

INCENTIVE EVENTS: HOW TO USE ACTIVE AND CULTURE TOURISM OFFERS FOR BUSINESS MEETINGS



10th edition: The European Academy for Conference Organisers and Planners

Warsaw, August 27-28, 2008

The European Academy for Conference Organisers and Planners provides a unique educational opportunity for conference professionals. Each year, the Academy attracts senior managers directly responsible for the success of conferences, as well as all those who provide them with essential services. The latter include, not only companies offering support to conferences, but also those involved in providing a wide range of business events and training courses.

The Academy is targeted at:

- in-house conference planners working for companies, associations and institutions
- professional conference organisers
- organisers of exotic and exclusive incentive travel
- organisers of outdoor training programmes
- hoteliers and directors of conference centres
- business event specialists working for tourist bureaux



The basic objective of the Academy is to improve the professional competence of all those working in business tourism. This year's Academy will focus on incentive programmes and other motivational events. The speakers intend to demonstrate, with the help of real life examples, how incentive travel and journeys to exotic or unusual destinations can be utilised to increase employee motivation and provide employees with rewards. A draft programme for this year's Academy is enclosed. The organisers estimate that 150 delegates will take part in this year's Academy. Accommodation for delegates is available at the Holiday Inn at special rates.

The programme will be split between theoretical work and practical exercises. Each day from 10 am to 1pm will be reserved for lectures, panel discussions, workshops and other indoor activities. From lunch till evening the practical side of the programme will take place outdoors in Warsaw and its environs. The organisers will provide transport for all participants from the conference venue to the locations of the outdoors sessions.

All participants will receive a comprehensive information pack. This will include lecture notes as well as important articles on the subject of incentive programmes. The conference documentation will also include educational material prepared by the lecturers and subject experts, and assistance to locate other delegates, whose areas of expertise may be of interest. All those, who complete the Academy, will receive a signed certificate. Simultaneous translation facilities will be available.

"We want to help the Polish tourism industry and in particular that branch that provides support services to the conference and training industry", said Slawomir Wroblewski, one of the organisers of the event. "We would like to raise the quality of Polish incentive products at every stage of the conference lifecycle: planning, sales and marketing and also serving the end-customer."

The Academy was launched in 1998, and offers plenty of opportunities for networking and exchanging information with industry peers. It is also a good place to meet customers and potential partners. The lectures are given by world class experts from Poland and overseas and are highly regarded within the conference and training industry as they provide a good way of keeping up-to-date with new trends and developments in the world market. Delegates will also learn about the latest articles and books that have been published about the industry and how to obtain them.

ORGANISER



ORGANISING OFFICE



Omulewska Str. 24/7, 04-128 Warsaw
tel. +48 (22) 810 86 89;
fax +48 (22) 810 89 08
e-mail: akademia@meetingspoland.pl
www.meetingspoland.pl

PARTNERS

