

● **Pavle Marković:**  
Iako smo zadovoljni postignutim, mogućnosti hrvatskog kongresnog turizma su daleko veće

Although we are happy with what has been achieved, the potential of Croatian Congress tourism is much bigger



# Profesionalnost i stručnost - jamstvo

*Koliko god svima bio važan novac, jednako, pa i više, vesele pohvale organizatora kongresa, koje možemo sažeti u iskustvo jednog od njih: nije bilo problema nego samo rješenja!*

Professionalism

**P**odizanje kvalitete struke, razmjena mišljenja te zastupanje interesa kongresnog turizma glavni su razlozi zbog kojih je prije tri godine utemeljena Hrvatska udruga profesionalaca kongresnog turizma koja danas okuplja stotinjak redovitih i pridruženih članova, istaknutih predstavnika struke. "Svjesni činjenice da svatko od nas kao pojedinac može napraviti malo, a svi zajedno mnogo više, utemeljili smo udruhu koja okuplja sve koji rade u kongresnom turizmu i za njega – od kongresnih hotela i drugih kongresnih prostora, turističkih agencija, kongresne tehnike do tvrtki za catering, kvalitetnih prijevoznika, kongresnih ureda, javnog sektora..." kaže dopredsjednik udruge Ranko Filipović, ističući da se broj članova neprekidno povećava.

## U prvom planu struka

Sa zadovoljstvom možemo reći da hrvatska kongresna industrija danas postiže dobre rezultate, iako ostaje konstatacija da su nam mogućnosti i znatno veće – kaže predsjednik Hrvatske udruge profesionalaca kongresnog turizma Pavle Marković i nastavlja:

"Budući da je turizam, pa tako i kongresni turizam, skup djelatnosti, u velikoj mjeri ovisimo o drugima, primjerice o prometnoj infrastrukturi. Tako je, na žalost, loša prometna povezanost bila razlog da smo – zbog

**T**he Croatian Meeting Professionals Association was founded three years ago, and its founders were guided by the following main reasons: raising the professional quality of work, the exchange of opinions, and the representation of congress tourism interests. At present, there are about a hundred full and associate members, who are all prominent representatives from the field. Ranko Filipović, the Vice-President of the Association, stressed that there is a growing number of members, and added; "We are aware of the fact that each of us as an individual can achieve a little, and all of us together much more. This is the reason why we founded the association that gathers all who work in the field of congress tourism, and who work for it – from congress hotels and other congress premises, tourist agencies, congress technology, catering companies, quality transport companies, congress offices, public sector..."

## Profession comes first

Pavle Marković, the President of the Croatian Meeting Professionals Association said; "We can state with pleasure that at present the Croatian congress industry is achieving good results, although we are aware of the fact that our potential is much bigger. Since tourism, as well as congress tourism, is a set of activities, to a large extent we depend on other ele-





Ranko Filipović:  
Svatko od nas kao pojedinac može napraviti malo, a svi zajedno u Udruzi mnogo više

Each one of us can do a little as an individual, but together, at the Association, we can do much more

## uspješnosti

*As much as money is important to all, equally so, if not even more, one is happy when complimented by congress organizers. It can be abbreviated into an experience by one of them: there were no problems, only solutions!*

## and expertise – guarantees for success

ments, for example on traffic infrastructure. Therefore, we unfortunately had to cancel a meeting that was supposed to be held in Dubrovnik in February because of inadequate air connections with Great Britain. As far as the professionalism of the staff is concerned, we, at the Association, are happy that we gave the incentive to the Ministry of Tourism to stipulate a regulation that only tourist agencies can create package arrangements. By doing so, we wanted to achieve that expertise is respected, and that clients are protected. Let us not forget that tourist agencies are obliged to guarantee a quality service to a client, and to protect him; meaning in case his rights are violated, the agencies need to provide financial protection. Briefly, our business partner is protected, and the image of Croatia as a destination is much better when the work is done by professionals." Although recession definitely influenced Congress tourism both globally and in Croatia, it did not endanger it, but only reduced the number of participants to a certain extent, and partially reduced the spectrum of requested services. However, there were no drastic changes.

### We recognize and are being recognized...

This year, for the first time, the Croatian Meeting Professionals Association awarded a special award called the Ambassador of Croatian Congress Tourism to individuals and/or groups responsible for promoting congress

neodgovarajućih zrakoplovnih veza iz Velike Britanije – morali otkazati kongres koji se u veljači trebao održati u Dubrovniku. Kad je pak riječ o profesionalnosti kadrova, zadovoljni smo što smo upravo mi u Udruzi potaknuli da Ministarstvo turizma propiše da jedino turističke agencije mogu kreirati paket-aranžmane. Time smo željeli postići da se poštuje stručnost i da se zaštiti klijent, kojem su, ne zaboravimo, turističke agencije obavezne jamčiti kvalitetnu uslugu te mu u slučaju kršenja njegovih prava pružiti financijsku zaštitu. Ukratko, naš je poslovni partner zaštićen, a slika Hrvatske kao destinacije je znatno bolja kad poslove obavljaju profesionalci.

Iako je recesija svakako utjecala na kongresni turizam u svijetu, pa i u Hrvatskoj, ona ga nije ugrozila nego je u određenoj mjeri smanjila broj sudionika te djelomično reducirala lepezu traženih usluga, ali drastičnih promjena nije bilo."

### Prepoznamo i prepoznaju nas...

Hrvatska udruga profesionalaca kongresnog turizma ove je godine prvi put dodijelila posebne nagrade "Ambasador hrvatskog kongresnog turizma" pojedincima ili skupinama zaslužnima za promicanje kongresnog i insentiv turizma u Hrvatskoj. "Želimo njome odati počast i zahvalnost ljudima koji ne djeluju u turizmu, a nesebično su



AMBASADORI HRVATSKOG KONGRESNOG TURIZMA

# Uspješni u lobiranju, kreativni u izvedbi

Na početkom prosinca održanom 2. Forumu hrvatske kongresne industrije 2013., u prisustvu osamdesetak članova – profesionalaca iz kongresnog i insentiv turizma – po prvi put su dodijeljene nagrade "Ambasador hrvatskog kongresnog turizma". Upoznajte ih!



U kategoriji Pojedinci/institucije iz znanstvene, kulturne, sportske i gospodarske zajednice zaslužni za održavanje međunarodnih događanja u Hrvatskoj u 2013. godini dobitnik je prof. dr. sc. Bojan Biočina, predstojnik Klinike za kardijalnu kirurgiju KBC Zagreb, za uspješno trogodišnje lobiranje, kandidiranje i dovođenje 23. Kongresa Svjetske udruge kardiotorakalnih kirurga u Hrvatsku.

In the category Individuals/institutions from the scientific, cultural, sports and economy community responsible for international events held in Croatia in 2013, the award went to Professor Bojan Biočina, MD, PhD, the Head of the Clinic for Cardiac Surgery of the Clinical Hospital Center Zagreb, for successful three-year long lobbying, nominating and bringing to Croatia of the 23rd World Congress of the World Society of Cardio-Thoracic Surgeons.

trošili svoje vrijeme i koristili profesionalni ugled kako bi promovirali Hrvatsku i u nju doveli velike konferencije. Cilj je nagrade da tim ljudima pokažemo da mi koji radimo u kongresnom turizmu prepoznajemo i cijenimo njihov trud", ističe predsjednik Udruge Pavle Marković. Uz te nagrade značajan je i "Ambasador program" kojemu je cilj "da našim stručnjacima koji imaju pristup stručnim udruženjima u svijetu pomognemo u kandidaturama kako ne bi sve bilo na njihovim leđima nego ćemo im pomoći u lobiranju, ali i u operativnom dijelu posla. Jedino zajedničkim snagama možemo učiniti nešto za zemlju", kaže Ranko Filipović. Udruga također mnogo radi na edukaciji kadrova te realizaciji projekata, što su prepoznali Turistička zajednica grada Zagreba i Kongresni ured Zagreba kao i Glavni ured Hrvatske turističke zajednice. Rad Udruge, koja je članica Europske federacije asocijacija PCO-a (EFAPCO – European Federation of the Associations

U kategoriji Pojedinci/institucije iz javnog sektora zaslužni za međunarodnu promociju Hrvatske kao kongresno-insentiv destinacije u 2013. godini dobitnik je Izaslanstvo Hrvatskog sabora u Parlamentarnoj skupštini NATO-a za lobiranje i organizaciju Parlamentarne skupštine NATO-a u Hrvatskoj, najvećeg skupa na toj razini održanog u Hrvatskoj.

In the category Individuals/institutions from the public sector responsible for international promotion of Croatia as congress-incentive destination in 2013, the award went to the Croatian Parliamentary Delegation at the NATO Parliamentary Assembly for lobbying and the organization of the NATO Parliamentary Assembly that was the biggest meeting at that level held in Croatia.

and incentive tourism in Croatia. Pavle Marković, the President of the Association, stressed; "The aim of this award is to show these people that we who work in congress tourism, recognize and appreciate their efforts." Besides these awards, the Ambassador program is also important. Its aim is to assist local experts who have access to expert associations to become candidates, and to tell them that they will not need to carry all the weight; that we will help them lobby, but also help them with the operative part of the work. Ranko Filipović also said that the only way to do something for this country is to join our forces together. The Association also works hard on educating staff, and on the realization of projects recognized by the City of Zagreb Tourist Association and its Congress Office, as well as the Head Office of the Croatian Tourist Association. The work of the Association that is a member of the EFAPCO – the European Federation of the Associations of Professional Congress Organizers has been reco-



# Successful at lobbying, creative in performance

At the beginning of December, at the Second Forum of Croatian Congress Industry 2013, the awards for the Ambassador of Croatian Congress Tourism were awarded for the very first time in the presence of eighty members who are all professionals in the field of congress and incentive tourism. Meet them!



- U kategoriji Član Hrvatske udruge profesionalaca kongresnog turizma zaslužan za najkvalitetniju profesionalnu izvedbu skupa u 2013. godini dobitnica je Sanja Vukov-Colić za uspješno organiziran Svjetski kongres kardiotorakalnih kirurga u Splitu – s gotovo 700 sudionika iz 64 zemlje svijeta.

In the category Member of the Croatian Meeting Professionals Association responsible for the best quality professional performance of a meeting in 2013, the award went to Sanja Vukov-Colić for successfully organized World Congress of Cardio-Thoracic Surgeons in Split with almost 700 participants from 64 countries worldwide.



- U kategoriji Član Hrvatske udruge profesionalaca kongresnog turizma zaslužan za najkreativniju profesionalnu izvedbu incentive u 2013. godini dobitnik je Tomislav Karamatić za Chevrolet Trax Media u Arsenalu, Zadar – europska promocija novog vozila, a predstavljajući su prisustvovala 804 novinara iz 36 europskih država. Trajanje ovog eventa bilo je 28 dana, uz veliku promociju Zadra i Hrvatske.

In the category Member of the Croatian Meeting Professionals Association responsible for the most creative incentive performance in 2013, the award went to Tomislav Karamatić for Chevrolet Trax Media at Arsenal, Zadar for the European promotion of a new vehicle in the presence of 804 journalists from 36 European states. This event lasted 28 days, and promoted both Zadar and Croatia.

gnized by both, the international expert public and by colleagues in the region. By means of collaborating with other professionals in the field, it assists in the development of congress tourism and of certain projects in the surrounding countries.

Three regional congress offices (in Zagreb, Opatija and Dubrovnik) play an important role in the promotion of Congress tourism, as well as the fact that the organizers' experience – of both local and foreign companies and expert and other associations – is very good, because hosts, as a rule, provide to their guests even more than was agreed. In such a way, deeper bonds are established and they often grow into long-term collaboration. The Association president stressed; "As much as money is important to all of us, equally so, if not even more, one is happy when complimented by congress organizers. It can be abbreviated into an experience by one of them: there were no problems, only solutions! ||

of Professional Congress Organisers), prepoznat je u međunarodnoj stručnoj javnosti kao i u regiji pa ona suradnjom sa strukom pomaže u razvoju kongresnog turizma i pojedinih projekata u zemljama okruženja.

U promociji kongresnog turizma i realizaciji skupova važnu ulogu imaju i tri regionalna kongresna ureda (u Zagrebu, Opatiji i Dubrovniku), ali i činjenica da su iskustva organizatora – domaćih i inozemnih tvrtki te stručnih i drugih asocijacija – itekako dobra jer domaćini u pravilu gostima daju i više nego što je dogovoreno. Na taj se način uspostavljaju dublje veze koje često prerastaju u dugotrajniju suradnju. "Koliko god nam svima bio važan novac", ističe predsjednik Udruge, "jednako, pa i više, vesele pohvale organizatora kongresa koje bih mogao sažeti u iskustvo jednoga od njih: nije bilo problema nego samo rješenja!" ||