolaganju luksuzan Grand Oaza Spa & Wellness centar koji se prostire na 1.800 m², opremljen po uzoru na svetske spa centre, kao i bazen i jacuzzi na otvorenom. Bogata ponuda u nekoliko barova i restorana, business centar sa najsavremenijom tehničkom opremom, vrhunska zabava u modernom bowling centru sa 8 traka, fitness centar sa najsavremenijom opremom, bilijar sala i dečja igraonica, samo su deo hotelskih usluga koje su vam na raspolaganju.

Apartments Konaci** deluxe** nalaze se u središtu turističkog centra i raspolažu sa apartmanima različite strukture. Kompletno su renovirani 2012. godine. Zbog odlične lokacije, u neposrednoj blizini ski staza, gostima se pružaju raznovrsne mogućnosti za aktivni odmor, rekreaciju i zabavu.

MK Mountain Resort

RENOVATED AND WITH PRESTIGIOUS AWARDS FOR NEW SEASON

MK Mountain Resort is situated at Kopaonik, the most prestigious ski resort in Serbia, 290 km from the capital of Belgrade. Resort features Grand Hotel & Spa****, Family Hotel Angella**** and Apartments Konaci**** deluxe. All hotels and apartments are located in the very heart of the tourist center and the National park of Kopaonik, at 1,770 m. With over 1,500 beds, MK Mountain Resort represents the major hotel complex at Kopaonik. All hotel rooms and facilities have recently been renovated and redecorated in accordance with the highest standards providing exquisite indulgence and comfort. Total investment in modernization of MK Mountain Resort in the last three years is 20 millions €.



MK Mountain Resort Kopaonik presents one of the leading MICE destination in Serbia, ideal for the organization of conferences, seminars, banquets, meetings, team buildings, music and fashion events.

MK Mountain Resort Convention Center is located at 5 levels and has more than 1,000 m², featuring 5 multi-functional halls of different capacity, offering the key elements to organize all types of events and meetings. MICE represent 45% of all overnight stays at MK Mountain Resort. More than 130 incentive tours, events and meetings of the leading companies from Serbia and region have been organizing in MK Mountain Resort

annually. Also, major national and international congresses and conferences have been organizing in MK Mountain Resort Convention Center. MK Mountain Resort has won presti-

gious **The Business Destinations Travel Award** which is designed to showcase those companies whose products and services represent the pinnacle of the business travel industry. The makeup of voters includes corporate travel executives and company travel buyers from Fortune 500 companies, MICE solution providers, members of the Association of Corporate Travel Executives (ACTE), as well as other influential members of the business travel community. The following criteria were used to generate the nominees: quality and range of services, value for money, online presence, website design, ease of use, sustainability practices/environmental awareness, customer service and business acumen.



Family Hotel Angella**** is located in the center of Kopaonik with exclusive shopping, dining and entertainment venues right at the doorstep, featuring Kids Club, Wellness & Spa center and a direct connection with the Convention Center.

Grand Hotel & Spa**** enjoys prime location, just a few steps from the ski slopes, overlooking the National park of Kopaonik. Guests can enjoy the luxurious Grand Oaza Spa & Wellness center on 1,800 m². An outdoor pool with Jacuzzi is also at guest's disposal. In addition to the restaurants and bars, Hotel features a brand new Business Center with latest technical equipment, 8 lane bowling center, fitness center, kids club and billiards.

Apartments Konaci** deluxe** are situated in the heart of the tourist center, featuring apartments of different type and structure, surrounded by numerous bars, restaurants and shops. Apartments complex is renovated in 2012.

Saveti za organizatore

KAKO DA VAŠ DOGAĐAJ BUDE USPEŠAN?

Krajnji cilj svakog događaja jeste da on prođe uspešno. To je u interesu i kompanije tj organizatora, i sponzora, hotela, event prostora i PCO agencije, pa i učesnika događaja. Verovatno nije u interesu samo konkurentima. Navešćemo osnovne korake koje mogu biti od pomoći organizatorima, kako bi njihov događaj bio onaj koji svi željno iščekuju i pamte iz pravih razloga.

Saveti koji slede se uvek mogu i treba ju primeniti, a variraju od vrste i složenosti konkretnog događaja. U tom slučaju ima više stavki na koje treba obratiti pažnju i posla koji je neophodno uraditi.

1. Ustanovite ciljeve. Vrlo je važno da pre nego što krenete u realizaciju događaja ustanovite šta je ono što želite njime da postignete. Ako je cilj edukacija zaposlenih, on neće biti postignut ukoliko predavači i sam program obuke nije adekvatan.

Press konferencija neće biti uspešna ukoliko se ne pojavi planiran broj objava u medijima. Teško ćete impresionirati partnere i saradnike ako ih pozovete u fenomenalan prostor, u kojem imaju jedno piće gratis, a ostalo plaćaju.

Ciljevi događaja mogu biti različiti: motivacija zaposlenih, njihova edukacija i usavršavanje, promocija novog proizvoda ili usluge, obaveštavanje javnosti o aktivnostima kompanije, učvršćivanje odnosa sa postojećim i potencijalnim partnerima itd.

2. Datum događaja i broj ljudi. Za svaki naredni korak, od rezervacije prostora i smeštaja do hrane i pića, potrebno je da imate utvrđen datum održavanja događaja i očekivan broj ljudi. Nemojte nikad brzati sa donošenjem ove odluke. Ona može veoma uticati na uspeh događaja. Povedite računa da li se u isto vreme održava još neki događaj koji bi mogao da bude razlog da vaši gosti moraju da biraju gde će prisustvovati.

Potrudite se da izbegnete period godišnjih odmora ako je u pitanju



poslovan događaj. Male su šanse da događaj bude uspešan ukoliko se u prostoru u kojem se očekuje 300 ljudi, pojavi njih 100.

3. Budžet. Nije realno da možete bilo šta ozbiljno da planirate ukoliko nemate definisan budžet kojim raspolazete. Ili ako nemate budžet uopšte. Morate biti svesni šta možete da priuštite i kojim iznosom raspolazete za svaki segment organizacije. Hotel, event prostor ili agencija koju angažujete biće u mogućnosti da daju najbolju ponudu ukoliko znaju unapred budžet. Ima organizatora koji smatraju da bi ta informacija mogla da se zloupotrebi, ali zapravo većina hotelijera se vrlo trudi da se uklopi u budžet i daju maksimum svojih usluga za taj iznos.

4. Planirajte na vreme. Počnite pripreme, dogovore i pregovore na vreme. Tako ćete biti u mogućnosti da dogovorite bolju cenu i uslove, izbegnete neprijatno saznanje da

je prostor ili bend koji ste želeli za vaš događaj već zauzet, ili da prosto ne stignete nešto da uradite. Što je složeniji i veći događaj, više je vremena potrebno.

5. Detaljno razradite događaj. Da biste sveli mogućnost „nepredviđenih“ situacija na minimum, osmislite i razradite događaj do najsitnijih detalja.

Kada budete sastavljali zahtev za ponudu hotelu, to će biti od pomoći.

Bitno je da znate tačno šta Vam je potrebno od smeštajnih, konferencijskih i dodatnih sadržaja, šta tačno od tehničke opreme, koje su sve usluge objekata ili agencije, ukoliko je angažujete za podršku događaja, potrebne. Satnica i dinamika događaja, broj ljudi, spe-

Hotel, event prostor ili agencija koju angažujete biće u mogućnosti da daju najbolju ponudu ukoliko unapred znaju raspoloživi budžet.



cifične potrebe nekih učesnika (potreban protokol za diplomate, VIP tretman i smeštaj za određene goste ili predavače, posebna ishrana za vegeterijance, prostor prilagođen osobama sa invaliditetom, ukoliko ih ima među zvanicima i sl).

Što je zahtev koji pošaljete hotelu ili agenciji, potpuniji, to ćete dobiti kvalitetniju ponudu i na kraju krajeva, imaćete odmah uvid u to da li oni mogu da ispune sve vaše potrebe. Ne dozvolite da se setite da Vam je potreban prostor prilagođen osobama sa invaliditetom,

tek kada događaj počne i shvatite da određeni gosti ne mogu da uđu, da ozvučenje ne funkcioniše kako treba ili da Vam je potreban parking za 100 mesta, tek kada primetite da gosti kasne zato što nemaju gde da se parkiraju.

6. Izaberite odgovarajući prostor.

Ako ste detaljno osmislili događaj, onda znate tačno kakav prostor Vam je potreban. Ako organizujete seminar ili radionicu, pobrinite se da budu obezbeđene konferencijske sale sa mogućnošću postavljanja stolica u stilu učionice, T ob-

Male su šanse da događaj bude uspešan ukoliko se u prostoru u kojem se očekuje 300 ljudi, pojavi njih 100.

lika ili U oblika, ipak, za sastanak upravnog odbora, možda je bolji stil konferencije ili tzv oblik I. Dobro je da te sale budu povezane sa prostorijom u kojoj može da se održi kafe pauza i da ima prostora za garderobu. Prirodno osvetljenje je dodatna pogodnost.

U slučaju korporativne zabave, proverite da li ima dovoljno mesta za cirkulisanje gostiju i za ples?

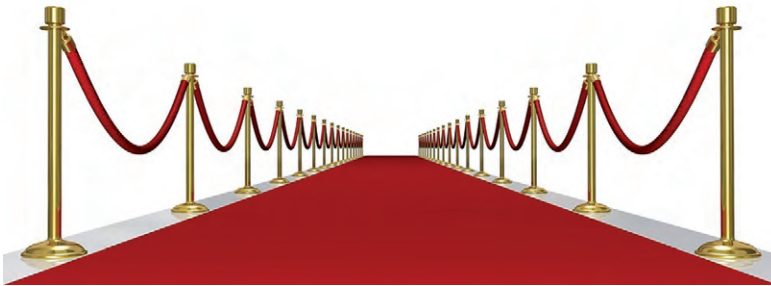
Da li postoji bar i prostor za serviranje hrane? Da li je u pitanju prostor u kome može i da se sedne ili je predviđeno da svi gosti stoje?

Za autentičan događaj pronađite neki neobičan prostor, kao što je zamak, pećina ili nesto slično.

7. Brendiranje prostora.

Svakako želite da učesnici imaju jasnu predstavu o tome ko je organizator i domaćin, kao i koji su sponzori podržali realizaciju skupa. Zato na vreme osmislite na koji način ćete brendirati prostor, da li će osvetljenje u prostoru ili dekoracija na stolovima da bude u bojama





Što je zahtev koji pošaljete hotelu ili agenciji, potpuniji, to ćete dobiti kvalitetniju ponudu i na kraju krajeva, imaćete odmah uvid u to da li oni mogu da ispune sve vaše potrebe.

kompanije, da li će određeni roll-up-ovi i baneri da budu postavljeni na adekvatnim mestima, ili ćete služiti kolačiće u obliku logotipa sponzora ili organizatora. Izbor a i kombinacija je raznih i zavise od vrste i teme skupa. Naravno, i ovde važi pravilo Zlatne sredine, dobro je i potrebno brendirati prostor ali diskretno sa upečatljivim informacijama i na pravi način. Ne želite da prisutni imaju osećaj da su došli na vašar. Naravno, osim ako ne organizujete baš vašar.

8. Promocija događaja. Kako bi mogli da planiraju svoje prisustvo, gosti i učesnici treba da budu na vreme obavesteni o održavanju događaja, datumu i vremenu održavanja, povodu i temi samog skupa, kao i da li prisustvo podrazumeva određene kotizacije ili ne.

Ukoliko se radi o korporativnoj zabavi dovoljno je na vreme poslati pozivnice koje sadrže sve potrebne informacije, dok događaji kao što su kongresi i konferencije zahtevaju ozbiljniju promociju, koja, u zavisnosti od konkretnog događaja, može zahtevati oglašavanje u relevantnim časopisima, internet portalima, na bilbordima, na radiju i televiziji, na drugim sličnim događajima i tako dalje.

9. Prilagodite događaj učesnicima. Učesnici daju krajnju ocenu uspe-

šnosti događaja. Da bi oni bili zadovoljni, tema i povod događaja, program obuke, prostor u kome se sve odigrava, način zabave i komunikacije, sve mora biti prilagođeno njihovim profesijama, interesovanjima, godinama i polu.

10. Potrudite se da se svi osećaju prijatno. Poneki propust i nedostatak može da se zanemari ukoliko se svi osećaju dobrodošli. Budite dobar domaćin. Potrudite se da ima ko da dočeka i pozdravi goste i učesnike, uputi ih gde se šta nalazi, ko je još prisutan i eventualno upozna sa ostalim učesnicima. Stavite do znanja da cenite njihovo prisustvo i da je to baš događaj na kojem oni žele i treba da budu.

11. Ako servirate hranu i piće, ne štedite. Istina je da cena keteringa, u zavisnosti od količine i onoga šta se servira, zauzima dobar deo budžeta, ali ako imate mogućnosti, treba se pobrinuti da bude dovoljno i da je kvalitetno i uku-

- Ustanovite ciljeve
- Datum događaja i broj ljudi
- Budžet
- Planirajte na vreme
- Detaljno razradite događaj
- Izaberite odgovarajući prostor
- Brendiranje prostora
- Promocija događaja
- Prilagodite događaj učesnicima
- Potrudite se da se svi osećaju prijatno
- Ako servirate hranu i piće, ne štedite
- Napravite spisak potrebnih stvari

sno. Gastronomski i vinski turizam postoje sa razlogom. Ljudi prosto vole dobro da pojedju i popiju i uživaju u jedinstvenim ukusima. Takođe, pobrinite se da bude adekvatan broj konobara i barmena. Niko ne voli dugačke redove za barom ili da čeka na posluženje duže nego što je primereno.

12. Napravite spisak potrebnih stvari. Organizacija događaja je složen proces. Teško možete da držite u glavi sve što je potrebno da se uradi. Najbolje je da napravite spisak, zapišete sve elemente, pa jednu po jednu stavku štiklirate. Na taj način znate u svakom trenutku dokle je stigla realizacija vašeg događaja i smanjujete mogućnost da se nešto ne uradi, ili ne uradi na vreme.

M. M.



Tips for organizers

HOW TO CREATE A SUCCESSFUL EVENT?

The ultimate purpose of any event is for it to be successful. This is in the interest of both the company, i.e. the organizer and of the sponsor, hotel, venue, PCO agency, and event participants. Everyone but the competition, that is. We will point out the basic steps that organizers could find useful in making sure their event will be eagerly awaited and remembered for all the right reasons.

The following tips always can and should be put into practice, and their implementation should vary depending on the type and complexity of each individual event. In that case, there are more points that organizers should keep in mind and a number of things that need to be done.

1. Set objectives. Before starting to organize an event it is extremely important to define what it is you wish to accomplish by it. If your purpose is to educate employees, you will fall short of achieving it if the lecturers and the training program are inadequate. A press conference will hardly be successful if it does not result in the desired number of publications in the media. Your partners and associates will not be very impressed if you invite them to a fabulous venue where only the first drink is complimentary, while they have to pay for the rest. Events can be organized for all sorts of reasons: employee incentive, their education and training, promotion of a new product or service, informing the target public of the company's activities, strengthening relations with existing or potential partners, etc.

2. Date and number of participants. Each subsequent step, from reserving the venue and accommodation to providing refreshments, will require the setting of a date for the event and determining the anticipated number of participants. Never make this decision in haste. It can be vital to the success of an event. Be careful

to check whether any other event will be taking place at the same time that could put your guests in the position of having to choose which one to attend.

Also, try to avoid holiday seasons if you are organizing a business event. An event will not be particularly successful if it's set in a venue that can accommodate 300 people and only one hundred people show up.

3. Budget. It would be unrealistic to plan anything worth mentioning if you have not determined a budget or, worse still, if you do not have the funds. You must know how much you can spend for the entire event and how much its various segments will cost. The hotel, the venue, or the agency you hire, will

be able to give you their best offer if you let them know what your budget is, ahead of time. Some organizers think this information could be used to their detriment but most hotels will actually try to fit your budget and provide the maximum of their services within that budget.

4. Plan on time. Begin preparations, contacts, and negotiations on time. That way you will be able to negotiate the best price and terms, avoid the unpleasant realization that the place or band you

The hotel, the venue, or the agency you hire, will be able to give you their best offer if you let them know what your budget is, ahead of time.



An event will not be particularly successful if it's set in a venue that can accommodate 300 people and only one hundred people show up.

wanted for your event is already booked, and you will not find yourself generally running out of time. The bigger and more complex an event, the more planning it will require.

- 5. Plan the event in detail.** In order to reduce the possibility of "unforeseen" situations to a minimum, plan and schedule the event down to the minutest details. This will be of great help when you are putting together a request for proposal for hotel.

You must know exactly what you need in terms of accommodation, conference rooms and other facilities, what type of technical equipment, and the services of the venue or agency you have hire.

The plan and schedule of the event, the number of participants, their specific needs (necessary protocol for diplomats, VIP treatment and accommodation for special guests or lecturers, special meals for vegetarians, special amenities for disabled participants, if any, etc.). The more detailed a request you send to a hotel or agency, the better quality of service you may

hope to receive, not to mention that you will immediately know whether they can or cannot meet your requirements. You don't want to realize that you need special amenities for disabled people only once the event has started and you realize that some guests can't enter, that the audio equipment is not functioning properly, or that you need 100 parking spaces only when you see your guests arriving late because they couldn't find a place to park their cars.

- 6. Choose the right venue.** If you have planned an event properly, you will know precisely what kind of setting you need. If you are organizing a seminar or workshop, make sure conference rooms are available where chairs can be arranged classroom-style or in U or T shape. If, however, you are organizing a board meeting, perhaps the conference style would be more suitable, or so-called I shape. It would be good to have these rooms directly connected with units for coffee breaks and wardrobe storage. Natural lighting is a great advantage. In the event of corporate celebrations, make sure there is enough space for guests to circulate and dance. Is there a bar and enough room for serving refreshments? Is the room meant for a seating arrangement or will

The more detailed a request you send to a hotel or agency, the better quality of service you may hope to receive, not to mention that you will immediately know whether they can or cannot meet your requirements.



the guests be standing? For an authentic event, find an special venue such as a castle, a cave, or something similar.

- 7. Venue branding.** You will certainly want the participants to have a clear idea of who the organizer and host of the event is, and who the sponsors are who made the event possible. So give careful thought to the way in which you will brand the venue, whether you will have the lighting or the table decorations in your company colors, whether roll-ups and banners will be positioned at the appropriate points, or whether you will be serving canapés shaped in the sponsor's or the organizer's logo. There is plenty of choice and combinations depending on the type and theme of the gathering. Needless to say, the rule of the Golden Mean applies here, too. The venue should definitely be branded but with discrete, recognizable, and appropriate insignia. You don't want the participants to feel like they're at a kermis. Unless, of course, you are organizing a kermis itself.

- 8. Event promotion.** In order to be able to plan their attendance, guests and participants must be infor-



- Set objectives
- Date and number of participants
- Budget
- Plan on time
- Plan the event in detail
- Choose the right venue
- Venue branding
- Event promotion
- Adjust the event to the participants
- Try to make the event pleasant for all
- Don't be sparing with food and drinks
- Make a checklist

med on time about the date, time and place of an event, its purpose and theme, and whether participation is subject to the payment of a fee. If you are planning a corporate celebration, then the timely sending of invitations bearing the necessary information will suffice, while events such as congresses and conferences require more serious promotion which, depending on the type of meeting, may require an announcement in relevant publications, on Internet

sites, billboards, radio and TV, at other similar events, etc.

9. Adjust the event to the participants. The participants are the ones who decide whether an event has been a success or not.

Participants will be satisfied if the theme and purpose of an event, training program, venue, entertainment and communication was adjusted to their profession, interests, age group, and gender.

10. Try to make the event pleasant for all. Minor oversights or flaws will not be important if everyone present feels welcome. Be a good host. Make sure there is someone to meet and greet guests and participants, tell them where everything is, who else is present, and introduce them to other participants. Let them know you appreciate their attendance and that the event is just the right place for them.

11. Don't be sparing with food and drinks. Although it's true that the

price of catering, depending on the quantity of goods served, will account for most of the budget, if you can, make sure the food and drinks served are of good quality and tasty.

There is a reason why gastronomic and wine tourism are so popular. People simply love to eat, drink, and savor different tastes. Also, ensure a sufficient number of waiters and barmen. Nobody enjoys waiting in line at the bar or for food to be served.

12. Make a checklist. The organization of an event is a demanding task. It's next to impossible to keep in mind everything that needs to be done. It's best to make a list, write down all the items, and check them off one by one as they get done. That way you'll know every moment how far the organization of the event has come and you will be reducing the chances of forgetting to do things or doing them at the last minute.

M. M.



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Sastavljanje efektivnog zahteva za ponudu

DOBRIM UPITOM DO USPEŠNOG DOGAĐAJA

Kvalitet ponuda koji dobijamo je direktno povezan sa kvalitetom upita koji šaljemo. Ako ne kažemo dobavljačima tačno šta nam je potrebno i šta želimo, oni ne mogu da izađu u susret našim očekivanjima.

Oko gore navedenog, slažu se svi menadžeri i direktori prodaje u hotelima, event prostorima i agencijama u regionu jugoistočne Evrope koji su učestvovali u istraživanju koje je SEEbtm magazin sproveo u drugoj polovini 2012. godine.

Cilj istraživanja je da istaknemo šta je najbitnije prilikom sastavljanja i proučavanja upita hotelima i agencijama, kao i na šta organizatori treba najviše da obrate pažnju prilikom sastavljanja istog, kako bi uzajamna komunikacija tekla lakše, brže i sa manje nesporazuma.



Elementi dobrog upita

- Navesti šta vam je sve potrebno
- Opisati svrhu i ciljeve događaja
- Rangirati zahteve po važnosti. Koji su zahtevi koji moraju da se ispune, a koje bi bilo lepo dodatno obezbediti?
- Zahtevi moraju biti merljivi. „Konferencijska sala treba da bude adekvatna” – ne govori puno o tome kakva sala je potrebna
- Kako će se vršiti evaluacija dobijenih ponuda? Izlistati po važnosti faktore, kao što su cena, lokacija, sadržaji objekta, raspoloživi datumi i sl.
- Izvršiti početnu selekciju ponuđača, a zatim samo kvalifikovanim poslati upit

95% ponuđača usluga u kongresnom turizmu dobija upite putem e-mejla, dok ostali upite dobijaju telefonskim putem ili usmeno, na sastanku. Nakon toga, upit se šalje i elektronskim putem. Svaki upit na kraju treba da stigne u pismenoj formi, na mejl.

Organizatori koji rade događaje u regionu jugoistočne Evrope (njih 60%)

šalju jasno i precizno formulisan upit, sudeći po odgovorima onih koji primaju te upite.

40% zahteva za ponudu nije dovoljno jasno i detaljno.

PCO agencijama češće stižu nepotpuni upiti nego hotelima, mada je opšti utisak da stalni i višegodišnji klijenti, kao i oni koji imaju više iskustva u organizaciji, šalju precizno formulisane upite.

Organizatori uglavnom pravovremeno šalju upite hotelima i agencijama, nekada čak i ranije nego što ima potrebe. Ipak, u poslednje vreme se za manje događaje primećuje sve više „last minute” upita, što može da rezultuje odbijanjem zbog popunjenosti kapaciteta. Za velike kongrese upiti stižu uvek na vreme.

U slučaju prevodilačkih usluga i tehničke opreme, zahtevi za ponudu se često traže u veoma kratkim rokovima,

što može da utiče na povećanje cene usluga ili da ista ne može da bude izvršena. Mali broj klijenata ima zahteve vezane za CSR (društveno odgovorno poslovanje) niti traži izveštaje o društveno odgovornom poslovanju hotela / kongresnog centra. Ako takvi zahtevi i postoje, u pitanju su nevladine organizacije i kompanije koje posluju na globalnom nivou.

Ono što se najviše izdvaja u sprovedenom istraživanju, jeste veliki uticaj jasnog i preciznog upita, sa svim detaljima, na brzinu odgovora, odnosno davanje ponude. Dobra ponuda zavisi od tačnosti zahteva i što više navedenih detalja. Bez tih „ulaznih” informacija gotovo da je nemoguće napraviti kvalitetnu ponudu.

Hoteli i agencije treba da imaju i savetodavnu ulogu i pomognu svojim predlozima i sugestijama, ali je svakako bolje da nesporazuma i grešaka u zahtevima ima što manje, kako bi sve teklo lakše i brže.



Dobro formulisan upit je veoma bitan kako bi se na isti dobio precizan odgovor sa preciznom cenom. Kada to nije slučaj, dosta vremena se gubi na dobijanje tih istih informacija i preciziranje potrebnih detalja.

Dobar i kvalitetan upit može ubrzati kompletan proces sastavljanja ponude za 80%.

sa lanč paketima i dodatnim aktivnostima, među kojima treba da bude i paraglajding.

Dešava se da organizatori pošalju upit koji nije adekvatan njihovim stvarnim potrebama.

U smislu da inicijalno pošalju upit sa zahtevima koji se, kroz dalje dogovore i komunikaciju, promene.

Recimo, traži se ponuda za 150 ljudi u dve konferencijske sale, 2 kafe pauze i ručak.

Na kraju bude 80 ljudi u jednoj sali, sa jednom kafe pauzom, bez ručka, ali

Sve je to deo problematike organizacije, a hoteli i agencije treba da imaju i savetodavnu ulogu i pomognu svojim predlozima i sugestijama, ali je bolje da nespornostima i greškama ima što manje, kako bi sve teklo lakše i brže.

Izmenе i dopune zahteva za ponudu mogu da budu problem ukoliko se dese u poslednji čas, pa se ispostavi da bukirani hotel nema sadržaje koji su u stvari potrebni ili da je sama lokacija neodgovarajuća ili nešto slično, što ceo proces može da vrati na početak, a vreme za pripremu događaja je pri kraju.

Najčešće nepreciznosti u upitima:

- navede se veći broj učesnika od onog koji na kraju prisustvuje događaju
- traži se više sala za rad nego što je potrebno
- ne znaju se potrebe i zahtevi predavača i govornika
- ne zna se tačno koliko hrane i pića je potrebno
- nije jasno utvrđen cilj događaja, što dalje vodi ka tome da nisu jasne potrebe odnosno zahtevi

Precizan i detaljan upit treba da sadrži sledeće informacije (na osnovu informacija prikupljenih ovim istraživanjem):

- Naziv kompanije/organizacije
- Kontakt osoba
- Datum i vreme održavanja, ako je moguće i alternativni datum
- Broj učesnika (minimum, optimum, maksimum)
- Kategorizacija hotela
- Broj i struktura soba, kao i vrsta usluge (BB, HB...)
- Potrebne F&B usluge (piće dobrodošlice, pauze za kafu, svečane večere, vrsta posluženja...)
- Broj konferencijskih sala, potrebni kapaciteti i vreme korišćenja
- Postavka konferencijskih sala (U oblik, T oblik, učionica, konferencija, pozorište, banquet itd)
- Opremanje sala (pozornica, govornica, plesni podijum, sto za registraciju,





- da li je obezbeđen materijal za pripremu prevodilaca, prezentacije i sl.
- da li je potrebno konsekutivno prevođenje ili simultano iz kabine
- agenda ili tačna informacija od koliko do koliko traje prevođenje sa uračunatim pauzama
- broj učesnika skupa
- posebni zahtevi, ukoliko postoje (da prevodioci dođu ranije, da su ženskog/muškog pola itd.)

- sto za propagandni materijal, imena na stolovima, dekoracije i cveće...)
- Potrebna tehnička oprema (standardna oprema + eventualno snimanje, prezentacije, simultani prevod, video konferencija...)
- Potreba za ostalim sadržajima hotela (wellness, sportski tereni, garaža, parking i sl.)
- Preliminarni program po danima
- Transferi
- Dodatne usluge i posebni zahtevi

- (vodič, izleti, animacija, pomoćno osoblje za animaciju, hostese i sl.)
 - Budžet koji je na raspolaganju za događaj
 - Datum finalne odluke organizatora
- Upit za pismene prevode trebao bi da sadrži:**
- mesto (grad, hotel itd.), ako prevođenje nije na lokalitetu, da li je organizovan prevoz i smeštaj
 - jezička kombinacija i terminologija

Branša i struktura učesnika, da li je događaj lokalnog, regionalnog ili međunarodnog učesća, koji su ciljevi i fokus događaja – to su dodatne informacije koje su uvek dobrodošle i uveliko pomažu da se sastavi što kvalitetniji upit, kako bi i realizacija samog događaja bila što potpunija, sa potrebnim finesama.
Na kraju krajeva, sitnice su te koje naprave razliku između prosečnih i vrhunskih događaja.

M. M.



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Specialized magazine for business travel and meetings industry of South East Europe



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Writing an Effective RFP

GOOD REQUEST FOR PROPOSAL LEADS TO SUCCESSFUL EVENT

The quality of proposals we receive is directly associated with the quality of requests we send. If we don't say to our suppliers what exactly do we need and desire, they cannot meet our expectations.

The above-mentioned fact was jointly accepted by all managers and sales directors of hotels, venues and agencies from the South East Europe that participated in the research, carried out by SEEBtm magazine, during the second half of the year 2012.

The objective of our research is to emphasize the most important significances required for preparing and submitting of good requests for proposals for hotels and agencies, as well as the most important items which the organizers should include in their requests, in order to enable smooth, quick and clear communication without misunderstandings.



Elements of a good RFP

- List all your needs and requirements
- Explain the idea and the objectives of the event
- Rank the requests according to their importance. What are the requirements that simply must be fulfilled? Which are those that would be nice to have?
- Requests must be measurable. "We require an adequate conference hall" – does not say much about the characteristics of the hall you need
- Rank your priorities. List all the factors according to their significance, such as price, location, facilities, available dates, etc.
- Send your requests to the qualified suppliers, after initial selection of bidders

95% of congress tourism suppliers receive requests for proposal via e-mail, while other 5% receive it via telephone conversations or verbally, on the meetings.

Finally, each request should be received in written form, via e-mail. Event organizers who do their events in the region of the South East Europe (60% of them) send clear and accurately composed requests, judging by those who receive such requests.

40% of RFPs are not sufficiently clear and detailed.

PCO agencies receive incomplete requests more often than hotels, although there is a general impression that permanent and longstanding clients, as well as those more experienced in organization, send precisely formulated requests.

Generally, the organizers send timely requests to hotels and agencies, sometimes even earlier than needed.

However, in the process of organization of small events, we can notice the increased number of the "last minute" requests, which may result in refusals, due to occupancy of capacities.

In the process of organization of large congresses, the requests always arrive on time.

In case of providing translating services and technical equipment, the requests usually have very short deadlines, which may result in price increase or inability to provide the required services.

Not many clients require CSR (corporate social responsibility) nor do they ask for reports on corporate social responsibility of the hotel/congress centre. Cases which include the existence of such requests usually

The role of hotels and agencies should include the consulting services as well, in order to help their clients through proposing of ideas and suggestions.

However, it is much better to have RFPs which contain minimal number of misunderstandings and errors, which will certainly provide smooth and fast operation.



The most frequent inaccuracies contained in RFPs:

- number of the participants listed in the request is usually higher than an actual number finally participating at the event
- clients require larger meeting room than it is actually needed
- requirements and needs of the lecturers and speakers are not well known
- not sure about quantity of needed food and beverages
- there is no accurate objective of the event defined, which further leads to the inability to express the actual needs and requests .

It is very important to send well formed and written request in order to get precise offer with precise expressed price.

When it is not the case, a lot of time will be lost in the process of gathering these information and specifying necessary details.

Good and quality request for proposal (RFP) can speed up proposal feedback for even 80%.

Quality of proposal depends on the accuracy of the RFP and the list of provided details. Without such "input" information, it is practically impossible to make a high quality proposal.

Sometimes, it may happen that the organizers send requests which are not in accordance with their actual needs, meaning that they initially send requests which are later modified during further discussions and communication.

For example, they ask for the proposal to welcome 150 people in two conference halls, including 2 coffee breaks and lunch. In the end, they come to 80 people only, seated in one conference hall, including one coffee break and no lunch but with lunch packages and additional activities, which would, apart from other things, include the paragliding.

All above-mentioned is part of event management issue, and the role of hotels and agencies should include the consulting services as well, in order to help their clients through proposing

of ideas and suggestions. However, it is much better to have RFPs which contain minimal number of misunderstandings and errors, which will certainly provide smooth and fast operation.

Precise and detailed request should include the following information (based on the information collected from this research):

- Name of the company/organization
- Contact person
- Date and time of the event, and, if possible, an alternative date
- Number of participants (minimum, optimum, maximum)
- Hotel categorization
- Number and type of rooms, as well as the type of services (BB, HB..)
- Necessary F&B services (welcome drink, coffee break, gala dinner, type of servings...)
- Number of conference rooms, required capacities and the time of use
- Conference room set up (U shape, T shape, classroom, conference, theatre, banquets, etc.)
- Hall equipment (stage, platform, dancing floor, registration desk, desk for advertising material, names on desks, decoration, flowers...)
- Required technical equipment (standard equipment + possible recording, presentation, simultaneous translation, video conference...)
- Request for additional hotel facilities

come from nongovernmental organizations and the companies operating on the global level.

What truly stood out in the research that we carried out, is the significant influence which clear and precise RFP, containing all details, have on the speed of the response, actually on sending back the proposal.

Amendments and changes made to request for proposal can cause problems, if they come in the last minute, and it turns out that the booked hotel does not provide the required facilities or that the location is inappropriate, or anything similar, which brings the process back to its beginning, while the time for preparation and organization of the event is running out.



- es (wellness, sport facilities, garage, parking, etc.)
- Preliminary program agenda day-by-day
- Transfer
- Additional services and special requests (guide, excursions, animation, support animation staff, hostesses, etc.)
- The budget available for the organization of the event
- Date of the final decision of the organizers

Request for verbal translations should include:

- place (town, hotel, etc.), if the translating will be dislocated, is there organized transport and accommodation
- language combination and terminology
- material for preparation of translations in form of presentation, etc.
- request for consecutive translating or simultaneous translating from the cabin

- agenda or the exact information on duration of translating, breaks included
- number of participants in event
- special requests, if there are any (translators should arrive earlier, male or female translators, etc.)

Additional information such as: branch and structure of participants, is the event local, regional or international, what are the objectives, what is the focus of the event - is always good to have, because it can be of a great help in attempts to compose the top quality request, so that the realization of the event itself would be as complete as possible, providing all necessary finesses.

After all, details are those that make a difference between average and supreme events.

M. M.



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COMBIS KONFERENCIJA 2012

Combis konferencija 2012 održana je šesti put po redu, od 13. do 14. septembra 2012. godine, u Milenij Grand Hotelu 4 opatijska cvijeta u Opatiji. Glavna tema ovogodišnje konferencije bila je *Vizija. Budućnost. Tehnologija.*, s ciljem upoznavanja i približavanja najnovijih tehnologija, otkrivanja načina kako ih najbolje iskoristiti u poslovanju i time postati napredniji, fleksibilniji i naravno, konkurentniji.

Combis konferencija je u poslednjih pet godina višestruko potvrdila svoj značaj i specifičnost po tome što je namenjena isključivo krajnjim korisnicima ICT usluga i rešenja, hrvatskih i regionalnih kompanija, mahom iz područja finansija, telekomunikacija, državne uprave i industrije.

Danas je konferencija nezaobilazan ICT događaj u regionu, sa više od 300 učesnika iz Hrvatske, Bosne i Hercegovine, Crne Gore, Srbije, Kosova, Makedonije i šire.

U cilju predstavljanja Combis konferencije 2012, razgovarali smo sa **g-đom Renée Saboti Slovinc**, direktorkom marketinga i komunikacija u kompaniji Combis d.o.o.



1. Nakon završene Combis konferencije 2012, možete li nam preneti svoje utiske? Da li ste zadovoljni samom organizacijom konferencije i reakcijama učesnika?

Svake godine prilikom organizacije Combis konferencije podižemo letvicu u promišljanju i pripremanju što kvalitetnije i zanimljivije konferencije.

Tako su iz godine u godinu, prirodno, naša očekivanja kao organizatora sve veća i vezana su isključivo uz zadovoljstvo sudionika. Naime, smatramo da smo onoliko uspješni, koliko su uspješni naši korisnici, prema kojima je Combis konferencija prvenstveno i usmjerena. Stoga, ukoliko im uspijemo ponuditi i pokazati nešto novo,

Smatramo da smo onoliko uspješni, koliko su uspješni naši korisnici, prema kojima je Combis konferencija prvenstveno i usmjerena.

nešto što mogu primijeniti u unapređenju svog poslovanja, onda je Combis konferencija ispunila naša očekivanja. A ove godine smo očitno u tome uspjeli jer ovogodišnja, šesta po redu Combis konferencija, proglašena je najboljom od svih do sada održanih, prema mišljenju sudionika.

Ovi rezultati nas jako vesele, posebno stoga što je s jedne strane, rekordan broj sudionika pristupio ispunjavanju upitnika o zadovoljstvu, a kada vidite da je 98 posto sudionika izrazilo želju da posjeti i iduću Combis konferenciju.

Ono s čime smo se do prije par godina često susretali na tržištu jeste nesrazmjernost u broju i kvaliteti smještajnih kapaciteta u odnosu na kongresne sadržaje.



ju, to je uistinu najbolja nagrada za sav trud i napor koji iziskuje organizacija jednog ovakvog događanja.

2. Konferenciju ste ove godine organizovali po šesti put. Kakva su Vaša iskustva u pronalaženju pouzdanog partnera za organizaciju?

Odmah moramo naglasiti kako nam je organizacija Combis konferencije, jedan od zasigurno najdražih, ali definitivno i najzahtjevnijih zadataka.

Naime, osim zadaće vezane uz osmišljavanje samog sadržaja konferencije odnosno glavnih tema koje ćemo predstaviti, posebno izazovan dio svakako je i pronalaženje adekvatne lokacije, uzimajući pritom u obzir sve od kvalitete smještaja, preko kongresnih kapaciteta i vanpansionskih sadržaja pa do infrastrukturne povezanosti s drugim krajevima zemlje.

Kada vidite da je 98 posto sudionika izrazilo želju da posjeti i iduću Combis konferenciju, to je uistinu najbolja nagrada za sav trud i napor koji iziskuje organizacija jednog ovakvog događanja.

Ono s čime smo se do prije par godina često susretali na tržištu jeste nesrazmjer u broju i kvaliteti smještajnih kapaciteta u odnosu na kongresne sadržaje.



Naime, na tržištu ste mogli naići na primjere hotelskih kompleksa s izuzetno dobro uređenim i moderno opremljenim kongresnim dvoranama, ali s nedovoljnim smještajnim kapacitetom ili, pak, s dovoljno smještajnog kapaciteta, ali s tek jednom kongresnom dvoranom. Što je konferencija brojnija i sadržajno veća, tim je ovaj izazov izraženiji.

Stoga se Combis, ali vjerujem i ostale tvrtke koje na ovaj način nastoje komunicirati sa svojim korisnicima i partnerima, nalazi pred kreativnim izazovom te se svake godine trudimo, moramo naglasiti u suradnji s agencijama i hotelskim kućama, u potpunosti ukloniti spomenute nedostatke.

Svakako ono što jest pozitivno i zbog čega vjerujemo da će se stanje poboljšati je entuzijazam ljudi uključenih u organizaciju konferencija te sličnih događanja.

Upravo je zato vrlo bitno odabrati pravu agenciju za suradnju, a Combis pri organizaciji Combis konferencije, već treću godinu za redom surađuje s agencijom Spektar putovanja i mogu primijetiti da na neki način zajedno odrastamo u ovom poslu.

Zajednički se susrećemo s izazovima, predviđamo potencijalne probleme te ih nastojimo izbjeći.

Naravno, uvijek se dogode neke iznenađujuće situacije na koje ne možete utjecati, od vremenskih prilika ili neprilika pa do prometnih poteškoća ili pak nečeg trećeg, no uvijek je bitno imati kvalitetan plan B kako naši sudionici ne bi osjetili utjecaj takvih nepredviđenih okolnosti.

Izvana uvijek sve mora „štimiti“, što pred nas u organizaciji stavlja dodatne zahtjeve, no sve su to napori koje s lakoćom možete prebroditi ako u konačnici sudionici budu zadovoljni konferencijom.

Combis pri organizaciji Combis konferencije, već treću godinu za redom surađuje s agencijom Spektar putovanja i mogu primijetiti da na neki način zajedno odrastamo u ovom poslu.



Combis kontinuirano širi poslovanje te smo više godina aktivni i u regiji, sa sjedištem u Sarajevu te dvije servisne lokacije u Bosni i Hercegovini, te u Srbiji sa sjedištem u Beogradu, iz kojeg se pokrivaju i tržišta Crne Gore, Makedonije, Bugarske, Rumunjske i Mađarske.

Svakako je zadovoljstvu naših sudionika ove godine doprinijela i odlična suradnja s agencijom Spektar putovanja koja je bila zadužena, između ostalog, za pitanja smještaja, prijevoza dijela sudionika te komunikacije s hotelom.

3. Sve do sada održane konferencije su bile u Hrvatskoj. Da li ste imali u planu proširenje konferencije i na neku drugu zemlju regiona?

Combis konferencija već jest konferencija regionalnog karaktera te nam je drago primijetiti sve veći broj sudionika iz susjednih zemalja.

Naime, Combis kontinuirano širi poslovanje te smo više godina aktivni i u regiji, sa sjedištem u Sarajevu te dvije servisne lokacije u Bosni i Hercegovini, te u Srbiji sa sjedištem u Beogradu, iz kojeg se pokrivaju i tržišta Crne Gore, Makedonije, Bugarske, Rumunjske i Mađarske.

Tako u posljednjih par godina u Bosni i Hercegovini i u Srbiji više puta godišnje organiziramo jednodnevna događanja na kojima se predstavljamo, prije svega sa specifičnim ICT rješenjima za neki određeni sektor.

Još uvijek van granica Hrvatske nismo organizirali nešto u obimu Combis konferencije. Hoćemo li to učiniti u budućnosti? Do sada nešto slično nismo planirali, no ako se pokaže potreba i interes, zašto ne? Naime, i u Bosni i Hercegovini i u Srbiji ima jako puno atraktivnih kongresnih lokacija i vjerujem da bi to sigurno bilo još jedno vrijedno iskustvo.

Takođe, **g-đa Andrea Dragičević** iz agencije Spektar putovanja, koja je bila zadužena za organizaciju, podijelila je sa nama iskustva tokom ovog događaja.

1. Agencija Spektar putovanja ima dugogodišnje iskustvo u organizaciji događaja. Po čemu se organizacija Combis konferencije izdvaja u odnosu na ostale događaje koje organizujete?

Combis je renomirana tvrtka sa naglaskom na izvrsnost usluge i inovativnost u poslovanju.

Svake godine trude se uvesti neku novinu u konferenciju, koju zajedno provodimo tijekom same konferencije on site. Ove godine je to bilo uvođenje QR koda koji su svi sudionici dobili prije dolaska u Opatiju.

Mi smo vršili registraciju skenirajući QR kodove. Osim za registraciju, kod je služio za praćenje predavanja putem pametnog telefona (smart phone), popunjavanje ankete o zadovoljstvu konferencijom, te za sudjelovanje u nagradnoj igri.

2. Koji segment organizacije konferencije Vam je bio najzahtevniji?

Niti jedan segment konferencije ne bismo izdvojili kao najzahtevniji, rekli bismo da je apsolutno svaki segment zahtjevan i da dobra priprema i organizacija svih segmenata vodi k uspješnoj konferenciji.

Znači, potrebno je osigurati kvalitetan smještaj, dvorane, dobar i zanim-

Ove godine je uveden QR kod koji su svi sudionici dobili prije dolaska u Opatiju, a skeniranjem ovog koda smo vršili registraciju.

ljiv program konferencije, vrhunsku tehniku, popratna događanja i registracijski i info desk. Možda je u ovom momentu, s obzirom na krizu, najzahtjevnije uravnotežiti želje i mogućnosti organizatora konferencije.

3. Combis konferencija se drugu godinu za redom održava u Milenij Hotelima. Koji su glavni razlozi za izbor ovog hotela kao domaćina konferencije?

Konferencija je koncipirana kao dvodnevno događanje. Prilikom odabira lokacije, s obzirom na trajanje konferencije, jedan od glavnih kriterija je blizina destinacije.

U ovom momentu, s obzirom na krizu, najzahtjevnije je uravnotežiti želje i mogućnosti organizatora konferencije.

Opatija je vrlo dobro povezana sa Zagrebom, Istrom, te Dalmacijom, te je iz tog razloga već drugu godinu zaredom grad domaćin. Milenij hoteli su renomirani konferencijski hoteli, a hotel Milenij Grand 4 opatijska cvijeta je idealan za Combis konferenciju. Raspolaže dovoljnim brojem smještajnih jedinica, te kvalitetnim dvoranama. Kongresni centar nudi, osim modernih dvorana, i vrhunsku tehniku te mogućnost organizacije popratnih događanja.

S. G.



Vision. Future. Technology.

COMBIS CONFERENCE 2012

The Combis Conference 2012 was organized for the sixth time, from 13th to 14th September 2012, in Milenij Grand Hotel 4 Opatijska Cvijeta, Opatija. The main topic of this year's Conference was *Vision. Future. Technology*. The intention was to introduce and familiarize with the latest technologies and to discover the best ways to utilize them in performance of business activities, thus increasing advancement, flexibility, and of course, competitiveness.

During the past five years, the Combis Conference repeatedly confirmed its significance and specificity, being designated exclusively for the users of ICT services and solutions, Croatian and regional companies, mainly operating in the field of finance, technology, state administration and industry. Today, the Conference represents an unavoidable ICT event in the region, with more than 300 participants from Croatia, Bosnia and Herzegovina, Montenegro, Serbia, Kosovo and Macedonia, and beyond.

In order to present the Combis Conference 2012, we had the opportunity to talk to **Mrs. Renée Saboti Slovinc**, Marketing and Communication Manager in Combis d.o.o.

1. Now when the Combis Conference 2012 is finished, could you share your impressions with us? Are you satisfied with the organization of the conference and reactions of the participants?

Each year, in organization of the Combis conference, we aspire to develop

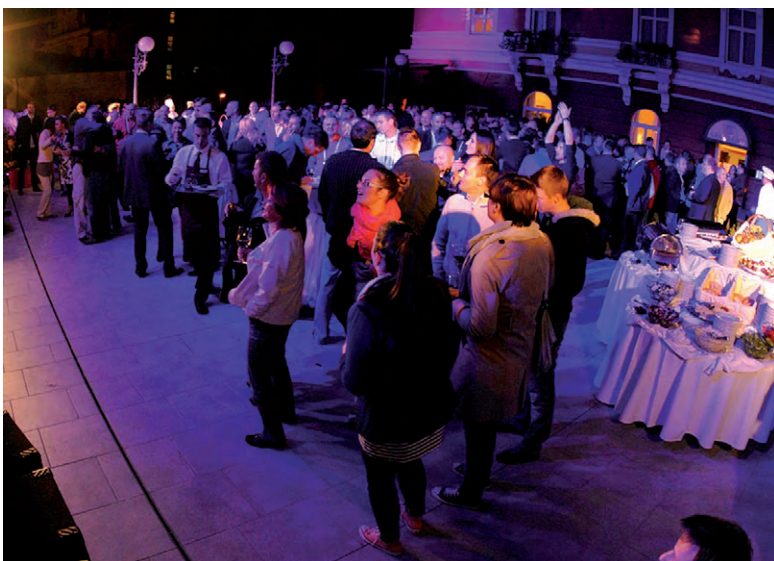


and prepare the most interesting and the top quality event. So naturally, year after year, the expectations which we have as organizers rise and deal exclusively with the satisfaction of our participants. Namely, we are of the opinion that our success is proportional to the success of our clients, so we direct the Combis conference ex-

We are of the opinion that our success is proportional to the success of our clients, so we direct the Combis conference exclusively towards them.

clusively towards them. Thus, if we manage to offer and present something new, something which they can apply in improvement and expanding of their business, than we can say that the Combis conference met our expectations. As for this year, we obviously managed to do it, because this year's Conference, the sixth one, was declared the best of all which we organized up to now, according to the participants. These results really make us happy, especially because,

What we have been encountering on the market for the past several years is a disproportion in number and quality of accommodation capacities, in relation to conference facilities.



on one hand, we had the peak number of participants that filled-in the Enquiry on Satisfaction; on the other hand, when you see that 98% of participants expressed a wish to visit the next Combis conference, that really is the best award for all the efforts and diligence required for organization of such an event.

2. This year's conference was the sided one. What is your experience in finding the reliable partner for the organization?

First of all, I must point out that the organization of the Combis conference is certainly one of the dearest, but definitely the most demanding tasks. Namely, apart from the task relating organization of the conference contents and/or main topics which will be presented, there are other quite tempting tasks, such as finding

When you see that 98% of participants expressed a wish to visit the next Combis conference, that really is the best award for all the efforts and diligence required for organization of such an event.

an adequate location, taking into consideration all the qualities required - from accommodation, conference capacities and other facilities, to the infrastructural connection with other parts of our country.

What we have been encountering on the market for the past several years is a disproportion in number and quality of accommodation capacities, in relation to conference facilities.

Namely, the market offers good examples of hotel complexes, which include well furnished and fashionably equipped congress halls, but which do not provide enough accommodation capacity, or, on the other hand, provide enough accommodation capacity, but small capacity congress hall. The larger number of conference participants and contents, the bigger is the challenge of the organization.

So Combis, and I believe the other companies that communicate with their clients and partners in the similar way, stand in front of a great creative challenge, so each year, we are trying, together with the agencies and hotels, to solve mentioned disproportion.

One of the positive things which make us believe that the conditions will be improved is certainly the enthusiasm of people involved in organization of conferences and similar events.

That is exactly why it is important to choose a good agency to cooperate with, so Combis, in organization of the Combis conference, has been working in association with agency Spektar putovanja, for the third year now.

One thing that we can notice is that we are certainly growing and developing together in this field.



Together we meet the challenges, anticipate potential problems, and try to avoid them. Of course, there are always some unexpected situations on our way, and which cannot influence, from good and bad weather conditions to the traffic inconveniences, or something third. However, it is always important to have the quality plan B, so that our participants do not feel the negative influence of such unexpected circumstances.

Outside and by appearance, everything must be "functioning", which imposes additional requests for us, involved in organization. Yet, all those efforts can be easily overcome finally and in general, participants are satisfied with the conference.

This year, the satisfaction of our participants was certainly increased through an excellent cooperation with agency Spektar putovanja, that was, among the other tasks, in charge of accommodation, transport of one group of participants and communication with the hotel.

3. All the conferences held so far, took place in Croatia. Have you ever been considering extending the conference to some other country in the region?

The Combis conference already is the conference of the regional character, so we are glad to notice that the number of participants from the neighboring countries is increasing.

Combis, in organization of the Combis conference, has been working in association with agency Spektar putovanja, for the third year now.

One thing that we can notice is that we are certainly growing and developing together in this field.



Namely, Combis is continually expanding their business, so we have been active in the region for several years now; our central office is in Sarajevo, in two service locations in Bosnia and Herzegovina. Central office for Serbia is in Belgrade, and it covers the market of Montenegro, Bulgaria, Romania and Hungary. So, during the past several years, in Bosnia and Herzegovina, and in Serbia, we have been organizing one-day events, in which we presented specific ICT solutions for some particular sector.

We have not yet organized, out of Croatia, anything that would be in the level of the Combis conference.

Combis is continually expanding their business, so we have been active in the region for several years now; our central office is in Sarajevo, in two service locations in Bosnia and Herzegovina. Central office for Serbia is in Belgrade, and it covers the market of Montenegro, Bulgaria, Romania and Hungary.

Shall we do it in future? We have not had similar plans so far, but if there is a need and interest, why not? Namely, in Bosnia and Herzegovina, and in Serbia as well, there are many attractive meeting destinations and I believe that it would certainly be a very nice experience.

Also, we talked to **Mrs. Andrea Dragičević**, from agency Spektar putovanja, which was responsible for the organization, and she shared with us her experience relating this event.

1. Agency Spektar putovanja has a long-standing experience in organization of events. What is it that makes Combis conference organization different in comparison with other events that you organize?

Combis is a prestigious company, with an accent on excellence of the provided services and innovative business. Each year, they are trying to introduce some novelty, and to enrich and expand the conference, which

we go through together during the conference on site. This year, that was the introduction of QR codes, which was given to all participants before they arrived to Opatija.

The registration was performed through the scanning of QR codes. Apart from registration, the code was used in the lectures, via the smart phone, for filling-in of the survey about satisfaction with the conference, and for participation in the prize game.

2. Which segment of the conference organization was, according to you, the most demanding?

There is no conference segment which we could not characterize as the most demanding. We would say that absolutely each segment is demanding, and that a good preparation and organization of all segments leads to the successful conference. That means that it is necessary to ensure the quality accommodation, halls, good and interesting conference program and agenda, supreme technical equipment, side events, registration and info desk. Perhaps in this moment,

This year QR codes were introduced and given to all participants before they arrived to Opatija, and the registration was performed through the scanning of QR codes.

because of the crisis, the most demanding issue is to try to balance the desires and the abilities of the conference organizers.

3. Combis conference has been organized in Milenij Hotels, for the second year now. What are the main reasons for choosing this hotel as a host for conference?

The conference is organized as a two-day event. In selection of the location, taking into consideration the duration of the conference, one of the main criteria is the distance.

In this moment, because of the crisis, the most demanding issue is to try to balance the desires and the abilities of the conference organizers.

Opatija has good connections with Zagreb, Istria, Dalmatia, so, from that reason, it is the second year that the town welcomed the conference participants. Milenij hotels are prestigious conference hotels, and the hotel Milenij Grand 4 Opatijska Cvijeta is ideal for the Combis conference. It has sufficient accommodation capacity and modern halls. Congress centre offers, apart from modern halls, supreme technical equipment and organization of side events.

S. G.



Istraživanje CEIR-a

PRIMENA I VREDNOST SASTANAKA LICEM U LICE

Centar za istraživanja kongresne industrije (CEIR) objavio je izveštaj „Primena i vrednost sastanaka licem u lice“ 2012. godine. Ovo je prvi u nizu izveštaja koji će se objavljivati u narednom kvartalu počev od referentne studije: „Uloga i vrednost sastanaka licem u lice“. Ova studija se bavi dugoročnom vrednosti direktnog marketinga i sajmova, naročito u svetlu velikih ekonomskih fluktuacija i upliva tehnologije i alternativne marketinške taktike, uključujući i elektronske medije. Preko 9.000 posetilaca i 800 izlagača učestvovalo je u ovoj inicijativi.



Center for Exhibition Industry Research

U izveštaju „Primena i vrednost sastanaka licem u lice“ dat je pregled viđenja i stanovišta učesnika i izlagača po pitanju neposrednih interakcija u kojima učestvuju u redovnoj poslovnoj praksi, uključujući poslovne sajmove i druge prostore u kojima se odvijaju sastanci licem u lice.

Na osnovu rezultata, obe grupe ispitanika svrstavaju sajmove na najviše mesto u smislu vrednosti sastanaka



licem u lice na listi od 10 mogućih opcija, uključujući prodajne pozive, izlaganja, konvencije, godišnje sastanke, edukativne konferencije sa ili bez izlagačke komponente, događaje gostujućih kupaca i mnoge druge.

Posetioци su sastancima na sajmovima dali najvišu ocenu sa 48 procenata, rangirajući ga na prvo mesto u odnosu na sve druge navedene opcije.

Lični prodajni pozivi su u velikom zaostatku i nalaze se na drugom mestu sa 26 procenata.

„Rezultati ove studije, koja je poslednji put sprovedena 2002. godine, potvrđuju stalnu vrednost direktnog marketinga, a naročito primenu poslovnih sajmova.

Ekonomija je imala izvesni uticaj na sajmove. Međutim, rezultati studije ukazuju da počinju pozitivna kretanja.“ – rekla je Nensi Drapo, istraživački direktor CEIR, PRC.

Studiju je omogućila Fondacija kongresne industrije svojom donacijom i dostupna je na www.ceir.org.



CEIR

CEIR ima ulogu u unapređenju rasta, svesti i vrednosti sajmova i ostalih direktnih marketinških događaja zahvaljujući izradi i isporuci istraživačkih alata zasnovanih na znanjima. Oni zainteresovanim organizacijama omogućavaju povećanje sposobnosti za ispunjenje postojećih i novih potreba klijenata, da poboljšaju poslovni učinak i ojačaju konkurentsku poziciju.

Za dalje informacije, posetite www.ceir.org

CEIR's Research

USE AND VALUE OF FACE-TO-FACE

The Center for Exhibition Industry Research (CEIR) has released report *Use and Value of Face-to-Face*, in July 2012. This was the first of a series of reports which will be released over the next quarter from the landmark study, *The Role and Value of Face-to-Face Interaction*. This study examines the long-term value of face-to-face marketing and exhibitions in particular in light of major economic fluctuations and the influx of technology and alternative marketing tactics, including digital media. More than 9,000 attendees and 800 exhibitors participated in this initiative.



Center for Exhibition Industry Research

The *Use and Value of Face-to-Face* report provides an overview of attendee and exhibitor perceptions and perspectives of face-to-face interactions in which they engage in during the normal business practices, including business-to-business exhibitions and other face-to-face interaction settings.

Among the findings, both audiences rank exhibitions highest in terms of the value of face-to-face interactions from a list of 10 possible options including sales calls, exhibits, conventions, annual meetings, educational conferences with or without an exhibit component, hosted buyer events, sales calls, to name a few.

For attendees, the exhibition setting is the top rated, with 48 percent, ranking it first over all other listed options. Personal sales calls are far behind in second place with 26 percent.



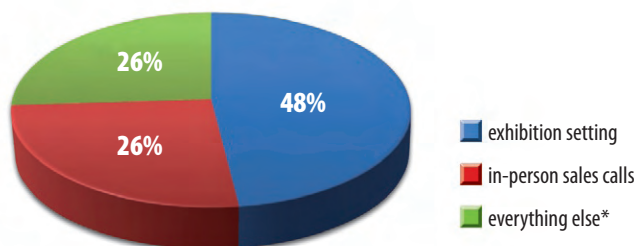
"The results of this study, last conducted in 2002, validate the enduring value of face-to-face marketing and use of business-to-business exhibitions in particular.

The economy has impacted exhibitions; however, study results point to a positive outlook moving forward." – said CEIR Research Director Nancy Drapeau, PRC.

The study was made possible by a grant from the Exhibition Industry Foundation and it is available at web site www.ceir.org.



Value of Face-to Face Interactions



* conventions, annual meetings, educational conferences with or without an exhibit component, hosted buyer events etc.

About CEIR

CEIR serves to advance the growth, awareness and value of exhibitions and other face-to-face marketing events by producing and delivering knowledge-based research tools that enable stakeholder organizations to enhance their ability to meet current and emerging customer needs, improve their business performance and strengthen their competitive position.

For additional information, visit www.ceir.org



The Global Meetings & Events Exhibition
27 – 29 November, 2012
Fira Gran Via, Barcelona, Spain



Five star business opportunities for the Global Meetings, Events & Business Travel industry.

EIBTM is the must attend show of the year held in the vibrant city of Barcelona, with **over 3,100 global suppliers** from every sector of the meetings, event and business travel industry.

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EIBTM is part of Reed Travel Exhibitions' Global IBTM Portfolio:



Organised By



David Kušanić, Brend menadžer na području Adriatic regije u Renault-u

EURES-TIM – VAŠ SIGURAN PARTNER

Događaj povodom promocije novog Renault Clia na području celog regiona, održan je u Rovinju, Hrvatskoj. Za logistiku ovako velikog i zahtevnog projekta odabrana je agencija Eures-tim.



David Kušanić

Nakon održanog događaja smo imali prilike da razgovaramo sa glavnim voditeljem projekta od strane Renaulta, **g-dinom Davidom Kušanićem**, Brend menadžerom na području Adriatic regije u Renault-u.

1. Agencija Eures-tim je odabrana za celokupnu logistiku ovog zahtevnog događaja. Zbog čega ste se odlučili baš za nju?

Agencija Eures-tim je naš dugogodišnji suradnik u organizaciji velike većine evenata, od školovanja naše prodajno-servisne mreže, konferencija za novinare, itd.

Prilikom te višegodišnje suradnje iskazali su se kao vrlo pouzdan partner koji svojim organizacijskim i logističkim sposobnostima, nas kao klijenta, u potpunosti čini sigurnim u kvalitetu izvedbe i realizacije. Upravo zbog tako odgovornog i profesionalnog odnosa prema svim projektima te najvišoj razini izvedbe, odlučili smo da upravo oni budu glavni realizator ovog nama najbitnijeg projekta.

2. Da li je agencija ispunila Vaša očekivanja?

Apsolutno! Radi se o izuzetno velikom i zahtjevnom projektu koji je obuhvaćao velik broj uzvanika iz svih zemalja teritorija Adriatic. Od djelatnika prodajno-servisne mreže Renault pa do konferencije za novinare koju smo po prvi put organizirali na način da smo novinare iz svih zemalja pozvali

na jedan jedinstveni događaj. Sve to se odvijalo u jednom tjednu i bila je potrebna velika pažnja kako bi svaki detalj bio savršen i na svome mjestu. Eures-tim je kao i uvijek do sada, pokazao da čak i toliko zahtjevan projekt mogu odraditi na najvišem nivou te da naša očekivanja, koja su bila prilično visoka s obzirom na važnost novog Clia, u potpunosti ostvari bez ijedne zamjerke.

To smo očekivali, a Eures-tim je to beskompromisno i ostvario!

3. S obzirom da je ovaj događaj obuhvatao edukacije, konvenciju i press konferenciju, u čemu je agencija po Vama pokazala najviše svoju profesionalnost i po čemu se najviše isticala?

Na događanju ovog tipa gdje je izrazito velika fluktuacija ljudi, organizacija testnih vožnji, organizacija F&B usluga, smještaja i prijevoza, bitno je da sve prolazi tekuće i bez problema. U takvim situacijama bitno je znati da imate ljude iz agencije na koje se u potpunosti možete osloniti jer oni razmišljaju o svim potencijalnim situacijama koje mogu niknuti te su uvijek korak ispred potencijalnog problema. Upravo takav pristup ima Eures-tim na svim događanjima na kojima su

rađujem s njima, a od nevjerojatne važnosti mi je posebno bio na ovom projektu. U jednom danu odvijala su se dva događanja na dvije lokacije. Školovanje mreže na jednoj i večernja konvencija na drugoj lokaciji i tako 3 dana zaredom, nakon čega je slijedio press event. Svijest o tome da znam da je svaki organizacijski detalj pokriven te da je i prevencija za eventualne nenadane situacije spremna, meni je bila najbitnija. Za njih i nenadane situacije nisu nenadane.

4. Sada kada je projekat iza Vas, čega se rado sećate?

Iskreno, na ovom projektu smo radili doista dugo vremena i mnoštvo je situacija koje su mi ostale urezane u sjećanje, ali bi izdvojio ipak onaj prvi osjećaj kada je sve krenulo i nakon toliko vremena, rada i truda konačno je zaživjelo događanje i taj osjećaj je nevjerojatan. Odmah nakon njega slijedi onaj pozitivan osjećaj kada sve završi i kad vidiš da su svi uzvanici bili izrazito zadovoljni, što je ujedno i najbolja nagrada. Zahvaljujući Eures-timu, na ovom projektu je to zadovoljstvo još veće jer je cijeli tjedan izgledao bespriječno!

N. K.



David Kušanić, Brand Manager in the Adriatic Region for Renault

EURES-TIM – YOUR RELIABLE PARTNER

Event regarding release of new Renault Clio for territory of entire region, was held in Rovinj, Croatia. For logistics of such a great and demanding project, the agency Eures-tim was selected.



David Kušanić

After the event, we had the honour to speak with the Renault's leader of the project, **Mr David Kušanić** who works at the Renault at the position of Brand Manager in the Adriatic Region.

1. The agency Eures-tim was selected for logistics of such a great and demanding event. Could you tell us why did you choose especially this agency?

The Eures-tim agency is our associate for a long time in organization of many events concerning education of sales and service network, press conferences etc. In that cooperation they showed to us as very reliable partner whose organization and logistic capabilities makes us as a client very confident and safe in quality of performance and realisation and implementation.

2. Did the agency fulfil your expectations?

Absolutely! It was exceptionally great and demanding project in which there were included many guests from all countries in Adriatic region. All from employees in the Renault network to the press conference which we organized for the first time in the way that we invited journalists from all countries to such unique event. All that was held in one week and it needed a great attention so that every detail could be perfect and in its place.

As always Eures-tim agency showed that even such demanding project can

be done at highest level and that our expectations, which by the way were very high concerning importance of new Clio, can be fulfilled and achieved without any objections. It was all that we expected and the Eures-tim uncompromisingly realized it!

3. If we considerate that this happening included education, convention and press conference, in which terms agency showed the most of their professionalism and stand out concerning to you?

In those kind of happenings there is a great fluctuation of people, test drives organization, F&B organization, accommodation and transport organization and is very important that all of that flows very well and without any problems. In those situations it is essential to know that you have the agency and people you can count on and that they are thinking on all potential situations which can happen and that they are always one step ahead of the problem. This is the approach of the Eures-tim agency and they are having it on all events that I am working on with them and for this event that was of great impor-

tance for me. In one day two events were held but in different locations. Education of Renault's network on one and evening convention on other location and like that three days in a row, followed by press event. Awareness of the fact that every detail in organization is covered and that prevention in case of some unexpected situation exists, for me, was the most important. For them even, unexpected situations aren't unexpected.

4. Now when the project is behind you, what you can gladly remember?

Honestly, on this project we worked for a long time and there are many situations which I can remember of, but I will point out the first feeling when all started and after all this time of work and effort, event finally lived and that feeling is amazing. Immediately after it follows the positive feeling when all is over and you see that the guests were very satisfied and that is the greatest reward. Thanks to the Eures-tim, satisfaction is even greater and bigger and all week was perfect and impeccable.

N. K.



Kristof Tesmar, direktor Kongresnog biroa grada Barselone

GRAD BARSELONA – DOMAĆIN OD POVERENJA

Barcelona predstavlja jedan od vodećih svetskih turističkih, ekonomskih, sajamskih i kulturno-sportskih centara, a uticaj koji ima na privredu, obrazovanje, zabavu, medije, modu, nauku i umetnost doprinosi statusu koji uživa kao jedan od velikih svetskih globalnih gradova.

Barcelona je osnovana pre više od dve hiljade godina na obali Mediterana na severoistoku Iberijskog poluostrva, između dveju reka, nedaleko od Francuske. Od tada predstavlja tradicionalnu kapiju Španije kroz koju su ušle različite kulture i obogatile grad. Da bismo predstavili Barcelonu kao jednu od najboljih kongresnih destinacija, imali smo čast da porazgovaramo sa **gđinom Kristofom Tesmarom, direktorom Kongresnog biroa grada Barselone.**

1. Već godinama se Barcelona nalazi među prve tri kongresne destinacije prema ICCA statistici. Prema Vašem mišljenju, šta daje najveći doprinos jednoj takvoj zavidnoj poziciji?

Barcelona se od 2001. godine stalno nalazi među prvih 5 kongresnih destinacija. Bili smo i na prvom mestu. Nastavićemo da promovišemo Barcelonu kao destinaciju poslovnih i incentive putovanja i trudićemo se da se i dalje održimo u vrhu. Barcelona ima izvanredne event pro-



Museu Nacional d'Art de Catalunya
© Turisme de Barcelona

store i pouzdane profesionalce. Imamo čak 4 kongresna centra. Ponuda hotela je isto tako bogata i moderna uz kongresni prostor maksimalnog kapaciteta do 1.000 ljudi.

Barcelona ima u ponudi i značajan broj mesta i objekata za organizaciju skupova manjeg i većeg obima.

Pružila širok spektar istorijskih i šarmantnih lokacija, idealnih za banquete, koktele, sajmove i prezentacije proizvoda, u modernim i kompletno opremljenim objektima.

2. Barcelona je od 2004. godine domaćin jednom od najznačajnijih sajmov kongresne industrije – EIBTM. Da li u izvesnoj meri ova činjenica utiče na popularizaciju grada kao kongresne destinacije?

Činjenica da je Barcelona domaćin EIBTM-a nesumnjivo ima veliki uticaj. Tih dana, posetioci EIBTM imaju priliku da na licu mesta iskuse predivnu atmosferu Barselone.

3. Koje biste izdvojili, odnosno na koje ste događaje posebno ponosni čiji je domaćin bio ovaj predivni grad?

Ponosni smo na sve događaje koji se održavaju u našem gradu od kongresa udruženja do IT skupova, izložbi automobila i poslovnih skupova. Pored toga, ponosni smo i na to što veliki kongresi kao što su kongresi Evropske kardiologije, Evropskog res-



Barcelona's Cathedral
author: G. Foto, © Turisme de Barcelona

Barcelona Bus Turistic
© Turisme de BarcelonaMirador de Colom
author: J. Trullas © Turisme de Barcelona

piratnog društva, Svetski kongres mobilnih komunikacija, Dijabetesa (EASD), EIBTM imaju nepoljuljano poverenje u Barcelonu kao domaćina njihovih događaja.

4. Barcelona je izabrana za prvu Svetsku prestonicu mobilnih komunikacija. Koje su glavne koristi za grad od ovog izbora?

Grad koji je u stalnom procvatu kao Barcelona predstavlja savršenu lokaciju za isto tako naprednu i inovativnu industriju mobilnih komunikacija. Izbor Barcelone za Svetsku prestonicu mobilnih komunikacija potvrđuje da je ovaj grad prirodno okruženje za sklapanje novih poslova i podsticanje novih veza i umrežavanja. Barcelona ima za cilj da postane baza za uspostavljanje i negovanje i profesionalnih i ličnih veza.

To je mesto za usavršavanje strategija, promociju brendova i proširenje

poslovanja i zato od odabira našeg grada za Svetsku prestonicu svi imaju koristi.

5. Takođe, šta posetioци mogu da očekuju od Svetskog kongresa mobilne telefonije 2013?

Grad Barselona je ponosan da po osmi put zaredom bude domaćin GSMA Svetskog kongresa mobilnih komunikacija. U centru pažnje ovogodišnjeg događaja je njegova nova lokacija Fira Gran Via. To je najmodernija sajamska hala koja nudi dvostruko više prostora čime se omogućava dodatni komfor i što je isto tako važno, ima mesta za dalji rast. Tehnička opremljenost hale Fira Gran Via je na najvišem nivou što ispunjava očekivanja globalnog tržišta mobilnih komunikacija. Nema sumnje da će ovogodišnji posetioци profitirati od nove perspektive i iskoristiti dostupne profesionalne mogućnosti na GSMA Svetskom kongresu mobilnih komunikacija, najvećem svetskom događaju iz oblasti mobilnih komunikacija.

6. Koji su glavni planovi za budućnost u smislu očuvanja pozicije jedne od najboljih kongresnih destinacija?

Da održimo Barcelonu kao jednu od najboljih kongresnih destinacija.

S. G.

Port Vell. Rambla de Mar
© Turisme de Barcelona

Mr Christoph Tessmar, Director of Barcelona Convention Bureau

CITY OF BARCELONA – TRUSTING HOST

Barcelona is one of the world's leading tourist, economic, trade fair/exhibitions and cultural-sports centers, and its influence in commerce, education, entertainment, media, fashion, science, and the arts all contribute to its status as one of the world's major global cities.

Barcelona was founded over two thousand years ago on the Mediterranean coast in the north-east of the Iberian Peninsula, between two rivers, a short distance from France.

Since then, it has been the traditional gateway to Spain through which a number of cultures have entered to enrich the city.

In order to present Barcelona as a one of the top meeting destinations, we had the honor to speak with **Mr Christoph Tessmar, Director of Barcelona Convention Bureau.**

1. Barcelona is for years in top three meeting destinations, according ICCA statistics. In your opinion, what is it that most contributes to such an admirable position?

Barcelona keeps in the top 5 positions as a meeting destination since 2001. We reached also the 1st position in the past. We'll keep promoting



Park Güell
author: J. Trullas, © Turisme de Barcelona

Barcelona as a meeting and incentive destinations and trying to maintain the top positions in the future. Barcelona has fabulous facilities and reliable professionals. We do have 4 conference centres. The hotel offer is

equally abundant and modern, with meeting facilities up to 1,000 people. Barcelona also offers a handful variety of places and structures to organise meetings for large or small dimensions. It also gives a wide range of historical or charming venues, ideal for banquets, cocktails, exhibitions and products presentations, in modern and fully equipped structures.

2. Barcelona is host to one of the most significant meetings industry exhibitions – EIBTM, since 2004. Is this fact perhaps in some extent contributed to the popularization of the city as a meeting destination?

Without any doubt, the fact that Barcelona is hosting EIBTM is very helpful. During these dates, EIBTM attendees have the opportunity to taste on site the great feeling of Barcelona.

3. Which events would you especially extract or which events are you particularly proud of, hosted by this wonderful city?

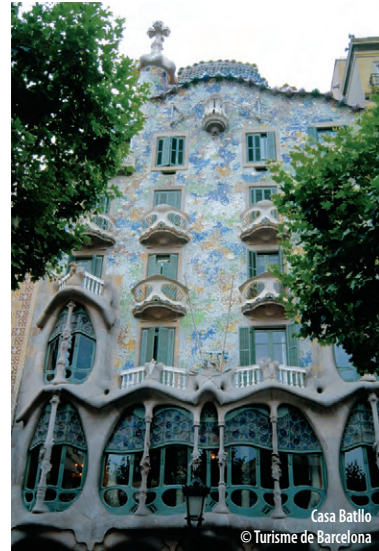
We are proud of all the events held in the city from association conferences to IT, car launches, corporate me-



Bisbe Street
© Turisme de Barcelona



Montjuïc Olympic Area
© Turisme de Barcelona



Casa Batlló
© Turisme de Barcelona

etings. Nevertheless we are also so proud that big conferences such as the European Cardiology, European Respiratory Society, Mobile World Congress, Diabetes (EASD), EIBTM keep on trusting in Barcelona to host their conferences.

4. Barcelona has been selected as the first Mobile World Capital. What are the main benefits for the city from this selection?

A constantly flourishing city like Barcelona is the perfect location for the equally thriving and innovative mobile industry. Barcelona's nomination as Mobile World Capital confirms the city as a natural setting for generating more business and encouraging relationships and networking. Barcelona aims to be the ultimate platform where both professional and personal alliances are created and cultivated. It is a place to perfect strategies, promote brands and expand business enabling all to benefit from the selection of our city as Capital.

5. Also, what can attendees expect from Mobile World Congress 2013?

The city of Barcelona is proud to host, for the 8th consecutive year, the GSMA Mobile World Congress. The highlight for this year's event is its new venue, the Fira Gran Via. It is a state of the art exhibit hall offering more than double space, which allows additional comfort and equally importantly, ro-

om for growth. Fira Gran Via is also equipped with the highest level of technology matching the expectations of the global mobile communications market. No doubt this year attendees will gain from a fresh perspective and take advantage of the infinite professional opportunities available at the GSMA

Mobile World Congress, the world's premier mobile event.

6. What are the main plans for the future to keep the position of one of the best meeting destinations?

Keep maintaining Barcelona as a top meeting destination.

S. G.



Port Olímpic
© Turisme de Barcelona

Prvi Best Western Plus hotel u Srbiji, u okolini Beograda, a u podnožju Fruške gore

BOLJI HOTEL U POLA CENE



Nov **Best Western Plus** hotel Park, kategorije četiri-plus zvezdice, se nalazi u Rumi, samo 30 minuta od beogradskog aerodroma.

U neposrednoj blizini šarmantnog gradića Ruma je Fruška gora sa svojim manastirima i vinarijama, zatim prirodni rezervat Zasavica i mnoga druga izletišta.

Šuma i jezero Borkovac, sa etno restoranima, trim stazama i novootvorenim sportskim kompleksom, samo su 3 km od hotela.

Hotel Park ima 73 sobe, dva restorana i modernu multifunkcionalnu salu za do 300 osoba, koja se može deliti u manje prostorije.

Hotel nudi jedinstvene team building programe i rekreativne aktivnosti koje dopunjuju poslovne susrete.



Hotel Park je prvi i jedini **Best Western Plus** hotel u Srbiji.

Best Western Plus je viša kategorija i viši kvalitet hotela od Best Western hotela.

Tel: +381 22 47 09 30 www.hotelpark.rs

Hotel Park je idealni izbor za seminare, team building susrete, promocije i proslave i **odlična alternativa za hotele u Beogradu.**

Visok kvalitet i izuzetno povoljne cene privukli su mnoge važne kompanije - Mercedes Benz, Heineken, Miross, Naled, VIP Mobile i mnoge druge.

Sremačke Večeri uz tamburaše

Svakog petka i subote uveče u restoranu **Sremica** u **hotelu Park** su popularne Sremačke večeri. Vesela atmosfera. Muzika za uživanje. Sremački specijaliteti i bogat izbor pića i vina po vrlo pristupačnim cenama.

Posebna ponuda – specijaliteti od srne i divlje svinje iz lovišta Karakuša i nadaleko čuveni gulaš od mangulice iz prirodnog rezervata Zasavica.

Vikend Paket

samo 49€ za dve osobe

detaljnije
www.hotelpark.rs



The first Best Western Plus Hotel in Serbia, in the vicinity of Belgrade, at the foothills of Fruska Gora

BETTER HOTEL AT HALF PRICE



High quality and exceptionally affordable prices have already attracted many important companies – Mercedes Benz, Heineken, Mirros, Naled, VIP Mobile and many others.

Srem Evenings with live Tambura Musicians

Every Friday and Saturday Evening the beautiful **Sremica** restaurant of hotel Park offers the very popular Srem Evenings. An evening to feel good and be merry with great music and ambience. Local Srem and other delicacies and big selection of drinks and wine all at very reasonable prices. Hotel Park unique specials are dishes from venison and wild pig from the nearby Karakusa Hunting grounds and from Mangulica pig from Zasavica Nature Preserve.



Hotel Park has 73 rooms and suites, two restaurants and a 300-seat modern multi-functional conference hall which can be divided into smaller meeting rooms. Hotel Park offers unique team building programs and recreational activities.

Hotel Park is the ideal choice for seminars, team buildings, promotions and celebrations and a **great alternative for hotels in Belgrade.**

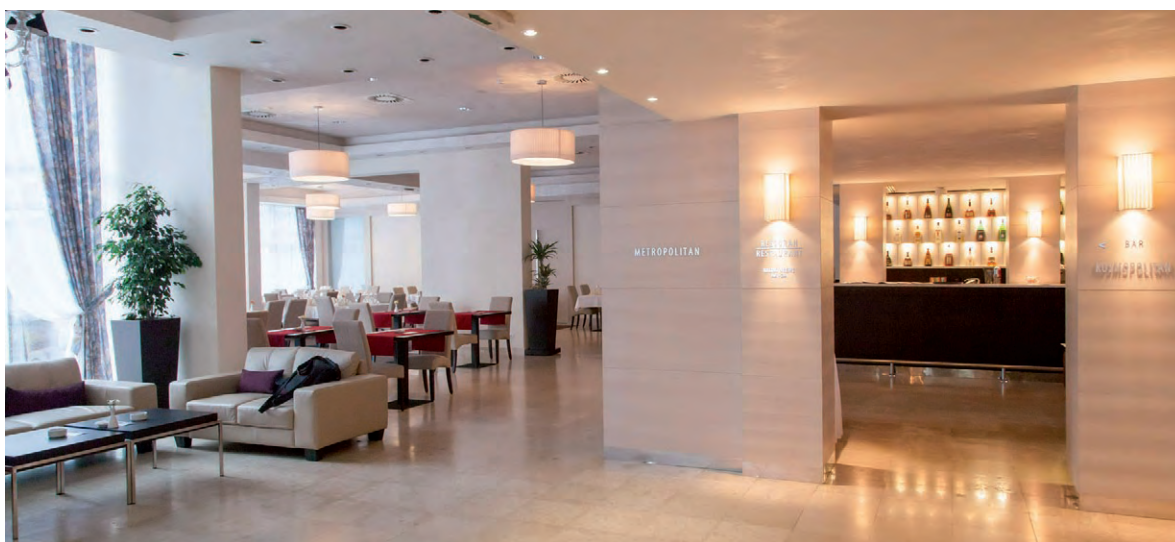
Weekend package only 49€ for two persons

see details on
www.hotelpark.rs

Best Western Plus hotel Park is located in the charming town of Ruma, only 30 minutes from Belgrade airport. Nearby are Fruska Gora National Park with its monasteries and wineries and the famous Nature Preserve Zasavica. Borkovac recreation area, with its beautiful lake and woods, running tracks, Ethno-restaurants and the newly opened sport complex is only 3 km from the hotel.



Hotel Park is the first and the only **Best Western Plus hotel** in Serbia. **Best Western Plus** is a higher category and quality than Best Western hotels without the Plus.
Phone: +381 22 47 09 30 www.hotelpark.rs



Mobilna revolucija

UTICAJ MOBILNE TEHNOLOGIJE NA POSLOVANJE KOMPANIJA

Mobilni telefoni spadaju u jedan od segmenata tehnologije koji je postao sastavni deo svakodnevnog života. Pristup mnoštvu informacija i bogati multimedijalni sadržaji polako ali sigurno postaju uobičajena stvar i pretvaraju svet u „globalno selo“, a mogućnost da pristupimo informacijama lako, brzo, sa bilo kog mesta i u bilo kom momentu, našim životima daje sasvim novi kvalitet.

Mobilne tehnologije u turizmu

Postoje mnoge aplikacije namenjene putnicima u oblasti turizma. Na primer, postoje aplikacije uz pomoć kojih turisti mogu da rezervišu avionske karte takoreći „usput“, zatim one koje ih bliže informišu o određenom restoranu ili one koje obezbeđuju sve neophodne informacije o gradu.

Ove aplikacije su ili besplatne ili sta-



vljene na raspolaganje korisniku za simboličnu cenu.

Mnogim putnicima je daleko zgodnije, brže i lakše da organizuju svoj odmor koristeći ovakve aplikacije.

Websajt TripAdvisor kreirao je aplikacije koje omogućavaju korisnicima smart telefona da dođu do korisnih informacija o restoranima, hotelima i turističkim atrakcijama.

Putnici koriste tehnologije smart telefona kako bi na društvenim mrežama postavljali slike, objavljivali vesti, pravili i preuzimali video snimke i

Komunikacija na blizinu (Near field communication – NFC) pruža mogućnost da se smart telefonima otključavaju vrata u hotelu i vrše sva plaćanja. Ova nova tehnologija je na pomolu i očekuje se da će povećati potražnju u toku naredne 2 – 3 godine.

www.nearfieldcommunication.org

ažurirali svoje omiljene veb stranice tokom svojih putovanja.

Ranije je bilo uobičajeno videti turistu sa mapom u ruci dok danas oni koriste GPS i aplikacije za turističko razgledanje gradova. Uopšteno govoreći, svako može imati velike koristi od mobilne tehnologije koja se svakim danom sve više razvija.

Uticaj mobilne tehnologije na hotelijerstvo

Uticaj mobilne tehnologije na hotele je višestruk.

Ključni sektori koji zahtevaju restrukturiranje u smislu mobilne tehnologije jesu prodaja i marketing, operativa, usluge ka gostima i menadžment za programe lojalnosti.

Glavni cilj mobilne strategije jeste da stvori svest o osnovnim vrednostima. Ne sme se izgubiti iz vida da su potrebe gosta na prvom mestu.

Potpomognuti mobilnom tehnologijom, klijenti traže lokalne i momentalno dostupne informacije.

INNCOM i Intelity udružili su snage u želji da putnicima pruže vrhunsko iskustvo kada su hoteli u pitanju. Dodavanjem INNCOM-ovih Integriranih automatizovanih sistema za sobe (IRAS) na Intelity ICE (Interaktivni doživljaj klijenta) funkciju na iPad-ovima, omogućili su gostima da kontrolišu temperaturu, osvetljenje, zavese i budilnik u sobi direktno sa svojih iPad tablet kompjutera – čak i kada nisu u sobi.

www.inncom.com





27% e-mailova otvara se sa mobilnih telefona.

Razmena informacija sa prijateljima preko društvenih mreža postala je važnija nego ikad. Svojim mobilnim telefonima gosti mogu da razmenjuju informacije, međusobno komuniciraju i budu u stalnom kontaktu. Najjednostavnije rečeno, mogu da podeli svoje utiske sa drugim.

Obzirom da se danas najveći broj hotelskih rezervacija izvrši 24 sata pre dolaska, veoma je važno da ovakvim

gostima, specijalne ponude i promocije brendova sve vreme budu na raspolaganju.

Mobilni telefoni i umrežavanje na konferencijama

Mobilne aplikacije postale su sastavni deo organizovanja velikih događaja, a prisutne su i tokom celokupnog trajanja događaja. Svi smo svesni činjenice da je umrežavanje na konferen-

cijama veoma bitno. Umrežavanje se znatno izmenilo pod uticajem razvoja mobilne tehnologije.

Umesto štampanih materijala možete imati mobilnu aplikaciju koja vam stavlja na raspolaganje sve neophodne informacije o promenama rasporeda, obaveštenjima itd.

Jedna od ovakvih aplikacija je i Quick-Mobile koja omogućava organizatorima i učesnicima da stiču znanja, međusobno se povezuju i da se zabave na skupovima.

Ova aplikacija učesnicima dozvoljava da „časkaju“ sa drugim učesnicima seminara, da postavljaju pitanja govorniku ili da započnu diskusiju.

Za više informacija pogledajte www.quickmobile.com.

M. J.

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Mobile Revolution

THE IMPACT OF MOBILE TECHNOLOGY ON BUSINESS OPERATIONS

Mobile phones are rated as one of technologies that are deeply infiltrated in everyday life. Access to the abundance of information, rich multimedia contents, slowly but surely are becoming a daily reality and turns world in a "global village", and the ability to access the information easily, quickly, from any place and at any time gives our lives a completely new quality.

Mobile Technology in Tourism

In tourism there are many applications pertaining to traveler industry. For instance, there are applications which help tourist to book airline tickets on the move, deliver restaurants reviews or application that provides all the necessary information about



the city. They are usually either free of charge or made available at a minimal cost. Many travelers find it more convenient, less time consuming and more efficient to organize their holidays using such applications. For example, applications made by the site TripAdvisor help smartphones user by providing reviews of restaurants, hotels and attractions for

INNCOM and Intelity have joined forces to provide travelers with the ultimate hotel experience. By adding INNCOM's Integrated Room Automation Systems (IRAS) to Intelity ICE (Interactive Customer Experience™) Touch on iPads, guests can now control room temperature, lighting, drapes and alarm clock directly from their iPad tablet computers - even when they are not in their rooms.

www.inncom.com

travelers. Travelers combine smartphone technology with social media and send photos, share views, take and upload videos and update their favorite sites as they travel. In the past, you could see most tourists hold a map on the street, while nowadays they use the GPS and even tour guide applications instead of it. Generally speaking, people can have many benefits from advanced mobile technology.

Impact of Mobile Technology in Hospitality

The impact of mobile technology on hotels is multi-faceted. The most relevant areas that require restructuring of mobile strategy are sales and marketing, operations, guest services and customer retention management. The priority of a mobile strategy is to create the awareness. It's very important not to forget that the guests' needs are in the first place. With mobile technology, consumers look for local and immediate information. Exchange with their peers via socializing platforms is more important than ever. With mobile devices, guests have ability to share, communicate, interact. Simply stated, they are able to share their impressions with others. Considering that today, the most of guests' reservations are made 24 hours prior to arrival, it is very im-

Near field communication (NFC) enables smartphones to act as door keys and allows mobile payments. This new technology will soon arrive and is expected increase traction within the next 2-3 years.

www.nearfieldcommunication.org

27% emails are opened on mobile devices.

portant that for this type of guests special offers and brand promotions are available the whole time.

Mobile Phones and Networking at Conferences

Mobile applications become very adopted in organizing an event, an also during the same. We all know that networking in a conference is very important. The development of mobile technologies started to change the way of networking. Instead of paper materials you can have a mobile application that gives you all the necessary information about schedule changes and notification and so on.



One of this kind of application is QuickMobile which empowers organizer and delegates to learn, connect and have fun at events. With this application you can chat with another participants at the seminar, ask questions to the speakers or open a discussion. More information at www.quickmobile.com.

M. J.

INSIDE 2012 konferencija u Beogradu

PROMOCIJA DESTINACIJE PRIMENOM TRENDOVA U IT I MOBILNIM KOMUNIKACIJAMA

Kongresni biro Srbije bio je domaćin konferencije INSIDE 2012 koja je održana 30. avgusta 2012. godine. Realizovana u saradnji sa EIBTM sajmom kongresne industrije u Barseloni, kongresnim biroom Slovenije i Conventom, INSIDE konferencija je okupila stotinak učesnika, najviše PCO i DMC agencija, hotela i turističkih organizacija iz regiona.



INSIDE konferencija imala je za cilj da poveže različite oblike turizma i kongresnog biznisa sa novim idejama i rešenjima iz oblasti informacionih tehnologija i digitalnog i mobilnog marketinga.

Skup je otvorio **Miloš Milovanović**, direktor kongresnog biroa Srbije.

Program konferencije bio je podeljen u 3 dela.

Panel diskusije vodili su međunarodni eksperti iz ove oblasti, kao i predstavnici IT kompanija iz regiona, a učesnici su imali priliku da se upoznaju sa dobrim primerima iz prakse.

• INSIDE Guru – sesija je protekla u znaku prezentacija **Sulija Golovinskog** iz firme Newtonstrand Limited, koji je govorio o vodećim trendovima koji utiču na MICE industriju.

Ostali eksperti koji su govorili u ovom delu bili su **Adi Ben-Nesher**, ekspert u implementiranju novih društvenih medija, **Ewan MacLeod** iz Mobile Industry Review, **Stojan Vatreš** iz firme Digital ST i **Momir Gajić** osnivač Max My Play firme.

• INSIDE Forum - panelisti iz ove sesije **David Benitez** iz EIBTM-a, **Gorazd Čad** iz Go Mice i **Miloš Došen** iz Privredne komore Beograda – projekat

Balkan Venture Forum, poseban fokus su stavili na digitalnu budućnost u MICE industriji.

• INSIDE Pecha Kucha – predstavljala je sesiju u znaku praktičnih primera dobre prakse.



INSIDE 2012 Conference in Belgrade

PROMOTION OF A MEETING DESTINATION BY APPLYING IT AND MOBILE COMMUNICATION TRENDS

Serbia Convention Bureau was the host of the INSIDE 2012 conference held in Belgrade, on 30th August, 2012. Powered by EIBTM Technology Talks and in co-operation with the Slovenia Convention Bureau and Conventa, the INSIDE Conference has gathered 100 participants, mainly the representatives of PCO and DMC agencies, tourist organizations, and hotels from the region.



The main goal of the INSIDE Conference was to link various forms of tourism and congress business with the innovative solutions in the field of IT technologies and digital / mobile marketing.

The conference was opened by **Miloš Milovanović**, Serbia Convention Bureau CEO.

The program of the INSIDE Conference was divided in 3 parts. Top international experts in this field as well as the representatives of IT companies from the region, led the panel discussions, while the participants had the opportunity to get familiar with the examples of good practice.

• INSIDE Guru - session featured presentations of **Shuli Golovinski** (Newtonstrand Limited) regarding major trends influencing event industry, **Adi Ben-Nesher**, global expert in management and implementation of social learning, **Ewan MacLeod** from Mobile Industry Review, **Sto-**

jan Vatreš from Digital ST and **Momir Gajić** from Max My Play.

• INSIDE Forum - the panelists **David Benitez** from EIBTM, **Gorazd Čad** from Go Mice and **Miloš Došen** from Balkan Venture Forum, focused on digital future of the event industry.

• INSIDE Pecha Kucha - was reserved for practical cases.



Grad secesije

SUBOTICA SA PALIĆEM – STAPANJE RAZNIH KULTURA

Subotica je najznačajniji administrativno-upravni, industrijski, trgovački, saobraćajni i kulturni centar u severnoj Bačkoj, a obližnje Paličko jezero je čini i turističko-kongresnim centrom šireg područja.

Na raskršnicima glavnih puteva, **Subotica** je vekovima privlačila putnike namernike. Stapanje raznih kultura stvorilo je odličnu atmosferu za organizaciju međunarodnih i regionalnih susreta i konferencija. Subotica je središte aktivnosti u Panonskoj niziji, a duh grada i njegov čarobni šarm, uz nezaboravna iskustva u vinarijama, na ergelama ili u rezervatima prirode učiniće da učesnici skupa „dišu kao jedan“.

U neposrednoj blizini Subotice, priroda je stvorila a subotičani sačuvali i uzdigli **Palić**, odnosno „plavo oko ravnice“, suzu iščezlog panonskog mora, „poljubac Subotice“. Na Paliću, pored hotela visoke kategorije i luksuznih vila, mogu se naći odlični restorani, sportski sadržaji ali i raskošne građevine s početka XX veka koje stvaraju kompletan ugođaj za učesnike skupova. U bilo koje doba godine Palić nudi nešto novo, neponovljivo, inspirativno. **Subotica i Palić se ubrzano razvijaju kao kongresna destinacija.**



Gradska kuća

Raspolažu sa 5 hotela sa četiri zvezdice, 4 garni hotela sa četiri zvezdice i više vila u istom rangu. Sve objekte odlikuje tradicionalno lokalno gostoprimstvo i visok standard usluge, a sa dodatnim specijalnim prostorima za veće ili manje skupove.

Hoteli u Subotici mogu biti idealan izbor za organizaciju skupova, pri čemu **Hotel Galleria** predstavlja najveći konferencijski centar sa salom do 450 mesta i posebnim prostorom u vidu atrijuma koji može da ugosti koktel za 1.000 osoba. Takođe, **Hotel Patria**, kao jedan od najstarijih hotela u Subotici, poseduje konferencijsku salu do 250 mesta. Pored subotičkih hotela, hoteli na Paliću koji odišu posebnim šarmom, mogu ponuditi konferencijske prostore i do 200 mesta. Ono čime se Subotica može posebno pohvaliti su živopisne građevine sa dugom istorijom, a koje predstavljaju spoj više tradicija i kultura čiji su tragovi sačuvani do danas. Ovakve građevine interesantne su za organizaciju skupova, a to je prvenstveno **Gradska kuća**, građena u stilu secesije i predstavlja jednu od najlepših građevina u ovom delu Evrope. Koktel dobrodošlice ili celodnevni simpozijumi u Velikoj većnici Gradske kuće, svečani večernji koktel u holu



Sinagoga



Palata Rajhl

Subotica kao domaćin

- Međunarodna konferencija e-trgovina, 400 učesnika
- Godišnji kongres reumatologa, 250 učesnika
- Godišnji seminar veterinara, 150 učesnika
- Drugi poljoprivredni forum, 150 učesnika

ili na trgu ispred, apsolutno mogu impresionirati sve učesnike skupova. Događaje koje Gradska kuća može ugostiti su oni do 200 mesta za sedenje i 400 mesta za koktele. Još jedna jedinstvena sala u ponudi je **Balska sala na paličkoj Velikoj terasi**. Sale u ovim 100-godišnjim secesijskim građevinama svojom neponovljivošću i ekskluzivnošću zadovoljavaju i najzibirljivije klijente.

Subotica grad secesije

Gradska kuća, palata Rajhl, sinagoga, i desetine drugih atraktivnih objekata svrstali su Suboticu među najznačajnije secesijske gradove u Evropi. Razuzdane, nesputane forme, pune zaobljenih linija i valovitih poteza, neobične kombinacije boja umesto monotonog sivila - prvo su što posetilac primeti kada dođe u Suboticu. A na Paliću, tajnovitost njegovih pejzaža pleni srca generacija posetilaca. Uz raskošni park, jezero i nesvakidašnji mir - neobične secesijske građevine s početka 20. veka čine Palić izuzetnim i neponovljivim.

Mnoštvo ideja za incentive putovanja

Posmatranjem i objedinjavanjem Subotice, Palića i okoline, otvaraju se mnogobrojne mogućnosti za organizaciju jedinstvenog događaja.

Divno iskustvo na farmi konja

Na najsevernijoj tački Srbije, uz samu granicu i samo nekoliko minuta udaljena od centra Subotice nalazi se poznata **Ergela Kelebija**. Moderne štale smeštene pod istim krovom kao i Muzej fijakera, trkačka staza, veštačko



Jezero Palić

jezero i prijatan park samo su neke od pogodnosti koje ova farma nudi. Poznata rasa Lipicanera ovde se gaji još od 1580. godine i doba bivše Habsburške Monarhije.

Na farmi konja delegati mogu izabrati konja koji im se dopada i takmičiti se sa drugima ili uživati u vožnji kroz šumoviti predeo u jednom od trideset autentičnih fijakera. Grupe koje farmu posete tokom zime imaće prilike da iskuse nezaboravnu vožnju saonice kroz subotička polja.

Vino razgaljuje srce

Nakon nestanka praistorijskog Panskog mora, ostali su peščani nanosi zbog kojih se vina iz ove oblasti često nazivaju „peščana vina“. Lokalna vina poznata su posvom prijatnom, harmoničnom ukusu, blagom aromi i pitkosti. Tradicionalno gajene sorte vina su Kadarka i Kovidinka. Obavezno treba probati Župljanku, Burgundac beli, Merlot, Frankovku i Kabernet.

Jedna od mogućnosti za incentive putovanja ili aktivnosti za rani septembar mogla bi biti berba grožđa i sopstvena proizvodnja vina od strane tima. Obilazak jednog od mnogobrojnih vinograda uključuje i celokupan postupak od ručnog branja do tradicionalnog gaženja grožđa tik pored logorske vatre.

Za organizatore bi prijatan doživljaj mogao biti i poseta lokalnim vinarijama gde ih meštani mogu upoznati sa lokalnim vinom i njegovom istorijom



Vodeni toranj



Ergela Kelebija

i uticajima tokom vremena i uveriti se u njihovu ljubav prema vinu. Određena vina pratila su burnu prošlost neke porodice, koja je tim vinom slavila svoje uspehe i krila ga od neprijatelja. Za večernji izlazak i ceremoniju otvaranja obavezno je serviranje nacionalnih specijaliteta sa tipičnim lokalnim vinima, što je upotpunjeno večernjim zabavnim programom u živom izvođenju tamburaškog orkestra. Bez obzira da li ćete skoknuti do restorana sa lokalnom ili međunarodnom kuhinjom u centru grada, otići do čardi na ivici grada ili isprobati tipičan restoran na salašu okusićete specijalitete ove oblasti i uživati u njima.

Tradicionalne tehnike meštana u rukama gostiju

Za one koji hoće nešto stvarno izuzetno, koji žele da se druže sa meštanima ili da provedu dan sa njima, postoji širok izbor raznih aktivnosti koji će po-

slovno putovanje učiniti posebnim. Učesnici poslovnih putovanja mogu naučiti tradicionalne tehnike slikanja slamom i izrade suvenira od slame. Takođe, mogu naučiti kako da naprave predmete od domaćeg filca, da naprave umetničko delo u drvetu ili kamenu. Na ovaj način gosti sa sobom nose praktičan predmet, mnoštvo ideja i klasičan suvenir iz Subotice koji su sami napravili.

S. G.



Suveniri od slame

Android aplikacija „VisitSubotica“ namenjena je mobilnim telefonima i tablet računarima i pruža sve neophodne informacije, preporuke i savete o Subotici.

Aplikacija je urađena je na tri jezika – srpskom, mađarskom i engleskom. Njenim instaliranjem na „pametne telefone“ ili tablet računare turista dobija sve informacije o Subotici sažete na jednom mestu – o saobraćaju, smeštaju, restoranima, kafeima, vinarijama, arhitekturi, kulturnim mestima, Paliću, Ludašu, Kelebiji, festivalima i manifestacijama.

Pored toga, celokupan sadržaj aplikacije je lociran na mapama Subotice i Palića, upisane su geografske koordinate te je pronalaženje objekata u gradu znatno olakšano. Za one koji nisu toliko snalažljivi ugrađen je sistem navigacije putem Google Map-a.

Art Nouveau City

SUBOTICA AND PALIĆ – THE FUSION OF DIFFERENT CULTURES

Subotica is the most important administrative, industrial, trade, communications, and cultural center in northern Bačka, and together with the nearby Palić Lake it is also the tourist and congress center of the entire region.

Standing at the junction of major thoroughfares, **Subotica** has for ages attracted passing travelers. The merging of different cultures has produced an excellent environment for the organization of international and regional events and conferences.

Subotica is the center of activity in the Pannonian Basin and the city's spirit and special charm, combined with unforgettable visits to wineries, horse farms, or nature reserves will ensure that all the participants of any gathering will "breathe as one".

In the immediate vicinity of Subotica, nature has created and the residents of Subotica have wisely preserved and developed **Lake Palić**, the "blue eye of the planes", a teardrop left behind by the Pannonian Sea, the "kiss of Subotica".

In addition to excellent hotels and luxurious villas, Lake Palić offers fine restaurants, a variety of sports facilities and, not least, splendid buildings from the start of the 20th century all providing a unique experience for congress participants. Palić has some-



The City Hall

thing new, exceptional, and inspiring to offer at any time of the year.

Subotica and Palić together form a rapidly developing meeting destination. They provide five 4* hotels, four 4* garni hotels, and a number of villas of equal quality. All these venues are run with traditional hospitality and high service standards, with

additional number of special venues for smaller or greater meetings and congresses.

The hotels in Subotica can be an ideal location for meetings, whereby **Hotel Galleria** is the largest congress center that has a meeting hall for 450 participants and a special atrium that can host a cocktail for 1,000 guests. Also, **Hotel Patria** as one of the first hotel built in Subotica, has the meeting room for 250 delegates.

Furthermore, the particularly charming hotels on Lake Palić provide conference facilities for up to 200 participants.



Lake Palić

Subotica as a Host

- International e-Trade Conference, 400 participants
- Annual Rheumatologist Congress, 250 participants
- Annual Veterinary Seminar, 150 participants
- The Second Agricultural Forum, 150 participants

Subotica is especially attractive for its long history and picturesque buildings, which represent the fusion of customs and cultures whose traces have been preserved to this day. These buildings are convenient for the organization of meetings, especially **the City Hall**, built in Art Nouveau style and representing one of the most beautiful buildings in this part of Europe. A welcome cocktail or an all-day symposium in the Ceremonial Room of the City Hall, a formal evening cocktail in the Hall foyer or on the square in front will impress any congress delegate. City Hall can host events up to 200 seats or 400 for cocktails. Another unique meeting room is the **Ballroom on the Great Terrace** on Lake Palić. The halls in these hundreds of years old Art Nouveau buildings with their unique appearance and charm will satisfy even the most demanding clients.

Subotica as an Art Nouveau City

City Hall, the Reichle Palace, the Synagogue, and dozens of other attractive buildings have placed Subotica alongside the most important Art Nouveau cities in Europe. The free, unrestricted forms, filled with curved,



The City Hall Clock

flowing lines, unusual combinations of color in the place of monotonous grayness are what first strikes the eye of visitors arriving in Subotica. On Lake Palić, on the other hand, generations of visitors are invariably enchanted by the mysterious landscape surrounding it. The magnificent park, the lake, and the extraordinary peacefulness of this area together with the unusual early 20th century Art Nouveau buildings, make Palić exceptional and unforgettable.

Plenty of Ideas for Incentive Trips

Touring and sightseeing in Subotica, Palić and the surrounding area opens a number of possibilities for the organization of exceptional events.

Great Experiences in a Horse Farm

At the northernmost point of Serbia, at a very border crossing and minutes from Subotica city center lays the widely renowned **Kelebija Horse Farm**. Modern stables with the Carriage



The Reichle Palace



Souvenirs made of straw

Museum under one roof, a race track, an artificial lake and a nice park are just some of the highlights. Famous Lipizzaner horse sort are grown here since 1580 and the former Habsburg monarchy.

At the horse farm delegates can choose their favorite horse and compete with others or to have a nice horse ride through the forest area in one of the thirty authentic coaches. Groups coming in winter will be granted with an unforgettable sleigh-riding across the fields of Subotica.

Wine Gladdens a Man's Heart

After the disappearance of the prehistoric Pannonian Sea the sandy soil has remained, hence the wines of the region are usually referred to as "sand wine". Local wines are known for their pleasantly harmonised taste, soft aroma and drinkability. The traditionally cultivated sorts of wine are Kadarka and Kövidinka. Must try are Zupljanka, White Burgundy, Merlot, Frankovka and Cabernet.

One of the options for incentive trip or event starting in September, could include the team harvesting grape and produce their own wines. Trip to

one of numerous vineyards will disclose entire process from harvest grapes manually to the traditional stomp of grapes just next to the camp fire.

For a nice off-site event organizers could visit one of the local wineries and to learn from the locals about the wine and it's the history, influence, witness of love and the happiness that it creates. Some wines witnesses a turbulent history of a family, they have used it to celebrate victories and have kept it hidden from enemies.

For the perfect night out option and the opening ceremony a list of nati-

onal cuisine served with typical local wines and the night amused with life performance of the traditional tambourine orchestra is a must choice. No matter whether you pop in a restaurant with local or international kitchen in the city centre, or a "czarda" on the outskirts of the city, or even at typical farm-restaurant, you will taste all the flavors of this region and be delighted by them.

Traditional Local Techniques Performed by Guests

For those visitors looking for something truly different and wanting to get acquainted with the locals or to spend a day with them, there is a series of different activities that can make a business trip very special.

Participants of business meetings can learn traditional techniques of painting with straw or making souvenirs of straw. They can also learn how to make items of homemade felt or a work of art from wood or stone.

That way, visitors will be taking home a practical object, new ideas, and a souvenir of Subotica of their own making.

S. G.



The Wine Castle

The Android application „VisitSubotica“ is designed for mobile phones and tablets and provides all the necessary information, recommendations, and advice about Subotica.

Application has been made in three languages - Serbian, Hungarian and English. By installing it into "smart phones" or tablets, tourists get more information about Subotica summarized in one place – about transport, accommodation, restaurants, cafés, wineries, architecture, cultural sites, Lake Palić, Lake Ludaš, Kelebija, festivals and events.

Additionally, the entire content of the application is located on maps of Subotica and Palić, they contain the geographic coordinates and finding objects in much easier. For those who are not as savvy a built-in navigation system via a Google Map will help.

Kongresni hotel Galleria****

NAJSAVREMENIJI WELLNESS CENTAR U SRBIJI

Kultura poslovanja Hotela Galleria**** podrazumeva najbolji odnos cena-kvalitet i mogućnost prilagođavanja svim zahtevima svojih klijenata, sve upotpunjeno sa najsavremenijim Wellness centrom u Srbiji!

Kongresni hotel Galleria se nalazi u samom centru Subotice, najsevernijem gradu u Srbiji, i neposrednoj blizini jezera Palić, što ga čini odličnim domaćinom kako za individualne posete tako i za organizaciju poslovnih skupova. Takođe, od evropskih metropola i aerodroma u Beogradu i Budimpešti hotel je udaljen manje od dva sata vožnje.

Smeštaj u hotelu Galleria je strukturiran tako da može ponuditi ukupno 90 smeštajnih jedinica. A od toga je 78 dvokrevetnih soba, 10 apartmana od čega 7 klasičnih i 3 delux apartmana (predsednički, kraljevski i mladenački) i 2 sobe prilagođene za osobe sa invaliditetom.

Jedinstvenost hotela Galleria se ogleda i u prelepom ambijentu centralnog Atrijuma koji spaja poslovni, šoping i hotelski deo u jednu celinu.



Namenjen je za događaje i dešavanja otvorenog tipa sa površinom 1.300 m² i visinom 25 m i kao takav predstavlja pravu lokaciju u Subotici za okupljanja, organiziju najsvečanijih skupova u jedinstvenom ambijentu i lepa druženja.

Konferencijske sale hotela Galleria imaju površinu od 60 m² do 570 m² i svih 7 sala je potpuno klimatizovano i opremljeno kompletnom savremenom tehničkom opremom. Kongresni hotel Galleria raspolaže i sa nekoliko ugostiteljskih kapaciteta.





Često je hotel Galleria pravi izbor za organizaciju poslovnih svečanosti i proslava jer u svojim kapacitetima ima i Balsku salu sa 400 mesta. Balska sala je jedna od najlepših i najvećih sala ove vrste u Vojvodini. Pored Balske sale, Restoran Panorama je takođe na raspolaganju gostima za manje skupove do 200 osoba. Ono što krase Restoran Panorama je pogled sa 5. sprata hotela koji predstavlja celu Suboticu iz posebnog ugla.

Najsavremeniji Wellness centar u Srbiji

Osetite mir i relaksirajte um i telo u jednom od najsavremenijih Wellness centara u regionu. Galleria Wellness centar se prostire na 1.600 kvadratnih metara, sa brojnim sadržajima i to ga čini najmodernijim Wellness centrom u Srbiji.

Ono što gostima Galleria Wellness centar može ponuditi su finske saune, turska kupatila, Kneipp vodena

terapija, slana soba, tepidariumi, relax zona, VIP wellness, hidromasažne kade, vrhunski program masaža i tretmana tela, kapsula zdravlja i još mnogo toga.

Galleria Wellness centar raspolaže sa dve potpuno nezavisne VIP wellness zone. VIP wellness je predviđen za 1 do 4 osobe i pruža intimnost gostima. Bilo da želite da provedete vreme samo sa Vama dragom osobom, Vašom porodicom ili sa užim krugom ljudi, u VIP wellness-u su Vam na raspolaganju finska sauna, tursko kupatilo, hladan tuš, tepidariumi, kneipp kadice kao i tuš kabina sa odvojenim toaletom. S obzirom da kongresni hotel Galleria raspolaže sa prostorijama koje mogu da se adaptiraju za najzathevnije team building aktivnosti, Galleria Wellness centar je tu da upotpuni timska putovanja.

www.galleria-center.com/wellness
Hotel Galleria**, Subotica, Srbija**
Tel: +381 24 647111
www.galleria-center.com
facebook.com/hotel.galleria

Prilikom studijskog putovanja u organizaciji Turističke organizacije grada Subotice i pod pokroviteljstvom hotela Galleria, predstavnici profesionalnih agencija i media su imali prilike da se upoznaju sa sadržajima hotela i uživaju u Galleria Wellness centru.



Gosti koji su imali prilike da posete Hotel Galleria**** kažu:

„Dopada mi se arhitektura hotela i smatram da je jedinstven u ovom delu zemlje. Naročito mi se sviđa atrijum hotela kao i restoran na 6. spratu sa pogledom na grad. Osoblje je veoma ljubazno kako u samom hotelu tako i u wellness centru koji je i premašio moja očekivanja zbog sadržaja koje pruža. Preporučio bih svima da obavezno posete hotel Galleria, jer pored poslovnih okupljanja zbog izuzetnih kongresnih kapaciteta pruža mogućnost za ugodan wellness vikend sa voljenom osobom.“

Dejan Kosanović, Mediabrands.



„Od svih kongresnih hotela bih sa zadovoljstvom izdvojila Hotel Galleriu 4 u Subotici, sa kojim sarađujem od otvaranja, koji ima sve predispozicije i uslove za uspešno održavanje bilo kog većeg skupa, a takođe i manjeg. Za mene je to najbolji objekat – kongresni hotel u regionu, koji ima harizmu, a to je jedinstvo glamura i stila, uspešan spoj prošlosti i sadašnjosti, veliki broj sala većih i manjih različitih struktura, koje su maksimalno tehnički opremljene, profesionalnost i ljubaznost kolega, maksimalno razumevanje sa gostima, čiji zahtevi se uvek uvažavaju...“*

Svetlana Jočić, Celebrina Travel.

www.galleria-center.com/reference

Congress Hotel Galleria****

THE MOST MODERN WELLNESS CENTER IN SERBIA

The business policy of Hotel Galleria**** is based on the best price-quality ratio and the ability to adjust to every client request; all this together with the most modern Wellness center in Serbia.

Congress Hotel Galleria is located in the very center of Subotica, the northernmost city in Serbia, in the immediate vicinity of Lake Palić, which makes it the perfect venue for private visits and for the organization of large business meetings. In addition to this, the hotel is only two hours' drive from European metropolises and from the airports in Belgrade and Budapest.

Accommodation in Hotel Galleria is conceived in a way to provide a total of 90 accommodation units, of which 78 are double rooms, 10 suites, of which 7 are classic and 3 are deluxe apartments (presidential, royal, and bridal), and 2 rooms adjusted to the needs of disabled persons. One of the unique qualities of Hotel Galleria is the beauty of the central atrium connecting the business, shopping and hotel part of this venue into a comprehensive whole.



With an area of 1,300 sqm and a height of 25 m, it is intended for open-style events and as such is an ideal and unique place in Subotica for the organization of the most exclusive events and meetings.

The areas of Hotel Galleria's congress halls range from 60 sqm to 570 sqm, and all 7 halls are fully air-conditioned and provided with high-tech equipment. Congress Hotel Galleria also incorporates several other facilities.



Hotel Galleria is a favorite venue for the organization of formal business events and celebrations because it also provides a ballroom that can accommodate approximately 400 people. This ballroom is among the most spacious and beautiful in Vojvodina. Besides the Ballroom, a choice venue for events of up to 200 participants is Restaurant Panorama offering an exceptional panoramic view of Subotica from the hotel's fifth floor.

The Most Modern Wellness in Serbia

Experience the tranquility and find peace of mind and body in the most modern Wellness center in the region. Galleria Wellness Center occupies an area of 1,600 sqm, with numerous amenities, which makes it the most modern Wellness center in Serbia. Galleria Wellness Center offers its guests Finnish saunas, Turkish baths, Kneipp water therapy, the salt room, a tepidarium, a relaxation zone, a VIP wellness area, jetted tubs - hydro massage, excellent massage and body tre-



atment programs, the health capsule, and many other facilities. Galleria Wellness Center has two completely separated VIP wellness areas. The VIP wellness area is scheduled for 1 to 4 people and offers the intimacy of the guests. Whether you want just to spend time with your loved ones, your family or with a narrow circle of people, in the VIP wellness are available Finnish sauna, Turkish bath, cold shower, tepidarium, Kneipp bath and

shower with separate toilet. Since congress Hotel Galleria has facilities which can be adjusted to accommodate the most demanding team building activities, Galleria Wellness Center is there to make any team trip an all-round enjoyable experience.

www.galleria-center.com/wellness
Hotel Galleria**, Subotica, Serbia**
Phone: +381 24 647111
www.galleria-center.com
facebook.com/hotel.galleria

On their study trips organized by the Tourist Organization of Subotica, under the hospitality of Hotel Galleria, representatives of professional agencies and the media had the opportunity of getting acquainted with the hotel and enjoying the benefits of Galleria Wellness Center.



The guests' impressions of Hotel Galleria**** are:

"I like the hotel's architecture and I think it's unique in this part of the country. I especially like the atrium of the hotel and the restaurant on the 6th floor with a view of the city. The staff is very polite, both in the hotel and in the wellness center, and whose facilities far exceeded my expectations. I would certainly recommend Hotel Galleria because in addition to exceptional congress facilities it also offers possibilities for a pleasant wellness weekend with a special person."

Dejan Kosanović, Mediabrands.



"I would definitely set Hotel Galleria 4 in Subotica apart from other congress hotels. This is a hotel I have worked with since its opening and one that fulfills every requirement for the successful organization of meetings of any size. As far as I am concerned, this is the best congress hotel in the region, one with a unique charm that comes from harmony of glamour and style, a successful combination of the past and the present, a selection of different sized meeting halls, all providing full technical equipment, professional service, and a highly cooperative staff, ready to fulfill every guest requirement..."*

Svetlana Jočić, Celebrina Travel.

www.galleria-center.com/reference

Elitte Palić

DUGOGODIŠNJA TRADICIJA U GOSTOPRIMSTVU

Elitte Palić je mesto za odmor koje se razlikuje. Hoteli Park i Jezero, kao i restorani Mala gostiona i Riblja Čarda pružaju ugođaj kao iz nekog drugog vremena. Svega pedeset metara od obale Paličkog jezera, okruženi stogodišnjom park šumom, nalaze se hoteli Park i Jezero. Ovi hoteli sa četiri zvezdice, zaštićeni su kao arhitektonsko nasleđe Palića. Lokacija i šarm ovih hotela čine ih vanvremenskom oazom mira i uživanja.



Hotel Jezero

ozvučenjem, projektorima i opremom za simultano prevođenje.

Od skoro je na raspolaganju i dvorana „Velike terase“ sa oko 400 mesta.

Mala gostiona od 1852. godine radi na istom mestu, pod istom imenom, bez prestanka. U današnjem izdanju promovisana je decembra 2004. godine, a čine je VIP sala sa 50, sala sa 200, terasa sa 400 i terasa „Panorama“ sa 80 mesta.

Celom dužinom otvorenog pogleda na jezero, Mala Gostiona sa ponosom nosi titulu kulinskog centra Palića.



Vermes

dvokrevetnih soba i 9 soba sa francuskim ležajem, salu „Tri šešira“ sa 15 mesta i mini bar.

Hoteli karakteriše udobnost, potpun komfor i prijatan ugođaj.

Kongresni centar

Kongresni centar Elitte Palića čine sala „Paligo Palus“ sa 120 mesta, sala „Vermes“ sa 110 mesta, sala „Kosta Medaković“ sa 30 mesta i Lovčki salon sa 15 mesta. Sve sale su klimatizovane, opremljene sa bežičnim internetom,

Riblja čarda je građena u periodu 1890.-1891. godine, kao riblji restoran radi od 1947. godine a najnovija adaptacija je završena 2007. godine. Nalazi se na obali jezera Palić i pored izuzetne kuhinje na čijem su meniju jela od slatkovodne i morske ribe i plodova mora, restoran u svojoj svakodnevnoj ponudi nudi vina iz čuvenih vinogorja.

Restoran radi tokom cele godine a tokom zime, deo terase je pretvoren u prelepu zimsku terasu.

Hotel Park građen je u periodu 1857.-1860. godine, temeljno adaptiran 1984. godine, a modernizovan 2002.-2004. godine. Smeštaj u hotelu čine 2 jednokrevetne, 17 dvokrevetnih, 7 soba sa francuskim ležajem i 9 apartmana, a u svakoj sobi se nalaze mini bar, letnja terasa, sef, Wi-Fi, TV i telefon.

Pored standardne ponude Hotel Park ima u svom sastavu i Spa centar koji nudi masaže, saune, hidro masaže, dok se fitness centar nalazi 50 m dalje, u Hotelu Jezero.

Hotel Jezero građen je u periodu 1909.-1910. godine, a modernizovan je 2005.-2006. godine. Posедуje 19



Mala gostiona

Elitte Palić

THE LONG-STANDING TRADITION OF HOSPITALITY

Elitte Palić is the place for rest which differs. Hotels Park and Jezero, as well as restaurants Mala Gostiona and Riblja Čarda, provides atmosphere like from another time. Only fifty meters from the Palić Lake, surrounded by century-old forest park, there are hotels Park and Jezero. These four star hotels, are protected as an architectural heritage of Palić. Location and charm of these hotels makes them timeless oasis of peace and joy.

Hotel Park was built in 1857-1860, renovated in 1984, and modernized in 2002-2004 once again. Accommodation in hotel consists of 2 single rooms, 17 double rooms, 7 twin rooms and 9 apartment, with mini bar, open terrace, safe deposit box, Wi-Fi, TV and phone in each room. Apart from standard facilities, Park Hotel also includes Spa centre which offers massage, sauna, hydro massage bath, while a fitness centre is located 50m further in Jezero Hotel.

Hotel Jezero was built in 1909-1910 and adapted and modernized in 2005-2006. It has 19 double rooms and 9 twins room and hall called "Tri šešira" with 15 seats and mini bar. Hotels are cozy, very comfortable and pleasant to stay in.

Congress center

Congress center contains: hall "Paligo Palus" with 120 seats, hall "Vermeš" with 110 seats, hall "Kosta Medaković" with 30 seats and "Lovački salon" with 15 seats. All hall are air-conditioned, with Wi-Fi, with speakers, over head projectors and equipment for simulation translation. Another great offer is large hall "Velika Terasa" with 400 seats.

Mala Gostiona, since 1852 operates at the same place, under the same name. It was adapted and modernized in December 2004 and now has VIP hall with 50 seats, hall with 200 seats, terrace with 400 seats and terrace "Panorama" with 80 seats. Mala Gostiona proudly bears the title of the culinary center of Palić, with additional view of entire length of the lake.



Restaurant Riblja Čarda

Riblja Čarda was built in 1890-1891, and has been working as a fish restaurant since 1947. The latest adaption of the restaurant has been made in 2007.

It is situated on the bank of Lake Palić and apart from the outstanding cuisine with menus featuring dishes made with freshwater fish and sea food, the restaurant offers wines from the famous vineyards. The restaurant works throughout whole year and during the winter, a part of the terrace is turned into a beautiful winter garden.



Hotel Park



Paligo Palus hall

Etno turistički kompleks „Jelen salaš“

ETNO KOMPLEKS KOJI BUDI SVA ČULA

Na samo kilometar od Paličkog jezera, okružen šumom i ravnicom, nalazi se turistički kompleks „Jelen salaš“ koji se prostire na površini od 8.000 kvadratnih metara, a čini ga 8 zasebnih objekata.

U autentičnoj etno atmosferi i mirisu domaćinskog ognjišta, gosti mogu spoznati duh minulih dana. Restoran domaće i internacionalne kuhinje nudi širok izbor jela, kao i bogatu vinsku kartu.

Kao poseban doživljaj izdvaja se **mini restoran – ognjište** koje budi uspomene na vreme kada se jelo pripremalo na tradicionalan način. Restoran raspolaže sa salom od 200 mesta i dve terase, i pogodan je za organizovanje proslava i poslovnih ručkova.

Apartmani u etno stilu, opremljeni nameštajem ručne izrade, poseduju mini-bar, klimu, CATV i telefon. Osim apartmana, salaš raspolaže sa



dvokrevetnim, trokrevetnim i četvorokrevetnim sobama. Sobe su takođe opremljene mini barom, klimom, telefonom i CATV.

U sklopu objekta nalazi se opremljena konferencijska sala kapaciteta do

60 mesta. Za goste obezbeđen je i veliki parking za automobile, kao i autobuse.

Etno turistički kompleks „Jelen salaš“ je idealan za posete turističkog, kao i posete poslovnog tipa.



Ethno tourist resort "Jelen salaš"

UNIQUE ETHNO VENUE TO EVOKE ALL SENSES

Only one kilometer from lake of Palić, surrounded by forests and plains, is a tourist resort "Jelen salaš", which covers an area of 8,000 sq. meters, and consists of 8 separate buildings.

In authentic ethno atmosphere and with a smell of the host hearths, guests can get to know the spirit of bygone days.

Restaurant, local and international cuisine offers a wide selection of dishes and an extensive wine list.

Special venue like a **mini-restaurant with fireplace**, evokes memories of the times when the food was prepared in the traditional way.

Restaurant has a hall with 200 seats and two balconies, suitable for celebrations and business lunches.

Apartments, equipped with handmade furniture, have a mini-bar, air conditioning, telephone and CATV.

Besides the apartments, resort has a double, triple and quadruple rooms, which are also equipped with the



same. As part of the resort, "Jelen salaš" has conference room for 60 people. Also, large parking lot for car and busses is provided for all guests.



Ethno tourist resort "Jelen salaš" is ideal for leisure as well as business visitors.



Globalni događaj u turizmu

WORLD TRAVEL MARKET LONDON 2012

World Travel Market London 2012 biće održan od 5. do 8. novembra 2012. godine, u kongresnom centru ExCel u Londonu, u Velikoj Britaniji. World Travel Market, vodeći globalni događaj u turizmu, predstavlja intenzivan četvorodnevni B2B događaj na kojem će biti predstavljene mnogobrojne destinacije i industrijski sektori u Velikoj Britaniji, kao i internacionalni stručnjaci iz turizma. To je jedinstvena prilika za predstavnike turističkih putovanja da se sretnu, povežu, pregovaraju i dogovaraju posao pod jednim krovom.



Fiona Džefri

U iščekivanju sajma WTM London 2012 imali smo čast da razgovaramo sa **predsednicom WTM-a, Fionom Džefri OBE**. Fiona Džefri imenovana je za Oficira Reda Britanskog carstva (OBE) na Novogodišnjem počasnom spisku Kraljice Elizabete II, za zasluge u industriji turizma i putovanja tokom dvadesetšestogodišnjeg rada u WTM-u.

1. World Travel Market već godinama je vodeći međunarodni skup u oblasti turizma. Šta očekujete od ovogodišnjeg sajma? Šta će biti njegove ključne teme?

World Travel Market, najznačajniji sajam u oblasti turizma, okupiće skoro 5.000 izlagača i preko 47.000 predstavnika ovog privrednog sektora iz celog sveta na četvorodnevnom događaju koji će poslužiti kao osnov za nova poslovna ulaganja u vrednosti od 1.653 miliona funti.

Program seminara i pratećih sadržaja na WTM 2012 biće bogatiji nego ikad. Ključne teme uključuju „Turizam i Olimpijske igre 2012 – Pregled“, kao pokušaj da se nađu odgovori na pitanja koja su nastala u vezi sa uticajem Olimpijskih igara na turizam ovog leta, ne samo u Londonu već u

celoj Velikoj Britaniji. Na forumima sa temama kao što su WTM Forum o procenama budućih trendova i WTM Izveštaj o globalnim trendovima biće predstavljeni tekući trendovi i najvažniji faktori koji utiču na našu delatnost. WTM će imati novi koncept za 2012. godinu, pri čemu će po prvi put biti predstavljena Indija kao zemlja partner, sa naglaskom na njen rastući značaj u industriji turizma i putovanja.

2. Ko su najčešći posetioци WTM i koje su osnovne prednosti ovog sajma, s obzirom na stalno rastući broj učesnika?

Svake godine svedoci smo prisustva određenog broja kupaca Meridijan Kluba, posetilaca iz privrednog sektora, predstavnika međunarodnih medija, izlagača, studenata i ministara iz celog sveta koji dolaze da prisustvuju ovom četvorodnevnom događaju.

Učestvovanjem na WTM, posetioци stiču neposrednu konkurentsku prednost u svom poslovanju i saznaju informacije o najnovijim zbivanjima u svetu turizma. Sa ukupnim brojem

od 47.776 posetilaca u 2011. godini, WTM 2012 je sajam koji nikako ne treba propustiti.

3. Kakve se mogućnosti pružaju izlagačima? Ima li nečeg novog ove godine?

World Travel Market nudi jedinstvenu platformu na kojoj izlagači mogu predstaviti svoju ponudu proizvoda i usluga posetiocima od preko 47.000 međunarodnih profesionalaca iz ove oblasti koji dolaze u potrazi za poslovnim mogućnostima. Ni jedan drugi skup iz oblasti turizma izlagačima ne nudi tako personalizovane savete, usluge i podršku za razvoj kompletne marketinške strategije pre, za vreme i posle sajma. Prošle, 2011. godine, WTM brend je ostvario komunikaciju sa publikom koja broji

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Nakon WTM 2011 ostvareni su poslovi u oblasti turizma u vrednosti od ukupno 1.653 miliona funti. Ove godine očekujemo da će vrednost poslova ostvarenih na WTM 2012 i tokom godine koja prethodi WTM 2013 prevazići 2 miliona funti.

statističkim podacima iz oblasti svet-skog, regionalnog i lokalnog turističkog sektora.

5. Kakvo je učešće jugoistočne Evrope na sajmu, u smislu broja izlagača i zainteresovanosti posetilaca za ovaj region?



be odnosno kupce na dan otvaranja WTM-a, a kojem se može prisustvovati samo sa pozivnicom. Izlagači takođe mogu, uz pomoć WTM opcije My connections (Moje veze) zakazati sastanke sa kupcima koji su se registrovali pre početka WTM-a.

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4. WTM prevazilazi okvire Londona organizovanjem WTM Vision konferencija. Možete li nam reći nešto više o ovim konferencijama?

Od 2009. godine kada su započete, značaj WTM Vision konferencija sve je veći. Naredne, 2010. godine, prvobitnoj seriji dodate su i konferencije u Milanu i Dubaiju, a zatim se nastavilo sa širenjem na nova tržišta sa konferencijama u Moskvi, Mumbaju i Šangaju. U 2013. godini želimo da ovu seriju konferencija proširimo još više. Osnovna svrha WTM Vision konferencija jeste da se vodećim ljudima iz industrije stave na raspolaganje najnovija istraživanja, informacije i mišljenja koja će im pomoći u vođenju njihovih poslova.

Svi skupovi će uključivati ekskluzivna istraživanja obavljena od strane Euronmonitor International, što znači da će učesnici biti upoznati sa najnovijim i najaktuelnijim informacijama i

World Travel Market, vodeći globalni sajam turizma, s ponosom može da najavi ukupno 157 novih izlagača na sajmu WTM 2012.

Evropa je u vođstvu po broju novih izlagača sa 41 izlagačem koji će debitovati kao nosioci glavnog štanda.

Ovde su uključene turističke organizacije i biro od San Marina preko Lila do Belorusije, kao i Ministarstvo za ekonomski razvoj Republike Komi i severnozpadnoj Rusiji.



Hotelijeri koji prvi put nastupaju su Palladium Hotel Group iz Španije i Steingenberger Hoteli iz Nemačke.

Naišli smo na veliki odaziv izlagača iz jugoistočne Evrope zainteresovanih za WTM 2012, tako da su sve regije jugoistočne Evrope zastupljene na izložbenom prostoru, kroz učešće bilo nacionalnih turističkih organizacija ili turoperatera specijalizovanih za ovu regiju.

S. G.

preko 20 miliona ljudi širom sveta. Naš spektar usluga pomaže izlagačima da osmisle strategiju za skup kojom će privući odgovarajuću poslovnu i medijsku pažnju i koja će im doneti značajan povraćaj njihovih ulaganja. Izlagači koji žele da na najbolji način iskoriste svoje prisustvo na WTM-u trebali bi da naprave detaljan onlajn profil kako bi iskoristili 700.000 pristupa našem veb-sajtu. WTM-ova usluga pod nazivom My invitations (Moje pozivnice) omogućava izlagačima da pozovu glavne klijente i kontakt oso-

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Global event for the travel industry

WORLD TRAVEL MARKET LONDON 2012

World Travel Market London 2012 will be held from 5th to 8th November 2012, in congress center ExCel in London, United Kingdom. World Travel Market, the leading global event for the travel industry - is a vibrant must attend four-day business-to-business event presenting a diverse range of destinations and industry sectors to UK and International travel professionals. It is a unique opportunity for the whole global travel trade to meet, network, negotiate and conduct business under one roof.



Fiona Jeffery

In anticipation of WTM London 2012, we had the honor to speak with **WTM chairman, Fiona Jeffery OBE.**

Fiona Jeffery has been appointed an Officer of the Order of the British Empire (OBE) in Queen Elizabeth's II New Year's Honors list, for her services to the travel and tourism industry during her 26 years at WTM.

1. World Travel Market London is the leading global event for the travel industry for years. What are your expectations for this year's show? What are expected highlights?

World Travel Market, the leading event for the travel industry will bring together almost 5,000 exhibitors and more than 47,000 global travel professionals in a four day event that will facilitate more than £1,653m of new business orders.

The seminar and events programme at WTM 2012 will be stronger than ever. Highlights include "Tourism and the Olympic Games 2012 – A Review", which will attempt to answer many of the questions raised about the Games impact on this summer's tourism, not only in London but across the UK. Sessions such as the WTM Forecast Forum and the WTM Global Trends Report will present emerging trends and highlight issues impacting the industry.

WTM will have a brand new layout for 2012, with India as a dedicated region for the first time, highlighting its growing importance within the travel and tourism industry.

2. Who are the majority of visitors to WTM and what are the key advantages to bring them each year in an increasing number?

Every year we see a number of Meridian Club buyers, trade visitors, international press, exhibitors, students and ministers from around the world attend the four day business to business event.

By attending WTM, participants gain immediate competitive advantage for their business and stay abreast with the latest developments in the travel industry. With a total attendance in 2011 of 47,776 WTM 2012 is not to be missed.

3. What are the main opportunities for exhibitors? Is there something new for this year?

World Travel Market offers a unique platform on which exhibitors can bring their product and service offerings to an audience of over 47,000 global

trade professionals looking to conduct business. No other travel trade event offers exhibitors such tailored advice, services and support in developing a comprehensive marketing strategy before, during and after the exhibition. In 2011, the WTM brand engaged with an audience of more than 20 million people globally, our range of services helps exhibitors plan an event strategy that attracts the right business and media coverage, and represents a significant return on investment. Exhibitors looking to make the most of their presence at WTM

WTM will have a brand new layout for 2012, with India as a dedicated region for the first time, highlighting its growing importance within the travel and tourism industry.

would be advised to create a detailed online profile to take advantage of the almost 700,000 visits to our website. The WTM My Invitations service allows exhibitors to invite key clients and buyer contacts to the invitation-only opening day of WTM. Exhibitors can also schedule appointments with





Europe leads the way in new exhibitors with a massive 41 exhibitors making their début as Main Stand Holders. They include tourism boards and offices from as far apart as San Marino, Lille and Belarus – as well as the Economic Development Ministry of the Republic of Komi, in North Western Russia. Hoteliers taking their first exhibition stands include Palladium Hotel Group of Spain, and Germany's Steigenberger Hotels.

£1,653m in travel industry deals were generated during and after WTM 2011, this year we anticipate more than £2 m in business deals to be generated at WTM 2012 and in the year before WTM 2013.

World Travel Market, the leading global event for the travel industry, is proud to announce a total of 157 new exhibitors at the event for WTM 2012. Europe leads the way in new exhibitors with a massive 41 exhibitors making their début as Main Stand Holders.

objective is to provide the industry's senior leaders with the most up-to-date research, information and opinion to help them run their businesses. All events will include exclusive research from Euromonitor International, giving delegates the latest and most current information and statistics from the worldwide, regional and local travel and tourism industry.

We have had a great response from SEE exhibitors to WTM 2012 with all regions in SEE represented on the exhibition floor either in the form of the national tourist boards or tour operators specializing in products from these regions.

S. G.

pre-registered buyers ahead of WTM using the WTM My Connections Tool. £1,653m in travel industry deals were generated during and after WTM 2011, this year we anticipate more than £2 m in business deals to be generated at WTM 2012 and in the year before WTM 2013.

5. How involved is SEE region in exhibition, regarding number of exhibitor and visitor's interest for it?

World Travel Market, the leading global event for the travel industry, is proud to announce a total of 157 new exhibitors at the event for WTM 2012.



4. WTM goes beyond London by organizing WTM Vision Conferences. Could you tell us more about these conferences?

The WTM Vision Conference series has gone from strength to strength since its launch in 2009. In 2010, Milan and Dubai were added to the series before expansion in the emerging markets with events in Moscow, Mumbai and Shanghai. 2013 we look to expand the series even further. The WTM Vision Conferences main



Deveta umetnost

STRIP – JEDINSTVENA VRSTA ZABAVE

Alan Ford, Asteriks, Hogar Strašni, Miki Maus, Modesti Blejz, Snupi, Spajdermen, Supermen, Štrumfovi, Talični Tom, Fleš Gordon, Fantom, Betmen i mnogi drugi poznati nazivi. Kada smo bili deca, a neko i dan danas, ima svoj omiljeni strip koji uzbuđeno čita i prati sve brojeve. Stripovi predstavljaju formu crteža u kombinaciji sa kratkim tekstom. Tekst koji prati crtež označava dijalog ili kratak opis situacije koja je prikazana. Iako je u početku postojao kao dodatni deo u novinama, strip je ubrzo postao nezavisni medij. Naziv strip potiče od američkog naziva Comic Strip ili Comic Book, čiji prevod doslovno znači komična traka, odnosno komična knjiga.

Daleka istorija stripa

Razvoj stripa, kakvog poznajemo, počeo je u isto vreme kada i film i animacija, tačnije krajem XIX i početkom XX veka. Iako se strip kakvog danas poznajemo prvi put pojavio u novinama i magazinima sa početka 1890-ih, narativna ilustracija je postojala i vekovima pre.

Začetkom stripa se smatra još **Trajanov stub** u koji su uklesane slike, koje gledane jedna za drugom čine priču. Ovakve priče postoje i kod starih Grka, u egipatskim hijeroglifima i na tapiserijama. Izumom mašine za štampanje, stvorena je mogućnost širenja i dolaska u dodir knjiga sa sve većim brojem ljudi. U početku, štampane su



knjige sa biblijskom tematikom, a kasnije, u XVII i XVIII veku su počele da se štampaju razne satire i karikature, da bi kasnije u novinama izašli prvi kratki stripovi, koji su se uglavnom bavili socijalnom tematikom.

Prvi crtač stripa

Švajcarski umetnik iz XIX veka, **Rodolf Tofer** bio je jedna od ključnih ličnosti za razvoj stripa. Tofer je crtao priče u kojima nije bilo „balončića“ sa tekstom, nego je tekst stavljao na dno „sličice“. Njegove priče su bile

štampane širom Evrope i Amerike, i usled nepostojanja zakona protiv piračarije, nastale su mnoge piratske i lažne edicije, koje je narod smatrao za Topferove originale, a koji su bili veoma cenjeni i skupi.

Oblačić sa tekstom je imao svoj razvojni put. Od samo male aplikacije u uglovima crteža, preko trake koja je stajala u gornjem ili donjem delu crteža i objašnjavala radnju bolje od oblačića sa dijalogom likova.



Tokom 20-ih i 30-ih godina XX veka strip je doživeo svoj „bum“. Izdavači su uvideli da su mlađe generacije izuzetne mušterije, i njima su prilagodili teme. U Engleskoj je nastao „The Dandy“ i „The Beano“, a u Belgiji čuveni „Tintin“. Međutim pravi „bum“ se desio u SAD-u kada je u junu 1938. godine izašao prvi broj akcionog stripa sa Supermenom na naslovnoj strani. Tokom 50-ih i 60-ih godina u SAD-u je nastao niz stripova i superheroja koji su danas poznati po celom svetu.

Prve strip knjige

U različitim delovima planete razvili su se drugačiji stilovi crtanja. Najkarakterističniji, po stilu crtanja



su **japanski stripovi** koji se nazivaju **manga** i iz kojih se razvila i čitava jedna moderna japanska kultura. Manga stripovi su specifični svojim izgledom i pričom. U njima se uvek radi o fantaziji u nekim slučajevima za odrasle, u drugim za decu. Japanska manga se izdaje kao knjiga velikog formata od nekoliko stotina stranica, gotovo uvek počiva na nekoj mitskoj priči ili nekoj narodnoj priči, a tako razvijena i filmovana priča zove se **anima**. U Kini su u XX veku prvi stripovi bili izdavani u knjižicama veličine dlana. U Velikoj Britaniji strip je prepoznat kao komična priča za decu, dok se u Americi otišlo najdalje pa su teme za strip bile akcije, avanture, misterije i humor u širem smislu.

Prvi nacrtani superheroji

1938. godine objavljen je prvi akcioni strip - **Supermen** kao naslovni motiv. Supermen ubrzo postaje superheroj, a priča o njemu vrlo prepoznatljiv i

opšteprihvaćen žanr. Prvi ga je nacrtao Džo Šuster, a doradio ga je Džeri Sigl.

1962. godine je Piter Parker, srednjoškolar štreber, nakon ujeda radioaktivnog pauka počeo da se penje po zidovima solitera i postao **Spajdermen**, a prvo ga kreira Stiv Ditko.

Alan Mur je jedan od najpoznatijih crtača stripova. Crtao je ceo serijal Watchmen-a, V for Vendetta i From

Hell kao i Betmena (The Killing Joke) i Supermena (Whatever Happend to the Man of Tomorrow).

Frenk Miler je najpoznatiji po svojoj „tamnoj strani“ on je crtao stripove kao što su Ronin, Dardevil (Born Again), Betmen (The Dark Knight Returns, Sin City i 300). Režiser Robert Rodriguez je kasnije po stripu Sin City napravio film.

Najskuplji strip na tržištu je „**Detective comics**“ broj 27 iz 1939. godine u kome se prvi put pojavljuje **Betmen**. Originalna cena stripa je bila 10 centi, a danas vredi oko 3,4 miliona dolara.

Tri svetska centra stripa

Današnji svet ima tri centra stripa, i to su: **Francuska/Belgija, Japan** i **SAD**. Svaki od tri svetska centra ima u potpunosti različite tradicije.

Francuska / Belgija oduvek neguje umetničku stranu stripa, a sa sponom stripa za odrasle 60-tih godina dvadesetog veka strip se počinje tretirati kao prava umetnost. Francuski



strip je obično u formatu albuma sa četrdesetak velikih stranica, na kvalitetnoj hartiji i sa tvrdim koricama. Autori stripa imaju mnogo viši status nego u Americi i Japanu i smatraju se umetnicima. Najslavniji autor je Belgijanac **Erž (Tintin)**.

Japan je najmlađi ali i najveći od tri centra. Japanski stripovi, *manga*, čine 40% ukupnog štampanog materijala u Japanu. Svaki mesec izlazi oko 350 strip-magazina i 500 stripova. Izdaju se u sveskama od dvestotinak stranica (*tankobon*), a nije neobično da serija dosegne i 10.000 stranica. Zato se u japanskim stripovima najviše pazi na radnju, dok je crtež sporedan. Poseban fenomen je *dožinši*, ogromno tržište amaterskih stripova. Najslavniji autor je **Osamu Tezuka** (Astro Boj, Blekdžek).

U **Sjedinjenim Američkim Državama** masovna potrošnja stripova nastala je tek pojavom *superheroja*, koji i danas



Žanrovi stripa:
naučna fantastika, superheroji,
vestern, komični, pustolovni



čini osnovu američke industrije stripa. Postoji oštra razlika između **comics stripova**, koji se prodaju u formi sveščica od dvadesetak stranica i smatraju se razbibrigom i **graphic novels** - crtanih romana, koji su u obliku albuma sa tankim koricama i umetničkim pretenzijama. Najslavniji autor je **Frenk Miler** (Povratak Crnog Viteza).

Italijanski strip

Italijanski strip predstavlja jednu vrstu alternativnog koncepta stripa u odnosu na popularnija dela američke, francusko-belgijske i japanske scene. Italija, zemlja sa jako bogatom tradicijom, kada je strip u pitanju, a naroči-

to se zapaža popularnost stripa u periodu posle II svetskog rata. Glavne odlike italijanskog stripa su cinični, politički osvešćen i drugačiji pogled na strip, pa i svet uopšte.

Što se samog izgleda tiče, strip je crno-belog prikaza i odlikuje ga realistični crtež, sa izuzetkom Alana Forda koji je bliže karikaturi nego realizmu, i Korto Maltezea koji je u boji pa ga često svrstavaju u francuski strip.

Oni koji čitaju stripove složice se da je strip jedinstvena vrsta umetnosti koja može odlično da vas zabavi i uvuče u neke magične svetove.

A oni koji do sada nisu imali prilike da se susretnu sa ovim oblikom umetnosti, uvek mogu da se sa nekim strip junakom upuste u novu pustolovinu.

M. J.

Najpoznatiji italijanski stripovi:
Alan Ford, Korto Malteze, Dilan Dog, Zagor



The Ninth Art

COMICS – A UNIQUE FORM OF ENTERTAINMENT

Alan Ford, Asterix, Hagar the Horrible, Mickey Mouse, Modesty Blaze, Snoopy, Spider-Man, Superman, the Smurfs, Lucky Luke, Flash Gordon, Phantom, Batman and many other familiar characters. As children we had, and some of us still have, a favorite comic that we read and whose every edition we awaited with excitement. Comics are drawings combined with short text. The text accompanying the drawing represents a dialogue or a short description of the situation. Although initially only a side addition to the regular newspaper content, comics soon evolved into an independent medium. The term “Comics” stems from the American “Comic Strip” or “Comic Book”.

The Distant History of Comics

Comics as we know them originated at the same time as film and animation, at the close of the 19th and beginning of the 20th centuries. Although comics in their present-day form first appeared in newspapers and magazines in the early 1890s, narrative illustration had existed for centuries before that. **Trajan’s Column** with its engraved images which tell a story if viewed in sequence, is considered to be a precursor of the comic strip. Such examples can also be found among the ancient Greeks, in Egyptian hieroglyphics and tapestries.

With the discovery of the printing press, books could be distributed to a growing number of people. Initially, only books with a Biblical content were printed.

Later, in the 17th and 18th centuries came out books of satire and caricatures, followed by the publication, in newspapers, of the first short comic strips, usually dealing with social themes.



The First Comic Strip Artists

The Swiss 19th century artist, **Rodolphe Töpffer**, was a key figure in the development of the comic strip.

Töpffer’s drawn stories had no “text balloons”; instead the text was placed at the bottom of the drawing.

His stories were widely printed in Europe and America and, since there were no intellectual property laws to prevent it, many false editions ap-

The text balloon evolved separately. From a tiny addition in the corners of drawings, over a strip placed in the upper or lower part of the drawing and explaining in greater detail the situation depicted, and arriving at the balloon with the characters’ dialogue.

peared which readers considered to be originals and which were both valued and expensive.



Over the 1920s and 1930s, a comic strip boom occurred. Publishers realized that younger generations presented an important customer target group and adjusted the comics’ topics to their interests.

“The Dandy” and “The Beano” emerged in Britain, and the famous “Tintin” in Belgium.

However, the real boom came in the US in June 1938 with the publication, of the first action comic book featuring Superman on its cover.

In the 1950s and 1960s, a series of now famous comic strips and comic strip heroes appeared in the U.S.



The First Comic Books

Different styles of drawing developed in various countries around the world. The most characteristic, according to the style of drawing, are the **Japanese comics** called **manga**, from which an entire modern Japanese culture evolved. Manga comics were characteristic in their appearance and the stories they told. They always deal with fantasy, sometimes for adults, other times for children. Japanese manga are published in large book format with several hundred pages, almost invariably based on a mythic story or folk tale, which thus developed and filmed are called **anima**. In the 20th century in China the first comic strips were published in the form of palm-sized booklets. In Great Britain, comics were considered to be humorous stories for children, while things were taken a step further in America, where comic the-

mes included action and adventure stories, mystery, and humor in the broadest sense.

The First Comic Strip Superheroes

The first action comic strip was published in 1938 – featuring **Superman**. Superman soon became a superhero

and the story about him acquired the traits of the now familiar and accepted genre. Superman was first drawn by Joe Shuster and developed by Jerry Siegel.

In 1962, Peter Parker, a high school nerd gets bitten by a radioactive spider and starts climbing skyscraper walls, becoming **Spider-Man**, created by Steve Ditko.

Alan Moore is one of the best known comic strip artists. He drew the entire Watchman serial, V for Vendetta, From Hell, Batman (The Killing Joke) and Superman (Whatever Happened to the Man of Tomorrow).

Frank Miller is best known for his “dark side”. He drew comic strips such as Ronin, Daredevil (Born Again), Batman (The Dark Knight Returns, Sin City, and 300). The film director Robert Rodriguez later made a movie on the basis of the Sin City comic.

The most expensive comic strip on the market is “Detective Comics” No. 27 from 1939, featuring Batman for the first time. The original price of the comic was 10 cents, while today it is estimated at 3.4 million dollars.

Three World Comic Centers

There are three comic centers in the world today, in **France/Belgium, Japan**, and the **U.S.** Each of these centers has an entirely different comic strip tradition.



France/Belgium has always nurtured the artistic side of the comic and, with the rise of the adult comic strips during the 1960s, the comic strip acquired the status of true art.

The French comic strip usually takes the form of a hard cover 40-page, large album, printed on quality paper. Comic strip authors enjoy a more elevated status than in America or Japan and are considered to be artists. The most famous among them is the Belgian **Hergé (Tintin)**.

Japan is the youngest but also the greatest center of the three. Japanese comics, *manga*, account for 40% of all printed matter in Japan. Each month about 350 strip-magazines and 500 strips are published. They take the form of 200-page booklets (*tankobon*) and it is not unusual for a series to have up to 10,000 pages. In Japanese comics the greatest attention is paid to the plot, while



the drawings are of secondary significance. A special phenomenon is *dojinshi*, the enormous market of amateur comics. The best known comic strip author is **Osama Tezuka** (Astro Boy, Blackjack).

In the United States mass perusal of comics only began with the emergence of superheroes, which still form the foundations of the American comic book industry. There is a distinct difference between **comic strips**, sold in the form of 20-page booklets whose purpose is mainly entertainment and **graphic novels**, which take the form of albums

with thin covers and artistic aspirations. The most famous author is Frank Miller (Return of the Dark Knight).

Comic genres: science fiction, superheroes, western, comical, adventure

Italian Comics

Italian comics represent an alternative concept of comic strip compared to the more popular works of American, French/Belgian, or Japanese production. Italy has a tradition in the sphere of comic strips, and it showed a decided rise in comic strip popularity in the period following the Second World War. The main features of the Italian comics are cynicism, political awareness and a different outlook on comics and the world in general. As far as appearance goes, the comics are black and white and characterized by realistic drawings, with the exception of Alan Ford which is closer to caricature and Corto Maltese, which is in color and therefore often thought to be of French production.

The best known Italian comics: Alan Ford, Corto Maltese, Dylan Dog, Zagor

Those who read comics will agree that they are a unique form of art and excellent entertainment that can draw the reader into many mystic worlds. On the other hand, those who have never been in contact with this form of art can always embark on an adventure with one of the many comic book characters.

M. J.





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SECESIJA

Secesija je nova umetnost koja se na prekretnici XIX i XX veka pobunila protiv strogih kanona istoricizma i vladajućeg ukusa. Osnovne odlike secesijske arhitekture su razuzdane, nesputane forme pune zaobljenih linija, valovitih poteza i neobične kombinacije boja. U regionu, grad Subotica sa Palićem poseduje primere građevina sa odlikama secesije.

CEIR

Center for Exhibition Industry Research - Centar za istraživanja kongresne industrije ima ulogu u unapređenju rasta, svesti i vrednosti sajмова i ostalih direktnih marketinških događaja zahvaljujući izradi i isporuci istraživačkih alata zasnovanih na znanjima. Oni zainteresovanim organizacijama omogućavaju povećanje sposobnosti za ispunjenje postojećih i novih potreba klijenata, da poboljšaju poslovni učinak i ojačaju konkurentsku poziciju. www.ceir.org

KONGRESNI BIRO

Kongresni biro je turistička organizacija koja promovise grad, region ili zemlju u cilju povećanja broja posetilaca. On promovise razvoj destinacije, fokusirajući se na prodaju u kongresnom turizmu, marketing u turizmu i uslugama.

F2F („LICEM U LICE“)

Termin F2F (face-to-face) 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“ podrazumeva dvoje ljudi koji se nalaze zajedno na istom mestu.

QR KODOVI

QR kodovi (Quick Response Code) su jedni od najpopularnijih vidova dvodimenzionalnih barkodova. QR je skraćenica za brz odgovor. Kao što je njegov tvorac i planirao, kod omogućava da se njegov sadržaj dekodira veoma velikom brzinom. QR kodovi se u poslednje vreme koriste i u turizmu. QR kodovi mogu pomoći turistima da lako dobiju informacije o gradu, ili u slučaju nekih hotela čak i da rezervišu sobu.

POSTER PREZENTACIJA

Termin **poster prezentacija** se odnosi na prezentacije istraživanja, koje sadrže informacije prikupljene od strane pojedinca ili predstavnika istraživačkih timova na kongresu ili konferenciji sa akademskim ili profesionalnim fokusom. Rad ima recenzente. Poster prezentacije su posebno istaknute na naučnim konferencijama, kao što su medicinski kongresi.

ORGANIZATOR DOGAĐAJA

Organizator događaja je osoba koja je zadužena i po mogućstvu, specijalizovana za planiranje i organizaciju konvencija, kongresa, seminara i drugih poslovnih, kao i privatnih događaja.

ZAHTEV ZA PONUDU

Zahtev za ponudu predstavlja zahtev za pružanje usluga, koje određeni hotel ili agencija mogu obezbediti. Stavke zahteva se mogu odnositi na pružanje usluga smeštaja, organizovanje konferencija, seminara ili na pružanje nekih drugih vrsta usluga.

POJAM „CULTURE OF CARE“

Pojam „**Culture of Care**“ predstavlja filozofiju hotela, koja se odnosi na činjenicu da male stvari znače sve. Cilj ove filozofije je da se stvori istinsko zadovoljstvo gosta. Jedan od hotela koji primenjuje ovu filozofiju je Double Tree by Hilton™. www.doubletree3.hilton.com

ART NOUVEAU

Art Nouveau is a new art, which at a turning point of XIX and XX century rebelled against strict historicism and dominant canons. The main characteristics of Art Nouveau architecture are wild, uninhibited form of full rounded lines, undulating moves and unusual color combinations. In the region, the city of Subotica with Palić has buildings as an example of Art Nouveau.

CEIR

Center for Exhibition Industry Research serves to advance the growth, awareness and value of exhibitions and other face-to-face marketing events by producing and delivering knowledge-based research tools that enable stakeholder organizations to enhance their ability to meet current and emerging customer needs, improve their business performance and strengthen their competitive position. www.ceir.org

CONVENTION BUREAU

Convention bureau is an organization which promotes a town, city, region, or country in order to increase the number of visitors. It promotes the development and marketing of a destination, focusing on convention sales, tourism marketing and services.

F2F (FACE-TO-FACE)

The term F2F 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.

QR CODE

QR code is one of the most popular types of two-dimensional barcodes. QR is the abbreviation for Quick Response. As the creator intended, the code allows its contents to be decoded at very high speed. QR codes are used in the tourism, as well. QR codes can easily help tourists to get the information about the city, or in some cases even to book a room in a hotel.

POSTER SESSION

Poster session or **poster presentation** is the presentation of research information by an individual or representatives of research teams at a congress or conference with an academic or professional focus. The work is usually peer reviewed. Poster sessions are particularly prominent at scientific conferences such as medical congresses.

MEETING PLANNER

Meeting planner is a person in charge and, if possible, specialized in planning and organizing of conventions, conferences, seminars and other business and private events.

REQUEST FOR PROPOSAL (RFP)

The Request for Proposal (RFP) presents preliminary requirements for services, which can be provided by hotels and agencies. Some of requirements can be related to accommodation, conference, seminars or some other type of services.

CULTURE OF CARE

The term "Culture of Care" is a hotel philosophy, which refers to the fact that little things mean everything. Aim of this philosophy is to create a truly rewarding guest experience. One of the hotels which use this philosophy is Double Tree by Hilton™. www.doubletree3.hilton.com

KRSTARENJE DO „BELOG KONTINENTA“



Od novembra 2013. godine, kompanija Seabourn koja se bavi luksuznim krstarenjima pokreće novu ponudu koja se odnosi na plovidbu Antarktikom. Seabourn Quest, jedan od najnovijih brodova, počće seriju 21-dnevnih i 24-dnevnih krstarenja od Valparaisa, Čilea i Buenos Ariesa do Antarktika. Quest će krstariti čileanskom obalom i fjordovima i zaustaviti se na argentinskoj Ognjenoj zemlji, pre nego što pređe Južni okean ka Antarktiku, gde će putnici moći da provedu u plovidbi pet dana. Putnici koji se odluče na 24-dnevno putovanje, moći će da istraže i ostrvo Južna Džordžija, poznato po kraljevskim pingvinima. Brod će posećivati i Port Stenli na Foklandskim ostrvima, kao i Montevideo na svom putu ka Buenos Airesu.

PLIVANJE SA TIGROVIMA

Na Floridi, u privatnom zoo vrtu u Pasku možete plivati sa mladuncima tigrova. Za plivanje sa tigrovima u trajanju od 30 minuta potrebno je da izdvojite 200\$.

Iako su zaposleni u ovom zoo vrtu izjavili da je plivanje sa tigrovima relativno bezbedno, u bazenu pored Vas biće i najmanje jedan trener, koji će se pobrinuti da sve prođe u najboljem redu. Pored plivanja, tigrove ćete moći i da nahranite ali i da se mazite sa njima na travi. Prema zakonu Floride, velikim mačkama koje imaju težinu do 11 kg dozvoljeno je druženje i kontakt sa publikom, pa shodno tome samo mladunci mogu plivati sa posetiocima.



NOVA HOTELSKA PONUDA SOBA U FRANCUSKOJ



Za sve zaljubljenike u prirodu, u trendu je nova hotelska ponuda koja se odnosi na sobe smeštene visoko na drveću.

Ove neobične sobe možete naći u francuskoj oblasti Mezido – Kano, koja se nalazi na severozapadu zemlje. Da bi ste došli do ovog malo neobičnog „apartmana“ morate proći kroz hodnik koji je napravljen od užadi. Sobe su veoma jednostavne – sastoje se od jedne prostorije u kojoj su spavaća soba i kupatilo. Odsedanje u ovim sobama za neke turiste ima svoje čari, iako u njima nema ni struje, a ni tekuće vode.

NAJČUDNIJI NEBODER NA SVETU

Postoji velika verovatnoća da će se neboder koji nosi naziv „Kapija ka istoku“, čija je izgradnja u Kini ubrojati u najčudnije na svetu.

Razlog tome je oblik građevine koji većinu građana podseća na pantalone. Inače, ovaj neboder je investicija koja vredi 700 miliona dolara, i trebao je da predstavlja dramatičan i prepoznatljiv pogled na istok, koji bi zasenio i Trijumfalnu kapiju.

Ova arhitektonska građevina je delo jedne britanske arhitektonske firme, i trebalo bi da predstavlja i značaj Kine u savremenom svetu. Završetak radova očekuje se krajem 2012. godine.



KRITIKE HOTELA – ISTINA ILI LAŽ?



Kada čitate na internetu ocene nekog proizvoda ili usluge koju nameravate da kupite, ne možete biti sigurni da je zaista tako kako piše.

Pozitivne kritike mogu pisati zaposleni kako bi poboljšali posao, a negativne su u većini slučajeva delo konkurencije.

Shodno tome, naučnici sa Kornel univerziteta, podstaknuti sve većim brojem negativnih kritika upućenih na račun hotela, su na putu da razviju kompjuterski program koji detektuje „prevarante“.

Kompjuterska analiza teksta za prepoznavanje istinitih od lažnih kritika zasniva se na ustaljenim pravilima da oni koji ostavljaju ispravan komentar koriste konkretne reči tipa „kupaćica“, „ček-in“ ili „cene“, dok se „prevaranti“ više vezuju za kontekst – „odmor“, „poslovni put“ ili „moj muž“. Na testu 800 kritika čikaških hotela komp-

juter je prepoznao lažne sa čak 90 odsto tačnosti. Ovo je prva takva studija i tek treba da se unapređuje. Ipak predstavlja značajan korak napred u cilju zaštite potrošača i korisnika internet usluga.

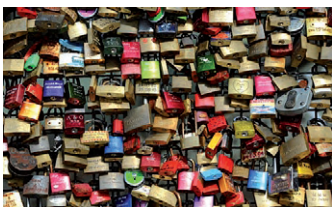
BIG BEN MENJA IME

Povodom jubileja vladavine kraljice Elizabete II, britanski parlament je odlučio da promeni ime Big Bena u Toranj Elizabeta. Ovaj poznati toranj je već menjao svoje ime u čast vladara, pa je u čast jubileja kraljice Viktorije nosio naziv Toranj Viktorija. Toranj je prvo bio poznat kao Clock Tower, ali je dobio ime Big Ben pošto mu je dodato veliko zvono koje označava svaki sat.

Big Ben nedavno je bio tema britanskih medija i zbog njegovog nagiba koji se neznatno povećao od 2003. god., ali stručnjaci smatraju da takva promena ne bi trebalo da mu naškodi u narednih 10.000 godina. S obzirom da je Big Ben jedan od glavnih obeležja Londona, promena imena neće uticati na njegovu slavu.



UKLANJANJE „LJUBAVNIH KATANACA“ U RIMU



„Ljubavni katanci“, sa Milvijskog mosta koji je sagrađen 206. godine pre nove ere, preko reke Tiber će biti ukolonjeni. Parovi koji su bili inspirisani knjigom „Želim te“ Federika Moće, ukrašavali su most katancima sa ljubavnim porukama. Međutim, gradske vlasti su odlučile da uklone katance i da mostu vrate prvobitni izgled. Jedno vreme je čak postojala i kazna za one koji bi bili uhvaćeni kako zaključavaju katance na most. Gradske vlasti su dale obećanje da će katance premestiti u Rimski muzej, a da će na Trgu blizu mosta odrediti mesto gde će u budućnosti moći da se ostave katanci. Tradiciju zaključavanja katanaca imaju Pariz, Venecija, Keln i Vrnjačka banja.

LETOVI U BUDUĆNOSTI

Kompanija Airbus je izjavila da će putnički avioni u budućnosti leteti kao jata ptica, i da će se takva formacija letenja ostvariti na najučestalijim relacijama posle 2050. godine. Takođe, ova kompanija radi na avionima budućnosti koji će brže dostizati potrebnu visinu, biti manje bučni i emitovati manje štetnih gasova. „Inteligentne“ letelice biće u stanju da se „samostalno organizuju“ i biraju najefikasnije rute koje neće naškoditi prirodnom okruženju. Zaposleni u kompaniji Airbus, dodali su da će do sredine ovog veka letovi u Evropi i Americi biti u proseku za 13 minuta kraći, što će uštedeti i do devet miliona tona goriva godišnje.



HOTEL NA 3.835 m NADMORSKE VISINE



Hotel Refuge du Gouter smešten je na 3.835 metara nadmorske visine, na putu ka vrhu planine Mont Blan. Ovaj hotel trenutno može da primi 96 osoba, a vlasnici planiraju sledeće godine da povećaju kapacitet na 120. Na ovom istom mestu je 1960. godine sagrađena kućica koja je tada služila kao svratište za planinare i ljubitelje ove planine. Ukoliko želite da dođete do Refuge du Goutera, morate da se vozite uspinjačom do Mont Lakata, posle čega sledi višesatno hodanje.

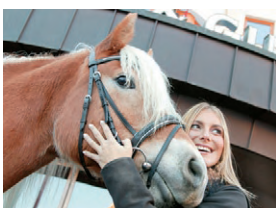
AJFELOV TORANJ - NAJVREDNIJI KULTURNI SPOMENIK

Istraživanje o vrednosti spomenika, koje je naručila italijanska privredna komora kako bi istakla vrednost najvrednijih spomenika u Italiji, nije rezultirala kako su oni očekivali. Istraživanje koje je sprovedeno, zasnovano je na imidžu, brendu i vidljivosti spomenika. U studiju je uvršteno deset različitih parametara, koje su iznele razne organizacije za analizu i statistiku. U obuhvaćene kriterijume spada i turistički indeks, prema kojem se uzima u obzir „ekonomska vrednost lokacije, čuvenost spomenika, priliv posetilaca teritoriji i spomeniku“, te indeks „ekonomske privlačnosti“ u koji spadaju faktori poput broja stvorenih radnih mesta i izvozna vrednost.

Prvo mesto po vrednosti pripalo je Ajfelovom tornju, koji prema procenama vredi 344 milijarde funti. Ajfelov toranj koji je izgrađen 1889. godine, posetilo je tokom prošle godine oko 7,1 milion ljudi. Italijani se mogu zadovoljiti činjenicom da je na drugom mestu Koloseum, sa vrednošću koja je pet puta manja od vrednosti tornja.



PRVI HOTEL ZA KONJE



Na teritoriji opštine Lazarevac, u toku je izgradnja prvog hotela sa 4*, čiji gosti će biti konji. Ovaj luksuzni hotel, koji se gradi u selu Rudovac imaće 12 prostranih duplexa apartmana, u okviru kojih će moći da se smesti 26 gostiju. Graditelj prvog hotela za konje je Radoje Raša Stanojlović, 63-godišnji univerzitetski profesor ekonomije, koji više od tri decenije živi u Americi, koji se na taj korak odlučio kako bi stranim gostima, koji dolaze u Srbiju omogućio smeštaj njihovih ljubimaca. Ovaj hotel će pored luksuznog smeštaja, ponuditi i meni na kojem će se isključivo nalaziti zdrava hrana. Kao i u svakom luksuznom hotelskom objektu, gostima će na raspolaganju biti i pedikir, tople kupke za opuštanje, sredjivanje grive i kopita, ali i veliko šetaliste.

A CRUISE TO THE "WHITE CONTINENT"

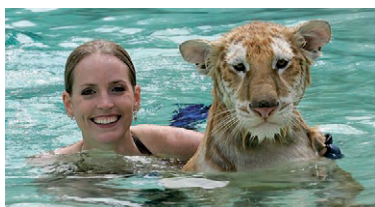
Starting November 2013, Seabourn, a luxury cruise company, will be coming out with a new offer involving a trip to Antarctica.

Seabourn Quest, one of the company's newest ships, will begin a series of 21-day and 24-day cruises from Valparaiso, Chile, and Buenos Aires to the Antarctic. Quest will sail along the Chilean coast and fjords and stop at the Argentine side of Tierra del Fuego before crossing the Southern Ocean towards the Antarctic, where passengers will spend five days cruising.

Travelers opting for a 24-day cruise will explore the South Georgia Island, known for its colonies of King Penguins. The ship will sail to Port Stanley on the Falkland Islands and Montevideo on its way to Buenos Aires.



SWIMMING WITH TIGERS



In Florida, in a private zoo in Pasco County, you can swim with tiger cubs. A 30-minute swim with tigers will cost you \$200. Despite the fact that employees at the zoo claim that swimming with tigers is relatively safe there will be at least one coach in the pool with you, ensuring all goes well. Besides swimming, you will also be able to feed the tigers and to pet with them on the lawn.

Under Florida law, big cats that weight to 11kg are allowed to association and contact with the public, and therefore, only the pups can swim with visitors.

NEW OFFER OF HOTEL ROOMS IN FRANCE

For all lovers in nature there is a new hotel offer which applays on new tree-house type of accommodation. These unusual rooms are offered in the French region Mézidon-Canon, located in the northwestern part of the country.

To reach this a little bit extraordinary "suite", you have to pass through an entrance made of ropes. The rooms are very unpretentious – they consist of a single unit which includes bedroom and bathroom. Some tourists may find this type of accommodation appealing, although the rooms have neither electricity nor running water.



THE ODDEST SKYSCRAPER IN THE WORLD



The skyscraper Gate to the East which is under construction in China may become one of the strangest buildings in the world.

The reason for this is the form of the building, which reminds most people of a pair of trousers. The skyscraper represents a \$700 million investment and should provide a spectacular and distinctive view to the east, one that would overshadow even the Triumphal Arch.

This building is a work of a British architectural firm, and sholud represent the importance of China in the modern world.

Opening of this building is expected by the end of 2012.

HOTEL CRITICS – TRUE OR FALSE?

When reading online reviews of a product or service which you intend to buy, you can't be sure that it is indeed the case as written.

Positive reviews can be written by employees to improve the job, and negative in most cases are the work of competition.

Researchers from Cornell University, caused by a growing number of negative reviews about hotels, are on their way to develop a computer program that can detect "imposters".

The computer analysis the text separating true reviews from false ones, and its based on the accepted belief that those leaving an authentic comment use concrete words such as "bathroom", "check-in", or "prices", while "imposters" prefer terms such as "vacation", "business trip" or "my husband".

On the 800 hundreds of reviews of the chicago hotels, computer has recognized 90 percent accuracy of false ones. This is the first such study and has yet to be improved. Nevertheless it represents a significant step forward for the protection of consumers and internet users.



BIG BEN RENAMED



In honor of Queen Elizabeth II's jubilee, British Parliament has decided to change the name of Big Ben to Elizabeth Tower. The famous tower has already changed a name in honor of a ruler, when in honor of the jubilee of Queen Victoria, was called Victoria Tower. The tower was first known as the Clock Tower, but it was named to Big Ben after adding the great bell that marks each hour. Big Ben has recently been the subject of the British media because of his inclination which was slightly increased since 2003, but experts believe that such change should not harm The Big Ben in the next 10,000 years. Since Big Ben is one of the most characteristic landmarks of London, the name-change will not affect its fame.

REMOVING "LOVE LOCKS" IN ROME

The "love locks" from the bridge Ponte Milvio built in 206 BC over the river Tiber will be removed. Couples inspired by the book "I Want You" by author Federico Moccia decorated the bridge with locks bearing their love notes. However, the city administration has decided to remove the locks and restore the bridge to its original appearance. For a time there was even a penalty put in place for those caught affixing locks to the bridge. The city administration has promised to move the locks to the Museum of Rome, and to establish a spot on the Square close to the bridge where locks can be left in the future. Other cities with similar traditions of love locks include Paris, Venice, Cologne, and Vrnjačka banja.



THE FUTURE OF FLIGHTS



The company Airbus has announced that in the future passenger aircraft will fly in flock formation and that these flight formations will occur on routes with the greatest frequency after 2050. Furthermore, this company is working on aircraft of the future that will attain speed levels more quickly, be quieter, and have less harmful gas emissions. These "intelligent" aircraft will have the ability to "self-organize" and select the most efficient route without causing harm to the environment. Employees at Airbus, added that by the middle of this century, flights to Europe and America will be 13 minutes shorter, which will save up to nine million tonnes of fuel a year.

A HOTEL AT 3,835 m ABOVE SEA LEVEL

After two years of construction and reconstruction, on the Alps, at the highest altitude in Europe and probably in the world, was opened hotel Refuge du Gouter. Hotel Refuge du Gouter is located at 3,835 m above sea level, on the road to the peak of Mont Blanc. This hotel can currently accommodate 96 people and the owners plan to increase capacity next year up to 120. A small house was built on this spot in 1960, serving as shelter for mountain climbers and nature lovers. If you wish to come to Refuge du Gouter, you will have to take the lift to Mont Lachat and then walk for several hours.



THE EIFFEL TOWER – THE MOST VALUABLE MONUMENT



A research about the value of monuments, ordered by the Italian Chamber of Commerce in order to draw attention to the worth of the most precious monuments in Italy did not give the expected results. The conducted research, was based on image, brand visibility and monuments. The research included ten different parameters, which have been suggested by various organizations for analysis and statistics. The include criteria also were the travel index, according to which it is taken into account "the economic value of the sites, monuments notoriety, the influx of visitors and the territory of the monument," and value of "economic attractiveness," which includes factors such as the number of jobs created and the export value. First place went to the Eiffel Tower, estimated at £344 million.

The Eiffel Tower, built in 1889, was visited by approximately 7.1 million people last year. The Italians can feel satisfied that the Coliseum took second place, estimated at five times less the value of the tower.

THE FIRST HOTEL FOR HORSES

Municipality Lazarevac is witnessing the building of the first 4* hotel whose guest will be a horse. This luxury hotel, currently under construction in the village of Rudovac, will have 12 spacious duplex apartments and will be able to accommodate 26 guests. The constructor of the first hotel for horses is Radoje Raša Stanojlović, 63-year old university professor of economics, who lived in America for more than thirty years and who decided to build this hotel to provide accommodation for the horses of foreigner visiting Serbia. In addition to luxury accommodation, the hotel will offer a menu based wholly on healthy nutrition. As in any other luxury hotel, guests will have a pedicure salon, warm baths, mane and hooves grooming, and a large walkway at their disposal.



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