



# International Summit

October 13-14, 2011 • Las Vegas, NV



## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the country of	<u>ARGENTINA</u>		
My name is	<u>MERINA BEGG</u>		
My Organization:	<u>ARGENTINA TRAVEL PARTNERS DMC</u>	My Title:	<u>MANAGING DIRECTOR</u>
My Email:	<u>mbegg@atpdmc.com</u>	My Phone #:	<u>+54-11-4315 9222</u>

### 3 key cultural differences that will help planners and attendees adapt to the local culture of this country:

1. Personal relationships are fundamental to doing business with Argentines, more even than company relationships. The acceptance of social group and extended family also influence decisions.
2. Those in positions of power have a sense of entitlement regarding the privileges of their office and male chauvinism is still rampant, though this is starting to change.
3. Argentines consider a meal to be a social occasion and do not usually discuss business during one. Remember dinner in Argentina is usually late (around 10 pm).
4. Humanitarian values are strong in Argentina, as is the influence of the Catholic church.
5. Argentines are friendly, vocal and dress well and soberly. Kissing on greeting is common.

### 3 tips on negotiating contracts in this country that would be helpful to a global planner bringing a meeting here:

1. Contact a reputable DMC / PCO.
2. Personal relationships / contacts are fundamental .
3. If you have to do any paperwork with an Argentine government entity, it is vital to have a contact as intermediary, otherwise it can be a very time-consuming and frustrating process.

### 3 recommendations of popular social media sites in this country that would be helpful to a global planner bringing a meeting here:

1. One quarter of time spent online in Argentina is spent on social networking sites.
2. Facebook leads the social network scene in Argentina, reaching 9 out of 10 internet users.
3. Latin America is home to one of Twitter's most highly penetrated markets. Argentina accounts for 12.5% of global users.
4. I am not sure how relevant social media would be to a meeting organizer, as usage is currently heavily weighted towards leisure

### 3 major differences in operations/support with a convention center vs. CVB services:

1. In Argentina, convention centers are privately run.
2. The CBV (very new) at present does not negotiate directly, but passes the information on to its members.

### 3 of the most important pieces of information for a global planner to know, planning a meeting in your country:

1. Contact a reputable DMC / PCO.
2. A distinct plus is the rapid reaction time when faced with a crisis and the capacity to solve problems and last minute requests



# International Summit

October 13-14, 2011 • Las Vegas, NV



## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the country of	<u>Australia</u>
My name is	<u>Patty Buehler</u>
My Organization: <u>Business Events Sydney</u>	My Title: <u>Business Development Director, North America</u>
My Email <a href="mailto:pbuehler@besydney.com.au">pbuehler@besydney.com.au</a>	My Phone #: <u>514 731 7117</u>

### 3 key cultural differences that will help planners and attendees adapt to the local culture of this country:

1. Culture in terms of business language and practice is very similar.
2. Meeting space is not generally included in a booking even at a hotel with a high number of guestrooms blocked.
3. People are direct, warm and friendly – they like the conversations to be frank.

### 3 tips on negotiating contracts in this country that would be helpful to a global planner bringing a meeting here:

1. Contracts are generally not negotiated as far out as in North America i.e. best rates for 2014 may not be secured in 2011 so waiting until a year or a year & half out may give your organization better rates. Bureau can work with you to hold blocks
2. Taxes are included in the guestrooms and meeting space rates so you know the cost off the top. Often breakfast is also quoted in rates.
3. The use of a local PCO is common and their relationships may be able to assist you.

### 3 recommendations of popular social media sites in this country that would be helpful to a global planner bringing a meeting here:

1. Linked in
2. Facebook Sydney & Twitter
3. TA's website and BESydney.com.au & UTUBE



# International Summit

October 13-14, 2011 • Las Vegas, NV



### **3 major differences in operations/support with a convention center vs. CVB services:**

1. In Australia the CVB and Convention centers work well together and the convention bureau is usually the central point of contact.
2. CVB will work on hotels, other off-site venues, DMC/PCO, as well as provide tools and support for attendance building once the meeting is confirmed
3. Australians while fiercely competitive among the regions and cities have a high standard when it comes to delivery & customer service in both the centers and bureaus.

### **3 of the most important pieces of information for a global planner to know, planning a meeting in your country:**

1. Remember, don't say the seasons, like our meeting is a fall meeting, because in Australia that will be Spring and Australia is a day ahead of the USA in terms of time.
2. Australia is huge, it is as wide the USA and Australians like to say great, the Great Barrier Reef, the Great divide, the great Highway, etc.
3. Australia has an excellent system for Visa assistance for meetings as they have a dedicated meetings coordinator within the department to assist meeting planners through the process. Links below provide additional information.

[http://www.immi.gov.au/visitors/\\_pdf/general-events.pdf](http://www.immi.gov.au/visitors/_pdf/general-events.pdf)

<http://www.immi.gov.au/visitors/event-organisers-participants/organisers.htm>

<http://www.immi.gov.au/visitors/event-organisers-participants/participants.htm>



# International Summit

October 13-14, 2011 • Las Vegas, NV



## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the country of	<u>Austria</u>	
My name is	<u>Martina Candillo</u>	My Title: <u>Sales Manager, Associations</u>
My Organization	<u>Messe Wien Exhibition &amp; Congress Center</u>	
My Email	<u><a href="mailto:martina.candillo@messe.at">martina.candillo@messe.at</a></u>	My Phone # <u>011 43 1 727 20 2315</u>

### 3 key cultural differences that will help planners and attendees adapt to the local culture of this country:

1. You have to ask for your bill in a restaurant – you do not get it automatically when finished with your meal because Austrians would consider this impolite.
2. Interactions in business life and when you do not know a person are more formal than in the US. It is common to use Mr./Mrs. with last name in these cases.
3. Austrians are generally very direct and to the point – this could be interpreted as impolite by Americans.

### 3 tips on negotiating contracts in this country that would be helpful to a global planner bringing a meeting here:

1. Play with open cards already before you go to contract – let your business partner know what you are looking for and what your needs are.
2. Commission on space rental in a convention center is not commonly accepted – when this is important to you make a note of it from the start.
3. When working with a convention center, make sure you know what is included in rental and what is not – this varies from venue to venue.

### 3 recommendations of popular social media sites in this country that would be helpful to a global planner bringing a meeting here:

1. Facebook
2. Xing (popular professional network within German speaking countries – similar to linked in)
3. Twitter

### 3 major differences in operations/support with a convention center vs. CVB services:

1. Convention Centers usually don't help with blocking hotel rooms.
2. CVBs do not quote rates or are involved in the sales or operational process – you work directly with the center.



# *International Summit*

October 13-14, 2011 • Las Vegas, NV



3. CVBs can offer financial support from the city.

**3 of the most important pieces of information for a global planner to know, planning a meeting in your country:**

1. Austria is one of the richest nations in the EU with very high standard of living, stable economy and high employment level.
2. Stores are closed on Sundays and holidays.
3. Austria is part of the EU (currency is Euro) and is politically neutral since WW2. Many international organizations have their headquarters in Vienna (UNO, IAEO, UNIDO, OPEC, UNESCO, etc.)



# International Summit

October 13-14, 2011 • Las Vegas, NV



## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the country of Austria / more specifically the city of VIENNA  
My name is May Sollinger-Soucek, CMP  
My Organization: Vienna Convention Bureau My Title Marketing Manager  
My Email & web may.sollinger-soucek@vienna.info / www.vienna.convention.at My Phone +43 1 211 14 529

### 3 key cultural differences that will help planners and attendees adapt to the local culture of this country:

1. Austrians are a bit formal: university titles, professional titles, dress codes, etc. are more important than in North America. History, culture & tradition are important, too.
2. Austrians tend to “celebrate” meal functions, meals are an important social factor, take more time , especially for dinners.
3. Austrians / Viennese are used to walk & use public transportation (which is clean & safe!)

### 3 tips on negotiating contracts in this country that would be helpful to a global planner bringing a meeting here:

1. Be open & ask for openness! about budgets, timelines, about what you want
2. Austria especially Vienna is a country of compromises – generally Austrians “want to make everyone happy”, no tough decision making, commitments on both sides – personal contacts are preferred
3. room rentals are generally not negotiable – as in all other EU countries

### 3 recommendations of popular social media sites in this country that would be helpful to a global planner bringing a meeting here:

1. The same top 3 as in North America: facebook, twitter, linkedIn
2. In addition in all German speaking countries: Xing

### 3 major differences in operations/support with a convention center vs. CVB services:

1. CVB: is neutral, do not have any members = unbiased service, take close look on RFPs, only do write outs to properties which are suitable for an RFP; free of charge services; open communication with the local suppliers
2. Center: only venue, all destination matters will be forwarded to the CVB, work closely together



# *International Summit*

*October 13-14, 2011 • Las Vegas, NV*



**3 of the most important pieces of information for a global planner to know, planning a meeting in your country:**

1. EXPERIENCE & PROFESSIONALISM: Vienna only has over 2.900 international meetings / year, one of the leading meeting destinations worldwide
2. THE BIG EASY: easy to get to, easy to get around in, easy to plan in – compact, clean, green, safe, walkable
3. GREAT VALUE FOR PRICE: rates include VAT, no hidden taxes, excellent food quality, medium price level within the Euro Zone



# International Summit

October 13-14, 2011 • Las Vegas, NV



## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the country of	<u>Brazil</u>		
My name is	<u>Leigh Wintz, FASAE, CAE</u>		
My Organization:	<u>Tecker International, LLC</u>	My Title	<u>Principal Consultant</u>
My Email:	<u>lwintz@tecker.com</u>	My Phone #	<u>215-735-8515</u>

### 3 key cultural differences that will help planners and attendees adapt to the local culture of this country:

1. A more casual attitude about time; a series of events, not so much hours and minutes.
2. Fun loving, warm people; outgoing; fashionable; can be very opinionated and love to argue their point.
3. Proud of their country; status of women has improved greatly, but still a patriarchal society.

### Tips on negotiating contracts in this country that would be helpful to a global planner bringing a meeting here:

1. Relationships are important; you need to visit and meet people in person.
2. Booking meetings more than 2-3 years in advance might be difficult.
3. Very competitive with Argentina; take care about openly comparing countries.

### 3 recommendations of popular social media sites in this country that would be helpful to a global planner bringing a meeting here:

1. www.Orkut.com; In Brazil 86% of internet users regularly use social networks and other social media sites. This places them top of the league of social media users globally, with Italy in second place (with 78% of internet users regularly using social media) and Spain in third place (77%). The popularity and reach of social media in Brazil is due, in no small part, to the use of Orkut, a social network operated by Google that is incredibly popular in Brazil. In April, almost half of all users of Orkut came from Brazil and its popularity continues to grow in the country.
2. Twitter
3. Facebook

### 3 major differences in operations/support with a convention center vs. CVB services:



# *International Summit*

*October 13-14, 2011 • Las Vegas, NV*



**3 of the most important pieces of information for a global planner to know, planning a meeting in your country:**

1. Brazilians speak Portuguese; not Spanish. And when asking for translation be sure to specify Brazilian Portuguese. While many speak English; meetings should be bilingual.
2. Later meeting start times are essential in Sao Paulo; traffic is horrendous.
3. US citizens need a visa to enter for any reason (expensive and unlike most other countries in South America).



# International Summit

October 13-14, 2011 • Las Vegas, NV



## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the country of Canada

My name is: Claire Smith

My Organization: Vancouver Convention Centre

My Title: Vice President, Sales & Marketing

My Email: csmith@vancouverconventioncentre.com

My Phone #: 604-647-7354

### 3 key cultural differences that will help planners and attendees adapt to the local culture of this country:

1. Watch for indirect communication. We may not come right out and tell you something you don't want to hear.
2. We don't take ourselves too seriously.
3. We are a very multicultural country made up of distinct communities...we are not a melting pot.

### 3 tips on negotiating contracts in this country that would be helpful to a global planner bringing a meeting here:

1. Negotiating on a Friday with an adult beverage.
2. Nice trumps the win. We always strive for win-win.
3. Relationships in negotiating are more important than timing.

### 3 recommendations of popular social media sites in this country that would be helpful to a global planner bringing a meeting here:

1. [www.meetings.canada.travel](http://www.meetings.canada.travel) - Canadian Tourism Commission
2. [www.state.gov](http://www.state.gov) – US State Department for information on travelling to Canada.

### 3 major differences in operations/support with a convention center vs. CVB services:

1. We are very similar to the US.
2. Canada destinations support one another vs. being fierce competitors.

### 3 of the most important pieces of information for a global planner to know, planning a meeting in your country:

1. The meeting products are the same or better than the US.
2. It is not always cold in Canada.
3. We make it easy for you to bring your meetings to Canada.



# International Summit

October 13-14, 2011 • Las Vegas, NV



## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the country of: Denmark – the city of Copenhagen

My name is: Anne Dissing

My Organization: Wonderful Copenhagen CVB

My Title: Senior Sales and Project Manager

My Email: adi@woco.dk

My Phone #: +45 3355 7441

3 key cultural differences that will help planners and attendees adapt to the local culture of this country:

1. Tipping included at restaurants, taxes and (most often) breakfast included in hotel rate
2. Everybody speaks English (second language)
3. Safe city with extremely low crime rate

3 tips on negotiating contracts in this country that would be helpful to a global planner bringing a meeting here:

1. Be specific about MUST haves and NICE to haves
2. Be specific about meaning of 'city center' / 'acceptable location'
3. Venue prices and hotel rates are negotiable

3 recommendations of popular social media sites in this country that would be helpful to a global planner bringing a meeting here:

1. Twitter
2. Facebook, LinkedIn
3. Websites as meetincopenhagen.com, visitdenmark.com etc.

3 major differences in operations/support with a convention center vs. CVB services:

1. Venue sells own property, CVB 'sells' entire city
2. Sourcing free of charge (CVB)
3. To serve client in the best possible way, venues and CVB work closely together in Copenhagen

3 of the most important pieces of information for a global planner to know, planning a meeting in your country:

1. Time of year to go: April - October
2. Currency is Danish Crowns, not Euros
3. Green; gourmet; global city, but with local handling and customs, welcoming.



# International Summit

October 13-14, 2011 • Las Vegas, NV



## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the ~~country~~ city of : Dubai, United Arab Emirates

My name is: Adriana Meregalli

My Organization: Mondotels, A Division of DCI

My Title: Sales Manager, Associations

My Email: Adriana@mondotels.com

My Phone #: (917) 502 0214

**3 key cultural differences** that will help planners and attendees adapt to the local culture of this country:

1. The local custom is to welcome visitors warmly, and offer assistance to assure your comfort.  
However, Emirati executives tend to be more formal than Americans in their business dealings at the outset: use of "Mr." and "Ms" until they invite you to use their first name; no questions about personal life.
2. Emirati executives like to have your background information before they meet you. Similarly, they appreciate hearing the background of your project before you determine what business you may conduct together.
3. As a traditional custom, women are expected to refrain from shaking hands with Emirati men; and men with Emirati women. ( Same custom as Orthodox Jews throughout the world.) Most Emirati men will ignore this custom, in favor of an American-style handshake. The best practice for women visitors is to wait for the Emirati man to extend his hand first. If he does not do so, you can just greet him cordially without a handshake. The same applies to a visitor meeting an Emirati woman – refrain from handshake if she does not offer it.

**3 tips on negotiating contracts** in this country that would be helpful to a global planner bringing a meeting here:

1. In Dubai, negotiating is more effective when it can be done in person.
2. The influence of a 'monarchy-style' of governance has some impact on the way businesses are run. For instance: managers are less prone to take risks without the advance knowledge and absolute agreement of their directors. Negotiating with the decision-maker is much more effective.

3 recommendations of **popular social media sites** in this country that would be helpful to a global planner bringing a meeting here:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**3 major differences in operations/support** with a convention center vs. CVB services:



# *International Summit*

October 13-14, 2011 • Las Vegas, NV



1. The expatriate staff and executives in the Bureau and convention center tend to have more professional training specializing in meetings and in travel marketing compared to their USA counterparts. Competition for a job in Dubai is fierce so employers can insist upon very high credentials.
2. The closed days for weekends are Friday and Saturday. Sunday is a business day.
3. Dubai suppliers have organized a community approach to large congress bids. The Dubai Bid Alliance (chaired by the Dubai Convention Bureau) assembles a complete bid for congress organizers, that combines pre-negotiated rates, appropriate discounts, contract terms that are standardized among the diverse suppliers, built-in booking incentives from the Bureau and from Dubai-based PCO + DMC partners, along with agreement from Emirates to serve as official air carrier.

**3 of the most important pieces of information** for a global planner to know, planning a meeting in your country:

1. Dubai's location is a great advantage for global planners, at because it is linked by direct flights to more than 200 gateways.
2. As the commercial hub of the Middle East, Dubai has a very strong business community accessible to planners for their programs.
3. Dubai offers more than 50,000 guest rooms, with 20,000 in the pipeline in the next 2 years.
4. Dubai International Convention and Exhibition Centre (DICEC) offers 90,000 sqm of exhibition and meeting space, while 4 other hotel properties can accommodate conferences for up to 2,000 delegates.



# International Summit

October 13-14, 2011 • Las Vegas, NV



## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the country of FRANCE  
My name is PHILIPPE FOURNIER  
My Organization: IAPCO My Title: PRESIDENT  
My Email: philippe.fournier@mci-group.com My Phone #: +33 153 85 82 82

### 3 key cultural differences that will help planners and attendees adapt to the local culture of this country:

1. Sessions: Meeting sessions do not usually start before 8 or 8:30am and never finish before 6 or 7 PM.
2. Meals: wine is often served on business lunches; a meal with only water and softs is unthinkable. French like spending time for a meal in order to discuss, network and enjoy the food.
3. French are often complaining but eventually things work out well anyway!
4. French are pretty formal, very curious and like face-to-face meetings.
5. French like to be engaged in a trusty relationship, and need to be confident otherwise they will withdraw.

### 3 tips on negotiating contracts in this country that would be helpful to a global planner bringing a meeting here:

1. Some destinations/venues that try to attract international business are willing to offer good prices.
2. In convention hotels, commission can be negotiated on banqueting / food and beverages charges
3. In convention hotels rates are more attractive for in-house events where meeting spaces, F&B and guest rooms are required.
4. For events held in low season, rates can be more attractive.
5. If you don't ask, they will not reduce the price!
6. Ask for detailed price, written contracts and invoices.
7. Make sure your supplier understand all VAT and Tax issues that may arise for your meeting.
8. French like to be regarded as good professionals in what they do: make them confident when entering into negotiations.

### 3 recommendations of popular social media sites in this country that would be helpful to a global planner bringing a meeting here:

1. Facebook
2. Trombi.com



# International Summit

October 13-14, 2011 • Las Vegas, NV



3. [Viadeo](#)
4. [Linkedin](#)
5. [Twitter](#)
6. [Blogger](#)
7. [Overblog](#)
8. [Skyrock](#)

### **3 major differences in operations/support with a convention center vs. CVB services:**

1. CVBs list mainly agencies, hotels, venues of the destination. Convention Centers list mainly services, i.e. AV / IT / booth builders, speakers presentations handling, catering etc.
2. CVBs listed agencies, hotels and venues which are not exclusive to the destination and are members of the CVB. Convention Centers listed services are often exclusive and not related to the convention center by membership.
3. CVBs play a neutral role and promote the destination as their primary mission. Convention Centers help in promoting the destination but in the first place they promote their own entity and its development.

### **3 of the most important pieces of information for a global planner to know, planning a meeting in your country:**

1. High season for meetings and trade shows are MAY and JUNE and SEPTEMBER, OCTOBER, EARLY NOVEMBER. Book as early as you can to avoid disappointment or consider low season months to get better rates.
2. In addition to French world-famous large cities (Paris, Lyon, Marseille), France offers a variety of middle size cities featuring good meeting venues and services, wide range of hotels, and excellent railway (TGV) and road connections. Many of them have also an (international) airport. This can also be the opportunity to allow your attendees to discover regional heritage, culture and nature.
3. Besides CVBs and international organizations, some national associations of the meeting and exhibition industry can share knowledge, expertise and reference: ANAE, FSCEF



# International Summit

October 13-14, 2011 • Las Vegas, NV



## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the country of Hawai'i – U.S.  
My name is June Matsumoto  
My Organization: Hawaii Convention Center/SMG My Title: Director of International Markets  
My Email: jmatsumoto@hccsmg.com My Phone #: 808-943-3046

### 3 key cultural differences that will help planners and attendees adapt to the local culture of this destination:

1. Hawai'i is the 50<sup>th</sup> state of the U.S., but it has the Hawaiian host culture with its own language, music, food, sports and traditions, which creates a unique "sense of place" that can enhance a meeting program.
2. Hawai'i has a multi-cultural population where diversity is celebrated, and the customs of Asia, Polynesia and the West are shared by all in the community.
3. Hawai'i is the geographic center of the Pacific, where "east meets west" – an open friendly environment where all guests feel welcome and comfortable – enabling open communication and collaboration.

### 3 tips on negotiating contracts in this country that would be helpful to a global planner bringing a meeting here:

1. As part of the U.S. the contracting process is the same as in the rest of the country.

### 3 recommendations about social media sites in Asia that would be helpful to a global planner promoting to potential delegates in Asia:

1. Twitter is one of the fastest growing social media networks in Japan and Korea.
2. China blocks access to western social media such as Twitter, Facebook and You Tube. Consider using their Chinese counterparts instead:  
Weibo (China's Twitter)  
Renren, Kaixin (China's Facebook)  
Youku, Tudou, Ku6 (China's You Tube)
3. In China, bulletin board systems are the most popular social media outlets – posting conference information on key university bulletin board systems can help promote your meeting, and provide you with feedback on pricing, content, etc.

### 3 major differences in operations/support with a convention center vs. CVB services:



# *International Summit*

October 13-14, 2011 • Las Vegas, NV



1. The Hawai'i Convention Center team books and services city-wide, multiple hotel events which utilize meeting and exhibition space at the convention center. The Hawai'i Visitors and Convention Bureau assists programs which utilize only the facilities of hotel properties.
2. The Hawai'i Convention Center offers an international promotional program to assist organizations interested in expanding their Asia presence and building international presence.
3. The Hawaii Convention Center and HVCB, together with its Island Chapters and industry partners, provides start-to-finish services for meeting planners, including site inspection assistance, marketing support, and concierge hospitality infused with Hawaii's legendary Aloha Spirit.

**3 of the most important pieces of information for a global planner to know, planning a meeting in your destination:**

1. Hawai'i is the perfect location for North American associations who are interested in developing their Asian presence. Being part of the US minimizes the "risk" factor for the planner (i.e. unfamiliar contracting procedures, foreign currency, etc.) and it offers international delegates a familiar and comfortable destination because of the infrastructure available to Asian guests (i.e. familiar foods, major Asian languages spoken by the services staff at hotels, retailers, restaurants and key attractions) especially in Waikiki on O'ahu.
2. Convenience and variety: Waikiki (the 1.5 mile area by the Hawai'i Convention Center) contains 28,000 hotel rooms, hundreds of shopping and dining options – including one of the largest shopping malls in the Pacific region and the most beautiful and best known beaches in the world.
3. All major US air carriers serve Hawaii and the state receives direct flights from 20 gateway cities in North America, along with nonstop service from major international cities in Asia-Pacific and island nations in the South Pacific.



# International Summit

October 13-14, 2011 • Las Vegas, NV



## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the country of	<u>India</u>		
My name is	<u>Monimita Sarkar</u>		
My Organization:	<u>KW Conferences Pvt Ltd</u>	My Title	<u>Managing Director</u>
My Email	<u>moni@kwconferences.com</u>	My Phone #	<u>+ 91 124 4636700</u>

### 3 key cultural differences that will help planners and attendees adapt to the local culture of this country:

1. Indians view time differently, as a result decision making process can often be longer than intended
2. It is not normal practice to kiss/hug a business colleague. Normally a handshake would do. The normal practice in addressing a senior is not by the first name – please say Mr XXX or Ms XXX, especially in the first stages of business communication. Indian society and consequently businesses are hierarchical – senior colleagues are respected
3. Indians are a warm and friendly people who interact closely over food. Face to face interactions are very important. Much work is done and business is closed on the basis of face to face meetings which dozens of emails and phone calls may not achieve
4. Planners. Asia/ India everything is price Negotiable from shop to your event. Leave room to discount.
5. Delegates: want to be involved / they are not passive so closer to Latin than Anglo
6. Food/conversation is just as important as the meeting itself so leave plenty room for breaks

### 3 tips on negotiating contracts in this country that would be helpful to a global planner bringing a meeting here:

1. Since India does not as yet have large infrastructure, while negotiating do not build up the meeting. Eg. If you are expecting 1000 participants say it is thousand – give realistic estimates of room requirement etc. Building it up could result in hotels offering higher rates because of limited capacity.
2. Important to know that complimentary rooms attract government taxes. Ask the hotel to mention this clearly up front and give all tax break-downs.
3. One of the primary points while contracting is the jurisdiction of the courts of law. Indian organizations will prefer jurisdiction of an Indian court of law
4. A. None are popular from our industry.
5. B. Social Media (faceBook, linked in) dominate
6. C. Local media that link to TV. CNN/IBN, NDTV, TimesNOW are the 2 dominate players with perhaps yahoo/google are after that



# International Summit

October 13-14, 2011 • Las Vegas, NV



### **3 recommendations of popular social media sites in this country that would be helpful to a global planner**

**bringing a meeting here:** (Indians' are on the same social media site as the western world, primarily because a large segment of the population can communicate in English)

1. Facebook
2. Orkut
3. Twitter & Ibibo

### **3 major differences in operations/support with a convention center vs. CVB services:**

1. There is one CVB in India at present – HCVB. The Meeting Planner is encouraged to work with the local Professional Organiser, who arranges everything on behalf of the client.
2. Am barely exist, one in Dehli and one in Hyderabad only. The association host, private sponors , local govts and PCO determine the levels of supprt you coulkd expect to receive
3. HICC, Licc.in, and star chains ( Hyatt, Marriott, Accor,TaJ) are who will give you event management or venue support

### **3 of the most important pieces of information for a global planner to know, planning a meeting in your country:**

1. Understand that India is a very diverse country. We have over 22 official languages, 415 local dialects and multiple religions, all co-existing quite harmoniously. Therefore be open to different ways of functioning, even in the country.
2. Excellent facilities and standards of service is available in the star hotels, where several of the large meetings and conventions are held.
3. Indians are very innovative and will try and find a solution for most problems. Explain and leave it to them to come up with a solution in a time bound manner. There is even a special word for this innovativeness 'jugaad'.
4. Food is central to Indians
5. Venue participation in planning crucial
6. Don't outsource care to your local hosts
7. Detail out your minimum expectations, invite taskforce to see an event which want to replicate
8. AV Technical conferences vary by state seek local reference support
9. Do your own homework and visit well beforehand



# International Summit

October 13-14, 2011 • Las Vegas, NV



## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the country of **IRELAND**

My name is **Alison Metcalfe**

My Organization **Tourism Ireland** My Title **Vice President Marketing, USA**

My Email [ametcalfe@tourismireland.com](mailto:ametcalfe@tourismireland.com) My Phone # 212 418 0833

### 3 key cultural differences that will help planners and attendees adapt to the local culture of this country:

1. No major cultural differences exist that require major adaptation on the part of planners or attendees. The strong cultural affinity between Ireland and North America is an 'added bonus' and makes it easy to both plan and enjoy meeting in Ireland.

### 3 tips on negotiating contracts in this country that would be helpful to a global planner bringing a meeting here:

1. Have all pertinent facts included in written contract
2. Check with meeting space/venue/hotel prior to finalizing date of event as lower rates may apply if planner has flexibility with dates of event/meeting.
3. Normal best business practices apply

### 3 recommendations of popular social media sites in this country that would be helpful to a global planner bringing a meeting here:

1. Linkedin
2. Facebook
3. Twitter

### 3 major differences in operations/support with a convention center vs. CVB services:

1. Convention Centers only handle own space – rental and all items relating to event within premises
2. In Ireland CVBs provide free impartial advice
3. In Ireland CVBs can find suitable meeting/conference space thru their members – thus doing all the work for the planner/organizer



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October 13-14, 2011 • Las Vegas, NV



**3 of the most important pieces of information for a global planner to know, planning a meeting in your country:**

1. VAT (Value Added Tax) in Ireland has been lowered to 9% (previously 13.5%). Excellent on the ground value in Ireland.
2. Ease of Access with direct flights to Ireland from the USA , Great Britain, & Europe (Passengers returning to the USA thru Shannon or Dublin Airports pre-clear Customs & Immigration prior to boarding flights. Luggage for passengers with connecting flights within the USA is checked thru to final destination.
3. Ireland has a track record of hosting major international conferences and events.
4. Interaction with local Irish people enhance the overall experience for conference delegates



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## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the country of The Netherlands  
My name is Marlies Steinebach-Verstoep  
My Organization: Amsterdam RAI My Title: Manager Business Development  
My Email: m.steinebach@rai.nl My Phone # +31-20 5491753

### 3 key cultural differences that will help planners and attendees adapt to the local culture of this country:

1. Dutch people are very direct/ straight forward, however, their intentions are very friendly and polite
2. We have a “no-nonsense mentality”
3. Many Dutch people have worked in other countries (since our own country is not that large), and can therefore easily change to your way of work and communication

### 3 tips on negotiating contracts in this country that would be helpful to a global planner bringing a meeting here:

1. Dutch law is based upon “common sense”
2. “Standard terms and conditions” indicates these are used for all our events, and that is a standard document. In case changes need to be made, it will be mentioned in the main contract, not in de standard terms and conditions.
3. We are not a country where people accuse /incriminate each other easily.

### 3 recommendations of popular social media sites in this country that would be helpful to a global planner bringing a meeting here:

1. LinkedIn
2. Facebook
3. Twitter

### 3 major differences in operations/support with a convention center vs. CVB services:

1. RAI Hotel and Travel services is an inhouse service of Amsterdam RAI (= the convention centre), to lower the barrier for international congresses and exhibitions to come to Amsterdam. See [www.rai.nl/hotelservice](http://www.rai.nl/hotelservice)
2. The Amsterdam Tourism and Convention Bureau (ATCB) delivers all kids of services, however doesn't block hotel rooms



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**3 of the most important pieces of information for a global planner to know, planning a meeting in your country:**

1. English is our second language, almost everyone in the country speaks English
2. Schiphol Airport is only 9 minutes away from our convention centre (Amsterdam RAI), and the train station is below the airport terminal
3. Amsterdam is a very compact city with restaurants, hotels shops, musea all in walking distance.
4. Did you know that almost every person in the country owns a bicycle and that we have twice as much bicycles in the country as cars!



# International Summit

October 13-14, 2011 • Las Vegas, NV



## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the country of SPAIN  
My name is ELENA ALTEMIR  
My Organization: BARCELONA CONVENTION BUREAU My Title : USA & Canada Intl. Promotion  
My Email: [bcb@barcelonaturisme.com](mailto:bcb@barcelonaturisme.com)  
My Phone # +34 93 368 9700 & cell # +34 699 046 671

### 3 key cultural differences that will help planners and attendees adapt to the local culture of this country:

1. Approach. The Spaniards are warm and welcoming people. While shaking hands is the usual formal approach in professional settings, do not be surprised if you are kissed in both cheeks when you are introduced to people. Unconsciously they will expect a physical approach as a proof of your openness or accessibility as a person.
2. F&B is prepared, cooked and served at the Spanish way. Do not take for granted that you are going to be served everything "on the rocks" or "on the side". Nothing in Spain is as cold as your AC or as hot as your Starbucks coffees. For example, you will seldom find ice dispensers in the hotels.
3. Timing. Spain is a small country, the size of Texas more or less, however it is very diverse. Breakfast, lunch and dinner times might change depending if you are in the south (Andalusia), center (Castilla – Madrid), north (Galicia & Bask Country) or east (Catalonia – Barcelona). The general rule is "everything happens later".

### 3 tips on negotiating contracts in this country that would be helpful to a global planner bringing a meeting here:

1. It will always help to make a personal approach before any negotiation. Personal relationship matter and trust is partly developed through personal relationships.
2. We understand that in North America anything is possible as long as you have a good credit card. While credit cards are fully functional in Spain, they are not considered the most secure mode of payments. The safest mode of payment in Spain is the wire transfers and cash, of course.
3. Another interesting difference between our cultures lies in our distinct expectations regarding customer service. And while there is a conversation to be had, the topic might be a delicate one which could create misunderstandings and may not be suitable to point out in a quick paragraph. Therefore, I invite anyone who is curious or interested in developing this point to contact me.

### 3 recommendations of popular social media sites in this country that would be helpful to a global planner bringing a meeting here:



# International Summit

October 13-14, 2011 • Las Vegas, NV



1. [www.spain.info](http://www.spain.info)
2. [www.barcelonaturisme.com](http://www.barcelonaturisme.com)
3. [www.eventoplus.com](http://www.eventoplus.com)

### **3 major differences in operations/support with a convention center vs. CVB services:**

1. CVBs have a deep knowledge of the destination and also an excellent professional relationship with all the local providers that might be involved in the organization of an event. They will always work on your side. Rather than suggesting few hotels and venues, they will help familiarize you with all the options suitable for your event. A Convention Center/hotel also knows the destination but perhaps not in such depth. However they undoubtedly will be happy to confirm your event in their venue.
2. A Convention Center or hotel might assist you with the operational aspect of your event, however the best professional able to help you are the DMCs. The CVBs do not negotiate with the providers and do not get involved in operations; you directly manage this part.
3. CVBs in Spain are most generally impartial and unbiased as they tend to not charge any fee for their services. Do not fear that they will freely distribute your RFP or that they won't respect the confidentiality of the event. They know your business and your needs and client's needs. The CVBs goal is to help you plan a successful event in their destination. Depending on the type of event you will be working on and your knowledge of the destination, you can of course contact the US representatives or use an online platform but you will get more in depth information by addressing the CVBs directly.

### **3 of the most important pieces of information for a global planner to know, planning a meeting in your country:**

1. Spain wants your business and will work very hard to provide you the best solutions
2. Spain's diversity allows for creativity. From the smaller and exclusive incentive trip to the largest congress, you will find excellent infrastructures and professionals to work with.
3. Any event planned in Spain will be infused with our genuine life style, filled with sangria toasts, Mediterranean soul and our sexy "Antonio Banderas" accents.



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October 13-14, 2011 • Las Vegas, NV



## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the country of United Arab Emirates  
My name is Sumaira Isaacs  
My Organization: MCI Middle East, India and Canada My Title Regional - Managing Director  
My Email: [Sumaira.isaacs@mci-group.com](mailto:Sumaira.isaacs@mci-group.com) My Phone # +971 50 651 0298

3 key cultural differences that will help planners and attendees adapt to the local culture of this country:

1. For planners: Be ready for Last min changes
2. For Attendees: All large Congress Meetings Start with national Anthem and a VIP Govt., Head attending the meeting ; and can delay the start of the program
3. For Planners: Work with a local partner who understands the subtle nuances and has relationships.

3 tips on negotiating contracts in this country that would be helpful to a global planner bringing a meeting here:

1. Have complete visibility before you sign
2. If you do not have complete visibility work with a local Partner who you done due diligence on
3. Government Contracts can be a minefield

3 recommendations of popular social media sites in this country that would be helpful to a global planner bringing a meeting here:

1. Face book
2. Twitter
3. Youtube
4. Linked In

3 major differences in operations/support with a convention center vs. CVB services:

1. CVB and convention center in UAE work well together to opens doors
2. CVB assists with unified contracts and T&C with Hotels/ Convention Center only prices Centre
3. CVB also provides subsidies to medium and large congresses/ Convention Centre no subsidies, but discounts



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3 of the most important pieces of information for a global planner to know, planning a meeting in your country:

1. Infrastructure: Ample capacity to manage events ( over 75,000 rooms in the city)
2. Experiences: In managing large and small events
3. "The Can do anything" approach – Very business friendly



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## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

We represent the country of the United Kingdom (UK) [England and Scotland]

<p>Sarah Storie-Pugh PCO, Congrex UK / Administrator, IAPCO Email: <a href="mailto:info@iapco.org">info@iapco.org</a></p>	<p>Chris FJ Lynn Sales &amp; Marketing Director, North America &amp; Emerging Markets London &amp; Partners (formerly Visit London) Email: <a href="mailto:clynn@londonandpartners.com">clynn@londonandpartners.com</a> Phone: 212.850.0337</p>	<p>Brian Horsburgh Managing Director, Aberdeen Exhibition &amp; Conference Centre Email: <a href="mailto:bhorsburgh@aecc.co.uk">bhorsburgh@aecc.co.uk</a> Phone: 44 1224330404</p>
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### Key cultural differences that will help planners and attendees adapt to the local culture of the UK:

1. Discussion and negotiations need to be polite, and be seen to understand the various parties's needs. Too direct an approach will be interpreted as rude and you are unlikely to get the flexibility and support locally that you desire; develop a friendly relationship with the local people with whom you will be working, they are then likely to go the extra mile for you.
2. Understand that comp meeting room hire is not the norm in the UK; and that venues/hotels will not hold space indefinitely so flexibility and communication management is key
3. Venues in the UK do not charge for every element as is generally the case in the US, eg for a catered event all tables & linen would be include in the quoted price for the meal
4. Work in metres
5. Do not use mobile phones in the middle of a session.

### Tips on negotiating contracts in the UK that would be helpful to a global planner bringing a meeting there:

1. Look at thinks that can add extra value to your event that are easy for the venue/supplier to give away, i.e. does not cost them too much. Things that a venue has in house already such as AV equipment, Wifi etc are easy for them to throw into the contract and can save you genuine costs on your budget. Volume as with any country buys better price, the more venue space you rent the better rate you are likely to get. Understand from where the supplier with whom you are negotiating is likely to be getting revenue streams so if you buy more services from them then the better price you can achieve. UK venues do not have as demanding contract conditions for events and should be flexible on most issues.



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October 13-14, 2011 • Las Vegas, NV



2. Venues will have an established catering company/supplier and this will usually be non-negotiable. Most other services should not be “tied”. Maximise the use of local suppliers, (either in-situ or preferred) eg for a/v, exhibition services, PCOs etc who will know the venue and its capabilities very well.
3. Be aware not to over negotiate – if you squeeze the supplier too hard then they might not be able to deliver the service you need and certainly they will not give you any extra support, which may be valuable to you at delivery, and you may lose the “goodwill”. It is important that all parties feel that the contract is fair. Almost everything is negotiable, but try and ensure there is a win-win for both parties in any negotiation
4. Pricing: (DDR-Daily Delegate Rate). This is the common pricing package available for conferences in hotels (not Convention Centres) and can have a lot of value built-in or provide an area of negotiation that will save you money but still yield for the venue.
5. Addendums: these are not common place in the UK and they represent a Part3 of a contract process. Hotels and venues have their own contracts (Contract + Terms&Conditions + Addendum) – understand your priorities and what you are prepared to leave on the table.
6. Make sure they know, if applicable, the potential for you to bring another meeting within your group /organization to this city/venue in the future when negotiating, The prospect of repeat business should get you a better deal

### **3 recommendations of popular social media sites in this country that would be helpful to a global planner bringing a meeting here:**

1. Facebook
2. Linked in
3. Twitter

### **Major differences in operations/support with a convention center vs. CVB services:**

1. The Convention Bureaux (CVB) are a major part of the Business Development process, providing an impartial view of the whole city and the service providers (PCOs, DMCs etc) as well as know-how assistance with conference venues, social venues, travel cards. The CVB will usually take the early lead in the initial discussion about an event coming to the city and will act as an introducer to local suppliers and city individuals that are relevant in the supporting of the event. They will lead any bid process and be the main co-ordinator between the venues, hotels, city authorities, PCOs [Meeting Planners] etc. They will initially ensure that facilities are provisionally booked but then hand them over to the organizers for the planning process and thereafter take



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October 13-14, 2011 • Las Vegas, NV



more of a backseat role. CVBs to a greater or lesser degree can also provide pre-marketing of the upcoming conference for their destination

2. The venue/Convention Centres will generally deal with the aspects specifically relating to the venue but not so much the wider aspects in the city such as hotels, social events, city support etc. Venues will offer more support in relation to on-site logistics, such as catering, audio visual, exhibition services, but many have excellent contacts with certain hotels (especially on site hotels) and transport companies. While CVBs have to be seen to represent the whole destination, venues, being more commercial, can use their commercial muscle to the clients benefit with certain key suppliers
3. Neither the CVB nor the Convention Centres provide meeting planning services and a local PCO[Meeting Planner]/DMC should be considered
4. The final contract and negotiation is between the client and the venue unless using the services of a PCO [Meeting Planner]/DMC, or other service provider, in which case they will take the lead in the negotiations.

## **Some of the most important pieces of information for a global planner to know, planning a meeting in the UK:**

1. Venues in the UK work differently to certainly the North American market: a venue hire charge is made for venue rental and there is rarely a tie in with housing procurement unless it is all in one hotel.
2. Cancellation terms can be quite significant from the outset of contracting so take a careful look at these. Often attrition is not included in contracts but it is recommended that you ask for it to be added. Often venues and hotels will give a little in these areas.
3. Negotiation is expected – never accept the rate card – negotiate on price, terms and conditions and on added value; all contracts will be negotiated in UK pounds sterling, which is NOT part of the Euro and is outside the current uncertainties surrounding that currency, and subject to UK law.
4. Consider VAT Reclaim in your budgeting process as the UK is the easiest and most efficient country in Europe for VAT reclaim. Use of a broker is recommended, either engaged direct or via the appointed PCO [Meeting Planner]
5. There is a high level of choice of international flights from all destinations, and excellent internal link connections to the major hubs.
6. English is the national language which, especially for a first time international event, removes language issues from the considerations (albeit sometimes the words are different for same thing( eg elevator = lift !)
7. There will, potentially, be a lot of historical connections via family names, via universities established in the UK for as long as 500 years and more, etc, thus encouraging additional attendance and interest in the destination.



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*October 13-14, 2011 • Las Vegas, NV*



## **Additional Comments/Summary**

Use the relevant UK meetings industry expertise to the maximum:

1. Use the CVB for destination services, advice and event support
2. Use the venue for all in-situ, on-site and venue related elements of the event
3. Use the local PCO [Meeting Planner] for all event administration and organization support (budgets, VAT, sponsorship, promotion, social media, logistics etc).

All will have run many different types and sizes of event, and should be your best source of knowledge, experience and the team to support/rescue your event if and when the unexpected happens. Take references from previous clients before using a venue or PCO [Meeting Planner]. If they are switched on, they will have lots of happy previous clients to whom you can refer.



# International Summit

October 13-14, 2011 • Las Vegas, NV



## 2011 PCMA International Summit Cultural Learning Lounge Expert Form

I represent the country of	<u>United States</u>
My name is	<u>Brenda Holland</u>
My Organization: <u>Marriott International</u>	My Title <u>Global Account Executive</u>
My Email <u>brenda.holland@marriott.com</u>	Phone # <u>847-931-9924</u>

3 key cultural differences that will help planners and attendees adapt to the local culture of this country:

1. Meeting Planners expect a response to an email within one day. If you are unable to do so, simply respond back with timeframe you will be able to respond.
2. Meeting planners in US expect that, unless the space is severely disproportionate, with a significant room block and food and beverage contribution, they do not expect to pay meeting room rental. Whether or not that is realistic is one thing, but it's good to know what the expectation is. Also, they do not expect to pay for a room or meals during a site inspection.
3. They also expect that every city has an organization, whether it be a Convention & Visitors Bureau or a Professional Congress Organizer, will consolidate information with regard to a meeting venue and a hotel housing package. They do not feel they should be doing that on their own.

3 tips on negotiating contracts in this country that would be helpful to a global planner bringing a meeting here:

1. If it is a large association or corporation, they most likely work with a Global Sales Executive for all their business around the globe. It is expected that this person will be involved in the contract negotiation and will act as their personal advocate. Please embrace this person in the process.
2. Although most are knowledgeable about the difference of laws, expect that there could be issues with regard to legal liability in the contracts, in particular with indemnification. Be open to agreeing to a mutual indemnification clause.
3. Reduced attrition is a very strong trend in the United States and international entities should be aware of that and embrace that they will be looking for flexibility with block revisions.

3 recommendations of popular social media sites in this country that would be helpful to a global planner bringing a meeting here:

1. PCMA
2. MPI



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October 13-14, 2011 • Las Vegas, NV



### 3. ASAE

3 major differences in operations/support with a convention center vs. CVB services:

1. Convention Centers in the United States typically provide clean up, refreshes, and all reasonable equipment free of charge, or it's included in the rental rate.
2. Very often in the United States with large conventions, the convention center rental costs are absorbed by hotel subsidies.
3. US Planners are very aware of the financial impact of their meeting to the city and expect that the city will welcome them with open arms and help them to control costs.

3 of the most important pieces of information for a global planner to know, planning a meeting in your country:

1. Rates will vary significantly based on both seasonality and demand, and there is an extreme awareness of competition.
2. The internet plays a huge part in attendees selection of a hotel. If they can find lower rates on an internet site they will book outside the block.
3. US Cities will help you market their destination to your attendees, but you need to ask.