

Tradition of Excellence

21 23 **SEPTEMBER, 2012**
BELGRADE AND NOVI SAD

FULL PROGRAM

EXPERT SPEAKERS INCLUDE:

**Professor Michael
S. Sturman**

Cornell University
– School of Hotel
Administration, USA

Leslie Garcia Moica

St Regis Doha. Director of
Public Relations

Martin Sirk

ICCA, Amsterdam. CEO

Patrick Delaney

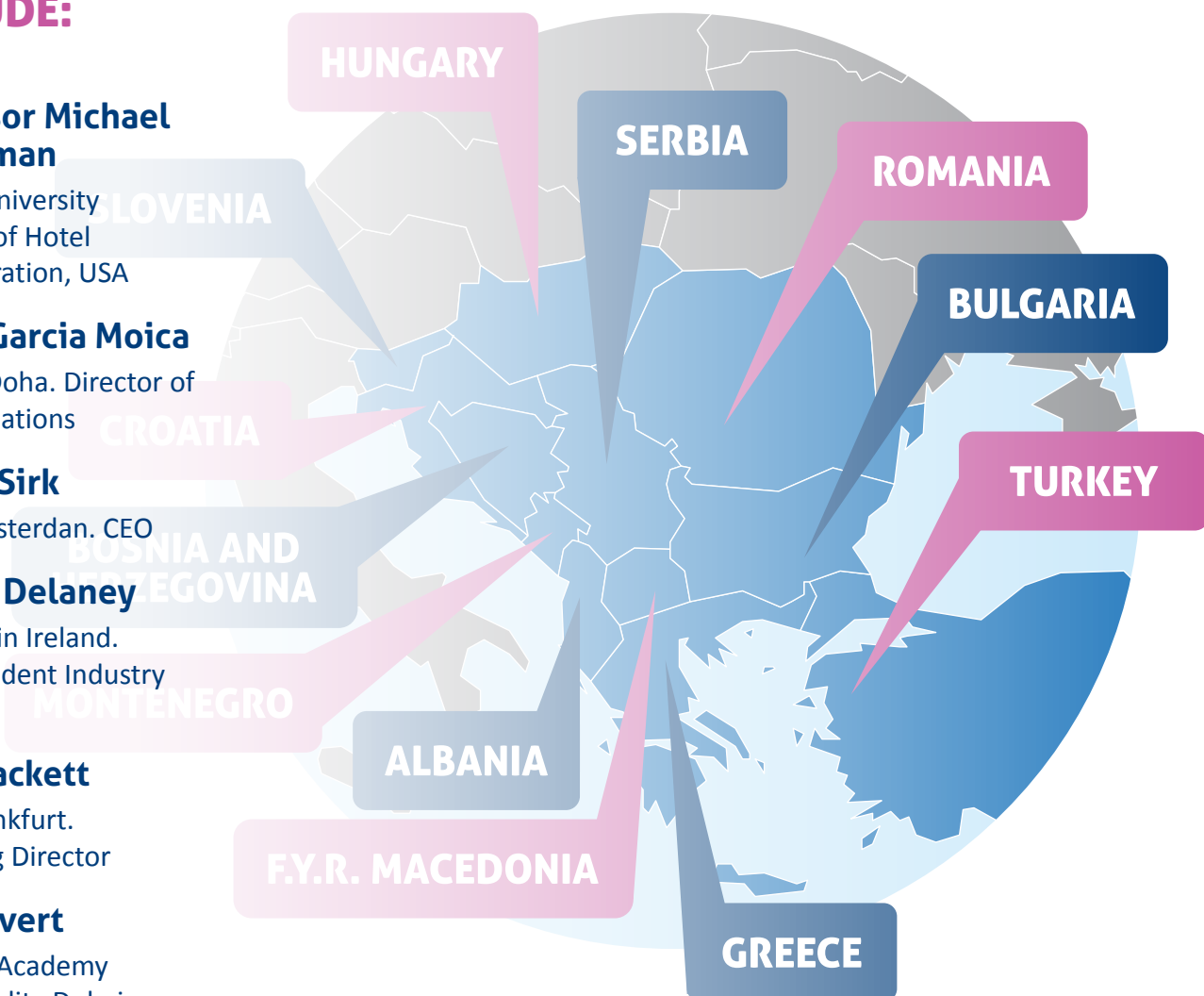
MCI Dublin Ireland.
Vice president Industry
Relations

Paul Flackett

IMEX Frankfurt.
Managing Director

Ron Hilvert

Emirates Academy
of Hospitality Dubai.
Managing Director





Dear EIAT colleague,

EIAT, Education and Industry Advancing Together, Organizational Board is pleased to invite you to join over 250 delegates, enthusiasts, top students, academics and industry leaders from the South East Europe at the 5th Annual event that became corner stone and success of the informal education.

Development strategies rely on the competencies, knowledge and skills of your employees as well they are defined through young and dynamic academic leaders. Securing new partners through EIAT network is essential and proved to be success since it has been established in 2008.

Continuous enhancement in new technologies remains an important topic on everyone's agenda: improvements in destination marketing, using web and social networks as distribution channels, maximizing revenue and developing Property management systems.

Over the years EIAT proved to be right choice for key industry stakeholders. Receiving continuous support from public and private sector as well as academia is essential in developing knowledge share and networking platform.

This year EIAT welcomes very important names and globally recognized speakers focusing on attractive topics with cutting edge discussions and most vital issues for true leaders like you.

We look forward to welcoming you to Serbia capital Belgrade to the most timely and unique debate

Milan Culic, MA

Co-Chair of the Organizational Board



Why you can't miss EIAT 2012?

- Plan your part at the only educational event in the region of South East Europe that brings together leading CEO's, Academics, best from the best students
- Capitalize on networking opportunities
- Discover how to maximize existing operations and marketing efforts
- Learn about strategies employed by your industry peers to manage success in industry
- Share experiences, brainstorm new ideas and participate in interactive panels and Q & A sessions focusing on how to adopt your business strategy and stimulate business growth

Who you will meet at the EIAT 2012?

- 125 top and best from the best students from 25 tourism faculties from 12 countries
- 125 top managers, CEO's and managing directors
- Globally recognized speakers

Thank you very much for outstanding Organization of EIAT both on program and technical side. This is an opportunity for top students to network with their peers, industry leaders to upgrade their knowledge on the industry and more over a place to keep tuned with the global market. EIAT has great impact on both Academia and Industry. Thank you!

Bojan Kurez

University of Maribor, Faculty for
Tourism, Secretary General



CONFIRMED SPEAKERS AT ElAT 2012 CONFERENCE



PAUL FLACKETT
IMEX Group, UK.
Managing Director



PATRICK DELANEY
MCI Dublin, Ireland.
Vice President, Industry
Relations



BRAD ANDREWS
Caesar Ritz Colleges,
Switzerland.
Course Manager
Hospitality



JOHN SWARBROOKE
Manchester Metropolitan
University, UK. Professor
of Tourism and
Hospitality



LARISA HUREMOVIC
Trust You Munich,
Germany. Director of
Sales Central Europe



MADY KEUP
SKEMA Business School
Sophia Antipolis,
France. Course Director



GORAN PETKOVIC
Government of Serbia,
Ministry of Finance and
Economy. State Secretary



VIOLETA MILUSHEVA
Director of Sales and
Marketing Kempinski
Palace Portoroz



MARTIN SIRK
ICCA - International
Congress and Convention
Association, Amsterdam.
CEO



MIGUEL NEVES
IMEX Group, UK. Events
and Projects Planner and
Social Media Champion



KRISTIAN ŠUSTAR
HUP Zagreb, Croatia.
Executive Director



LESLIE GARCIA MOICA
The St. Regis Doha, Qatar.
Director of Public
Relations



RON HILVERT
The Emirates Academy of
Hospitality Management.
Managing Director



MATTHIAS SCHULTZE
GCB German Convention
Bureau. Managing
Director



RICK TAYLOR
The Business Tourism
Company South Africa,
CEO



ROB DAVIDSON
Greenwich University,
UK. Event Management
Course Leader



MICHAEL C. STURMAN
Cornell School of Hotel
Administration. Professor
of Management



IGOR KOVACEVIC
Serbia Convention Bureau,
Association Accounts
Manager



DEJAN DJORDJEVIC
ESTA Holding Ukraine.
Hospitality Business, CEO



ADRIANO POZARIC
Turizam Info Croatia.
Managing Director

“The quality of the speakers was excellent, with a wide mix of topics and plenty of academic excellence.”

Miguel Neves
IMEX Group, UK



EIAT 2012 > AT GLANCE

Friday 21st 2012

9 AM – 5 PM Future Leaders Forum in Novi Sad. Participation of 50 students. 2 students from each participating Academia partner Faculty.

Congress centre MASTER at the Novi Sad Fair

8 PM – 11 PM EIAT Welcome Drinks at the Belgrade City Council hosted by Tourism Organization of Belgrade

Saturday 22nd 2012

9 AM – 6 PM EIAT Sessions at Metropol Palace Hotel. Belgrade 5* de lux

8 PM EIAT Gala Dinner 5th Annual Edition at Museum of the History of Yugoslavia

Sunday 23rd 2012

9.30 AM – 2 PM EIAT Sessions at Metropol Palace Hotel. Belgrade 5* de lux



EIAT 2012 in numbers

- 3 days and 250 participants
- 25 companies
- 3 associations
- 20 speakers
- 1 platform to unite industry leaders
- 25 tourism facties
- 12 participating countries



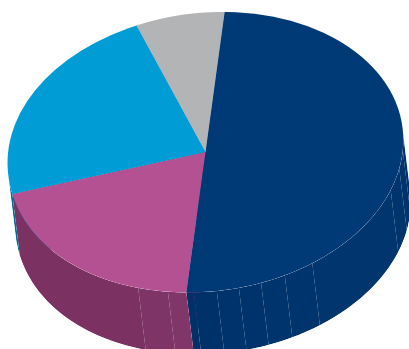


EIAT 2012 Friday 21st September - Day 1 - Fifth Annual Edition **NOVI SAD, Congress Centre MASTER**

Note: Future Leaders Forum students only

9.00 Registration
9.30 Welcome & Focus on Leadership – Miguel Neves
10.00 “The global meetings industry, today and tomorrow” Rob Davidson
10.45 “The value of the meetings industry to South East Europe” Adriano Pozaric
11.30 Coffee break
12.00 “Unleashing the power of networking” Miguel Neves
12.30 The Creative Challenge
13.30 Lunch
14.30 “How technology is changing the meetings industry” Igor Kovacevic
15.15 “The importance of media channels for meetings industry development” Theodore Koumelis
16.00 Roundtables and feedback
17.00 Close of event
17.30 Departure to Belgrade
20.00 EIAT Welcome Drinks at Belgrade City Council

Note: All delegates invited



INDUSTRY BREAKDOWN

50% Academia
20% Industry and private sector
23% Public sector
7% Other



EIAT 2012 Saturday 22nd September - Day 2 - Join the Timely Debate BELGRADE, Metropol Palace Hotel

09.00 - 09.30 Registration	
09.30 - 11.00 Plenary Opening Session – The Changing dynamics in the region of South East Europe and setting the scene for industry growth and human resource development. An insight into the development in the global market place for meetings and incentives: Paul Flackett, Patrick Delaney and Martin Sirk	
11.00 – 11.30 Coffee break	
11.30 Parallel sessions	
Executive hotelier and destination track	Student Track
Brad Andrews “Maximize your revenue and win your market” John Swarbrooke “The Hotel of Tomorrow”	Rick Taylor “UGANDA- A responsible tourism project” Kristian Sustar “Challenges of Tourism and Hotel Development: Case of Croatia”
13.00 Lunch	
14.00 Parallel sessions	
Executive hotelier and destination track	Student Track
Larisa Huremovic “TRUSTYOU - Managing Online Reputation in Hospitality” Kristian Sustar “An insight into industry of the region: key trends and inputs”	Michael C. Sturman “Evidence-Based Management in Hospitality Education” Rob Davidson “Your career in the Tourism and Hospitality Industry” Goran Petkovic “Tourism Developments from the public sector perspective”
15.30 Coffee break	
16.00 Parallel sessions	
Executive hotelier and destination track	Student Track
Mady Keup “Social media influencers in travel and tourism” Violeta Milusheva “Selling luxury brand -The case of the Kempinski Palace Portoroz”	Ron Hilvert “The Case of Dubai and view from both perspectives” Paul Flackett “Ten years of Future Leaders Forum and its impact on next generation of leaders”
17.30 Day 2: Closing remarks	
20.00 Museum of the History of Yugoslavia Gala Dinner	



EIAT 2012 Sunday 23rd September - Day 3 - Maximize Your Involvement BELGRADE, Metropol Palace Hotel

9.30 Parallel Sessions

Executive hotelier and destination track	Students/ Future Leaders Forum Track	Scientific Session
<p>Dejan Djordjevic "Investments in Luxury Hotel projects"</p> <p>Mathias Schultze "Developing MICE platform and co-branding. Case of Germany"</p> <p>Student Presentations</p>	<p>Larisa Huremovic "TRUSTYOU - Managing Online Reputation in Hospitality"</p>	<p>Faculty members to present research presentations based on abstracts submitted</p>

11.00 Coffee break and Sunday brunch

11.30 Closing 5th Annual Edition Remarks: Plenary session

12.00 Certificate of attendance hand out

Three day key topics:

- Understand the power of social networks and web marketing when reaching your goals
- Maximize revenue through planning and management of the key hotel resources
- Understand key trends in the meetings and incentive industry in order to properly manage your destination
- Overcoming financial risk in hotel business: How to plan an effective risk strategy to help you plan future investment developments
- Hear latest updates on MICE industry developments
- Find out about Qatar 1 billion investment in hotel complex and understand challenge in positioning luxury brand in the Middle East region
- Unlocking investments in human potential and understand the Cornell case
- Understand communication between different cultures and set up your business based on culture expectations



EXCLUSIVE NETWORKING OPPORTUNITIES

BELGRADE CITY COUNCIL – Speed networking with Business card exchange.

Magnificent venue hosted by Tourism Organization of Belgrade in the heart of the City. Cocktails and canapés served by the Culinary Federation of Serbia. www.beograd.rs



GALA DINNER – Join us at the Museum of the History of Yugoslavia at one of the premier cultural spots of Belgrade - successor to the Memorial Centre “Josip Broz Tito” and the Museum of the Revolution of Yugoslav Nations. It has a collection of more than 200.000 items that illustrate Yugoslav history throughout 20th century, with the special accent on life and work of Josip Broz Tito. Dinner will be served with original 1st Summit of Non Aligned Nations menu from 1962 in Belgrade. www.mij.rs



NETWORKING LUNCH AND BRUNCH AT THE METROPOL PALACE HOTEL – informal business discussion over one of our themed lunch tables to maximize your opportunity to meet future business partners and industry peers. www.metropolpalace.com



PRE-EIAT NETWORKING. Find us on Twitter, Facebook, LinkedIn we will be happy to share most recent info and updates :)





Maximise Your Involvement – Showcase Your Capabilities

Why don't you join us and capitalize on the opportunity to meet key decision makers from the region of SEE industry of tourism and hotel business. We are offering you unique possibilities to reinforce your position in the upstream market and maximize your exposure to new decision makers you haven't had a chance to meet before. Whether you are looking to promote your thought leadership, technological developments or position in the market, we have bespoke sponsorship packages available to meet your business needs.

Designed with your real needs in mind we can help you:

- Position your organization as a leading player in the SEE tourism market and demonstrate
- Your commitment to the region
- Gain prime exposure to a qualified audience of industry experts
- Build business leads, relevant industry contacts and awareness through our integrated marketing campaign accessing in excess of 20,000 relevant regional and global industry contacts

Limited opportunities are still available.

For further information please contact info@ctr-balkans.org
or telephone of **+381.21.539.782**



ABOUT EIAT 2012 VENUE

NOVI SAD: Future Leaders Forum (student representatives from Academia partners only)

Accommodation at Hostel Sova (students) www.hostelsova.com

Accommodation an Hotel Prezident (speakers) www.prezidenthotel.com

Future Leaders Forum Venue at Congress Centre MASTER www.sajam.net



Hotel Prezident, Novi Sad



Congress Centre Master, Novi Sad

BELGRADE: EIAT - all delegates

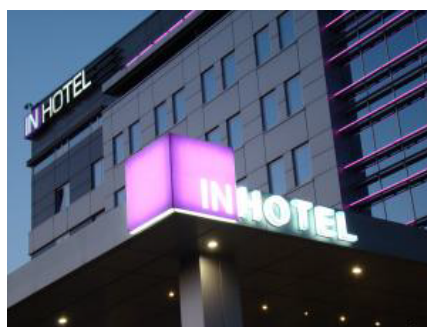
Accommodation at Hostel Hedonist (students) www.hedonisthostelbelgrade.com

Accommodation at IN Hotel (delegates and speakers) www.inhotel-belgrade.rs

EIAT venue at Metropol Palace Hotel www.metropolpalace.com



Metropol Palace Hotel, Belgrade



IN HOTEL, Belgrade

Note:

More info on accommodation and rates please do contact Mr. Milos Gajic on

milos.gajic@ctr-balkans.org

All delegates will be provided with local EIAT transfers from accommodation venues to the conference venue and networking events. Detailed plan will be sent to all delegates 2 weeks prior the EIAT event.

Specific details regarding student attendance will be sent to each participating faculty – EIAT Academia partner member and later forwarded to each student participant.

SECURE YOUR PLACE TODAY

CONTACT: Mr. Milos Gajic

milos.gajic@ctr-balkans.org

T +381.21.539.782

F +381.21.47.22.042

www.eiat-conference.org

DELEGATE INFORMATION

Mr. ___ Mrs. ___ Mss ___

Dr ___ Mr ___ Other ___

First name _____

Last name _____

Job title _____

Department _____

Tel/mobile _____

E-mail _____

Special requirements (e.g. dietary, access etc.) _____

COMPANY INFORMATION

Company name _____

Address _____

Postcode _____

Country _____

PAYMENT METHODS

I have read and accept Terms and Conditions detailed below.

Please send me an invoice in Euros (€). Billing address if different from company details _____

***Please note that the booking form must be authorized before we can proceed with the registration**

Registration fees* >

	Early Bird Registration before August 31 st	Registration after August 31 st
Industry Professionals	275 EURO + VAT (18%)	333 EURO + VAT (18%)
Students	90 EURO + VAT (18%)	195 EURO + VAT (18%)
Academia Package/Faculty member (8 students + 3 professors)		1.300 EURO + VAT (18%)

EIAT 2012 IS PROUD TO PARTNER WITH

SUPPORT



PARTNERS



Organizer:

Center for Tourism Research and Studies CTRS
 Brace Ribnikara 54, 21000 Novi Sad
 Republic of Serbia

www.ctrs-balkans.org
www.eiat-conference.org
info@ctrs-balkans.org

TERMS AND CONDITIONS

Our official confirmation, invoice and hotel booking details will be emailed to you within three days of receiving your registration. **PAYMENT** Payment of the full delegate fee is due 14 days after the invoice date, or immediately, if the registration is made within one month of the event. Our invoice will show your registration fee in Euros. Our full bank account details are on the invoice. Please note your booking is valid only after full payment is received. We recommend you check with your Finance Department that payment has been made before travelling to the Conference. **CANCELLATIONS** Made one month prior to the start of the conference will be refunded less a 50% administrative charge. Refund will be made after the conference. Made within one month of the start date of the conference will receive no refund. Substitutes are acceptable at any time. **FORCE MAJEURE** Please note that in case of force majeure EIAT is relieved of all obligations. Force majeure includes any circumstances beyond the will of EIAT, that impedes permanent or temporary compliance with the obligations, such as 'acts of god' including war, danger of war, government regulations, revolts, strikes, transportation difficulties, fire or severe disturbances affecting the conference organization or its suppliers. **TEAM PACKAGES** Bookings are only accepted per company site and not across multiple company sites. Bookings must be made at the same time and no merging of separate bookings is permitted. The team package promotion cannot be used in conjunction with any other EIAT offer or discounted structure. **REGISTRATION FEE** The registration fee covers attendance at all sessions, refreshments, lunches, Gala dinner, Receptions and documentation containing the speaker presentations. Please note it may be necessary to alter the content or timing of the programme or its speakers. **LANGUAGE** The official conference language will be English. **CUSTOMER SERVICES** For questions concerning your registration, attendance, visa support and other please contact Mr. Milos Gajic on milos.gajic@ctrs-balkans.org.