



We don't waste time here

Annemette Krogh has had exactly one year to get a congress arrangement for 350 participants up and running – and her timetable still holds.

There are still 6 months before the EuRA-Congress takes place between the 3rd to 5th March at the Copenhagen Marriott. Congress host, Annemette Krogh of All Denmark Relocation, still looks pretty relaxed and in control as she pours a cup of tea and shares her aims, hopes and expectations for the congress.

Delegation

It's still difficult though, to understand how she can manage to run her everyday business while simultaneously arranging a congress for 350 people. Not only has she had just a year to prepare, she's also chosen to go it alone without the help of a PCO. The reason she's been able to achieve this, is because it has been possible to delegate a proportion of the workload. The website and delegate applications, for example, are handled by other members of the arrangement committee. Neither is Annemette Krogh responsible for

arranging the participants' flights or hotel bookings. Instead she's struck a deal with Marriott, that includes congress facilities, dinner and rooms, which guests can book directly.

“It's still difficult though, to understand how she can manage to run her everyday business while simultaneously arranging a congress for 350 people.

“We are self-sufficient types” explains Annemette Krogh. “We are already used to organising stays for business travellers, so we should be able to deal with this aspect ourselves.” EuRA stands for European Relocation Association, an association of companies involved in helping newcomers find their feet in a foreign land where they have a new job. Relocation work covers

the many practical formalities that are involved with a change of country. This includes both social aspects and the numerous small things that can make life difficult in the initial stages of moving to a new country. It's only to be expected then, that the congress participants are used to multi-tasking.

EuRA was formed in 1998 on Annemette Krogh's initiative and the congress in Copenhagen will be the association's sixth. It is the first time it's been held in Scandinavia and Annemette Krogh is looking forward to showing Copenhagen off to her guests who will be arriving from all over the world.

We've taken off the Viking horns
“One of my reasons for getting the EuRA-Congress to Copenhagen is to show the larger EU countries in particular, that we're not behind just because we're a smaller country that has chosen



to opt out of the Euro. I think it's about time they saw that we put away the Viking helmets a long time ago and that we're actually highly professional and up to the mark in every area."

"I'd also very much like to give guests the chance to experience Copenhagen as a city. We've been invited for a reception, complete with famous pancakes, at Copenhagen Town Hall and I've insisted that as part of the social arrangements we take a canal boat tour of the city. I've hired two of the covered boats even though statistically the weather in the first week of March is usually fine."

Almost everything's in place

Annemette Krogh doesn't entirely trust to the weather gods or other higher powers. Instead she has taken planning into her own competent hands. Already, the social programme is ready and the programme's content is nearing completion. When it comes to questions of economy and sponsorship, Annemette Krogh answers confidently: "It's all going according to plan. All sponsorship has been sold a long time ago." So here too, in one of

the conference arrangers' tougher tasks, Annemette Krogh has not had any major problems: "The sponsorship pack almost sold itself - primarily to the larger American relocation companies. It's simple enough when the branch itself buys in."

“ I think it's about time they saw that we put away the Viking helmets a long time ago and that we're actually highly professional and up to the mark in every area.”

The congress creates a focus

"One of the goals in getting this congress to Denmark is to place a focus on the work that goes on in our field. In the USA and other countries, relocation is big business, but here in Denmark, companies that appoint foreign employees are not really aware of what we can actually do for them. I'd like to change that, and I'm hoping that we'll be able to generate some press in con-

nection with the congress. Marketing will be a major theme in the congress. Relocation companies should be better at marketing themselves," says Annemette Krogh, adding: "It's also been a request from former congress participants that we raise the issues of branding and marketing."

Sticking to the timetable

And it's actually marketing that's the next task on the list of preparations for the congress. "Next week I'm going to a major relocation congress in Atlanta, where, among other things, I'll be advertising the EuRA-Congress in Copenhagen. 500 invitations were sent out immediately after the last congress in Italy and in a few days, 1,500 post-cards, supplied by Wonderful Copenhagen, will also be sent. All our e-mails have an advertising banner for the congress. And now that our homepage has finally been updated - EuRA's only slip-up! - we can seriously get a move on with reaching our goal of 350 participants.

And Annemette Krogh will probably do that too! ■