

GET INSPIRED WITH SITE

The next SITE International Conference will take place 3-6 November in Toronto, Canada and will feature world class education plus the Crystal Awards, once again sponsored by IMEX.

The International Conference Education Committee has developed a top-notch programme designed to enrich the

“Hosting two scholarship programmes”

knowledge and understanding of the incentive industry. The keynote session will be facilitated by Debbie Watt, Managing Director of THA UK. There will also be five of the hotel industry's most prominent leaders: Simon Cooper, President and COO Ritz Carlton Hotels; Chris Cahill,

President and COO, Fairmont Hotels and Resorts; Ed Fuller, President & Managing Director, Marriott International Lodging; Wolf Hengst, President of Worldwide Operations, Four Seasons Hotels & Resorts and Geoff Ballotti, President, North America, Starwood Hotels & Resorts Worldwide, Inc.

SITE will also be hosting two very important scholarship programmes at the International Conference – the SITE International Conference Scholarship Program and the Starwood Incentive Practitioner's Scholarship Program.

Brenda Anderson, CEO, SITE
www.site-intl.org



STRATEGIC EXCELLENCE FOCUS

Under the theme of strategic excellence for congress centres, this year's AIPC Annual Conference in Québec City, Canada, looked at different ways in which members could develop the same kind of management expertise in their corporate relations as they have developed in operational management.

Delegates agreed that as the operating environment for congress centres becomes

“competition for skilled staff will become more intense”

progressively more complex and competitive, community, government and client relations become ever more

important in the success of a facility.

In order to do this, centres will have to develop a better sense of how to anticipate and respond to ongoing change, not only in the industry but also in the community at large. As we learned, demographic shifts will be central to these changes.

First, there is a movement in economic power based on the rate at which different countries are developing. As economic leadership changes, so will the sources of events that accompany business growth, and centres will need to keep a close eye on how this evolves.

Equally, competition for skilled staff will become more intense as the bulge in the workforce passes by in many parts of the world. It was also clear a younger internet generation will have very different expectations, increasingly viewing the primary purpose of meetings as networking and relationship-building, rather than information-gathering.

IMEX, one of our Annual Conference sponsors, is now an AIPC corporate partner further strengthening our close working relationship.

Barbara Maple, President AIPC
www.aipc.org



AIPC Conference lunch in Quebec – sponsored by IMEX

BERLIN TRAVEL FOCUS FOR POLITICIANS

The economic significance of the market for business travel was the focus of a recent Berlin function organised by VDR (the German Business Travel Association) and the German Transport Forum.

Around 90 top-level politicians, business leaders and travel professionals attended the meeting which aimed to promote better understanding of corporate travel issues.

VDR President Michael Kirnberger told guests that, with an expenditure of more than euros 50 billion each year, most of this remaining in the domestic economy, business travel creates and secures jobs throughout Germany all year round.



Speakers at the VDR transport meeting

He explained that the total cost of business travel – not including incidental private expenditure – is on a par with what Germans spend on their holidays. If the costs of micro enterprises and expenditure on company cars, business and mobile communications are added to this, the costs of job-induced mobility exceed euros 120 billion.

During the meeting, experts agreed on the need for transport framework conditions, complete harmonisation and swift liberalisation at a national and international level. Demand-driven transport systems based on a strong infrastructure were also considered essential in order to ensure that Germany and Europe remain competitive locations.

The VDR Business Travel Report Germany 2005 will be available in October.

IMEX, sponsors of VDR's recent Hotel & Conference Day in Frankfurt, have formed a strategic partnership with VDR to further penetrate the German market.

www.vdr-service.de