

Vizija. Budućnost. Tehnologija.

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 posljednjih 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 financija, 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,

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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 jest nesrazmjer 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.

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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 entuzijizam 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 iznenadne 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.

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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.

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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 najzahtjevniji?

Niti jedan segment konferencije ne bismo izdvojili kao najzahtjevniji, 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-

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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.

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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. Raspolaze 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?

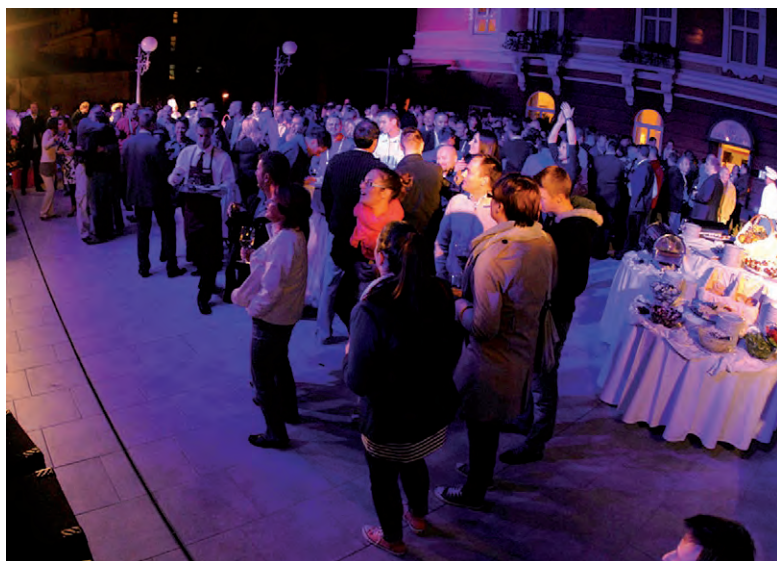
Each year, in organization of the Combis conference, we aspire to develop

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 proportionate to the success of our clients, so we direct the Combis conference

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exclusively 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,

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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 sixed 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

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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.

**SPEKTAR
PUTOVANJA**

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 if 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.

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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.

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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,

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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.

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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.

