

Contents

Page 1

Letter from
The
President

Members Day

Page 2

Berlin 2005

Page 3

Council
Meeting
Reports

Page 4

Future of
EuRA
Responses

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The Professional Body for the European Relocation Industry:

To spread knowledge and understanding of the issues surrounding corporate mobility and to enhance industry performance standards through communication and education

Message from the New President - Michele Bar-Pereg

It is with pleasure and a certain trepidation that I step into the President's shoes for the coming year. EuRA has given me so much and now its pay-back time! I certainly plan to continue to make sure that EuRA is firmly on the map and in the minds of our European relocation industry. Thank you Francine, for all your hard work and dedication.

I will be working, in particular, to make sure that all members have a clear view of what your Board is achieving and to secure channels and opportunities where all voices are heard.

I want to make sure that your expectations of what the Council can do and what as members you would like us to do, somehow meet in the middle. This is why we need to have more information on our website as to our achievements and the members day in early autumn will be vital to hearing your opinions and

trying to incorporate them into a future strategy.

I want to make sure that we have a very strong marketing programme this year, so that we can learn to attract Corporates and offer them meaningful reasons to become part of the EuRA network. EuRA needs to be frequently mentioned in the press and be at the forefront of local and international meetings when relocation and aligned industries are exhibiting or conferencing. To top it all, we need to make sure we have a brilliant Conference in Berlin next year, with a campaign to attract both new members, sponsors and Corporates. Alex Ellis will support us especially in this task, as the Vice Chair he is enthusiastically heading up the Conference Committee.

Last but not least I am so impressed by the work of the EARP and the Training Committee. The continuation and development

of training will be high priority for the council in the coming year. I am hoping that all of us will be proud to have the credits from the EARP and that will help us all to raise the bar in this industry.

I am aware that I have a really lovely pro-active council this year, at our first meeting as a new council, we got to know each other and our individual wishes for EuRA, in order to place the best people to support in the areas they were most enthusiastic about. With Tad and Dom managing the office and all of you out there with your ideas and goodwill, we will be making EuRA grow and improve in best practices, networking and being there for all to use and enjoy.



Members Day - Paris October 1st

This year EuRA is running a Members Day in Paris. This is to allow for a second opportunity for members to network and to combine an optional training session with a chance to have lunch in Paris and a debate about the future of EuRA in the afternoon.

In Copenhagen at the AGM, we gave out questionnaires asking for members views as to how they would like to see EuRA evolve. There are examples of the responses we had from the questionnaire on Page Three along with what the council is doing to address these concerns.

The members day will include an opportunity to discuss the results of the questionnaire and put questions to the council. However, this is an open forum and not an AGM.

The format for the day is as

follows:

9:30-12:30—EARP Accredited Level Two Training Session on Intercultural Awareness—this is optional and will be charged separately to the Members Day.

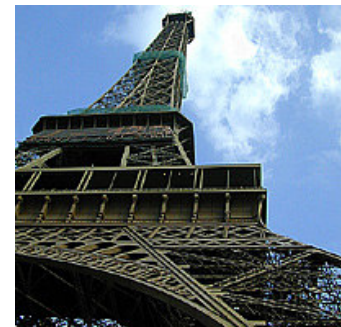
12:30-14:30 Lunch

14:30-15:30 Future of EuRA Open Forum

15:30-16:30 The State of the Industry—A discussion of the pressing issues facing relocation in Europe

We have structured the day to allow for as many people as possible to travel in and out in one day. However, if you would like to stay, the area around the venue has plenty of good hotels from one to five star.

The venue for the Members Day will be L'Hotel De l'Indus-



trie in St Germain de Pres in the 6th Arrondissement. We will be sending out all the details by email in the next two weeks, including hotel recommendations.

Next time you're travelling to a EuRA function, have a look at www.skyscanner.net. This remarkable website covers every European airport and can give you an instant quote and comparison from every airline flying on the route you specify. Once you have seen the flights you want, it takes you directly to the airlines own booking site to complete your purchase.

e-EuRA

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A Debt of Gratitude to Francine O'Byrne



As Michele takes on the Presidency of EuRA, so Francine is stepping down. Francine has overseen a very important

year for EuRA and has been instrumental in implementing some

key elements of EuRA's future. Francine is a great supporter of the EARP and has seen it grow during her Presidency into an important initiative for the industry. Francine's flair and attention to detail have helped EuRA to develop new services and become a more professional body. Francine also took a pivotal role

in the organisation of EuRA's most successful conference to date. We are very grateful for her keen eye and ability to see both the bigger picture and be mindful of the importance of details. From the staff and the council of EuRA, thank you Francine for all your hard work, dedication and support.

Berlin 2005 - Venues Confirmed

Although it seems a long time away at the moment, it is surprising how fast conference time comes around. We have been negotiating fiercely with venues in Berlin for next years conference and have now confirmed where the events will take place.

The conference will be held in the Berlin Marriott. This very impressive new hotel is situated in Potsdammer Platz, the centre of the new construction which now forms the commercial centre of Berlin. The Marriott was chosen for three important reasons. Firstly, we have been able to negotiate an excellent room rate of €139.50 for a double room including breakfast. This is a significantly better rate than at any of the competing hotels. Berlin is an expensive city for accommodation and this rate is very good value for a five star hotel. Secondly, the Marriott has excellent conference facilities. This brand new hotel, opened in January of this year, has some of the best conference and networking spaces in the city.

Lastly, the Marriott brand is one we know. The level of attention we were given in Copenhagen was unsurpassed and the team at the Berlin Marriott are just as keen to repeat that success. For details of the Marriott go to www.marriott.com and select Berlin.

The Marriott is directly opposite the Berlin Ritz Carlton and we have decided to hold the Conference Gala Dinner here. The Ritz Carlton is also a fantastic new hotel, and their ballroom is an excellent venue for our annual dinner. For any of our delegates wanting to indulge themselves, the Ritz Carlton is the best hotel in Berlin and has some of the smartest guest accommodation in the city with some of the best views. For details of the hotel go to www.ritzcarlton.com/hotels/berlin. The single rate for the Ritz Carlton is €199 and double is €219 including breakfast.

The conference will follow the same pattern as this year in Copenhagen, with a training day taking place on Thursday 21st

April. This training day is separate to the main conference. The conference fee will include the Annual Gala Dinner in the Ritz Carlton on the evening of Thursday the 21st followed by the main conference day on Friday the 22nd. The Friday evening function will be charged separately in response to requests we had from our delegates this year. This means that those delegates who wish to stay in Berlin over the weekend will have a great last conference night.

This year, we will be running a tour on Saturday the 23rd for those delegates who stay on in Berlin. We feel a tour is essential to get a sense of both the past and the present of this historic city, including venturing outside Berlin to Potsdam and the palaces of Sans Souci, only now being renovated following reunification.

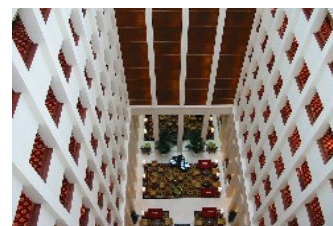
The full conference programme will be unveiled at the members day on October 1st in Paris.



The Great Ballroom at the Ritz Carlton, the venue for the EuRA Gala Dinner



The Berlin Marriott



The twelve story atrium at the Marriott



The Palace of Potsdam, near the Palaces of Sans Souci



The modernist lobby of the Marriott

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First Meeting of the New Council

Following the EuRA Elections at the end of May, the first meeting of the new Council took place on June 23rd in Brussels. This was a very positive meeting with the existing and the new council members getting to meet each other as a group.

In this e-EuRA we will for the first time, report back to the membership on the activities of a council meeting. This will now happen whenever a meeting of the full council takes place.

The council meet four times during the course of the year and the priority for these meetings is to discuss the strategy for EuRA in key areas of its operation. For example, at present the issue of Corporate Membership is being looked

at. This came out of meetings prior to the AGM in Copenhagen and EuRA is now actively seeking the views of your corporate clients.

Other matters discussed at full council meetings include membership, training, marketing, ethics, conferences and functions, and general future strategies.

Below you will find a summary of the work done during the council meeting of the 23rd of June.

The first meeting of the new council always involves the allocation of council members to the committees of EuRA and this year has seen a streamlining in the scope and number of committees that exist. Below, is a list of the committees, a

brief description of their roles and their members.

The council decided that the existing Membership Committee's work shall be taken on by the office with a Membership Liaison on the council responsible for overseeing new member applications. This is intended to both streamline the application process in turn cutting costs, as well as removing any uncertainty for future applicants for membership concerning the impartiality of the process.

A brand new Marketing committee has been formed with a three phase approach to the job, and a new Training Group has been formed with the remit of providing training in countries where no specific association exists.

Report on the Council Meeting

The first item on the agenda was the appointment of council members to the various committees which do the job of steering the activities of EuRA. There are four committees: The Conference Committee, The Marketing Committee, the Training Group and the Membership Committee. At the meeting it was decided that the bulk of the work of the membership committee could be done by the office, and so Nathalie Gazal, the Chair of the past committee will now act as the Membership Liaison. Once an application is complete, the office liaise with Nathalie and the council will be sent a brief report of the applicant for their comments. This way, the process is much faster than before, and more checks are put in place as the every member of the council will have the opportunity to raise an objection if they are aware of any issues with the applicant.

The Training Group will be Chaired by Ileana Clapham, with Helga Neisen Baumgartner and Diane Kiddell also serving on this committee. Christine Winning is the EARP Board member for EuRA and is therefore also a member of the Training Group. This group are

responsible for planning the dates and venues of EuRA EARP accredited training and will be working hard to schedule a training programme across Europe during the coming year.

The Marketing Committee is Chaired by Helmut Berg, who will be assisted by Peter Blanchett, Margaret Moes, Charlene Fideler, Eric Klitsch and Nathalie Gazal. The Marketing Committee has a pivotal role in promoting EuRA's members across the world, and for this reason it has been split down into defined spheres of operation.

Margaret Moes and Nathalie Gazal will be responsible for conference PR and will work closely with the conference committee. Helmut Berg and Eric Klitsch will work on the new strand of Corporate Membership and Peter Blanchett and Charlene Fideler will work closely with the Presidents Group to secure further funding and sponsorship for some EuRA activities such as training and creating an online resource library.

The Conference Committee is made up from two EuRA members in the host country for the conference, the Vice President and one

non-council member who has skills to bring to the committee. This year Kerstin Groenlund and Helmut Berg are our representatives in Germany and Anita Saunders will bring her expertise and enthusiasm to the group. Ileana Clapham as the Chair of the Training Group will be the conference training co-ordinator.

EuRA has always had an Ethics and Disciplinary Committee but in response to the concerns that this committee may sometimes find impartiality difficult, this committee has been disbanded. Now, when the office receive a complaint against a member, a committee will be formed to deal only with that complaint, made up from council members who do not work in the same country as the member under scrutiny. This will lend greater fairness to the process as well as speeding up decisions about breaches of the rules of conduct.

e-EuRA will now contain reports of every council meeting in order to keep you informed of what work is being done to drive your organisation forward.

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Responses to 'The Future of EuRA' Questionnaire

"First of all I would like to compliment Tad, Dominic and the present council for their efforts and the great development that EuRA has made during the last years. I am very happy with the present organisation, with the development of the EARP and with the way the last conference and training in Copenhagen was set up and carried through."

Thank you.

"EuRA and the other members of the EARP Board should continue to strongly support the training programme of the EARP so that level two of the training can be developed, perhaps an advisory board could be helpful for further developments."

An advisory panel for the EARP is being set up. People from HR, Management Training and the EU have been invited to an initial meeting with the EARP Board on September 2nd.

1. Smaller council
2. Keep president's group but redefine it (not only past and vice-presidents)
3. Increase membership fees (or differentiate per 'size' of member)
4. Speed up decision processes
Good luck! We are on the right track."

The decision making process has been speeded up through leaner and more effective reporting from committees to the council.

"One suggestion : less people in the council to simplify decision-making. More project-teams Reporting to the council on a regular basis. EuRA is the best thing that happened to the relocation industry in Europe in the last decade."

Decision making procedures have been reviewed and significant changes made to committees to improve project management.

"Our association will be challenged by the ERC so we need to study how they are moving and what we can do to be 'different' and more attractive. "

EuRA, ARA, ABRA and SNPRM are looking at ways of working with ERC to have EARP accreditations merge with GMS. EuRA is European and ERC has a base here to increase the credibility of GMS as a global qualification. It cannot be global if ERC have no European presence. This does not threaten the different values of EuRA.

"Results of council meetings and committee meetings should be published to the members through EuRA website. However, some topics and discussions can be declared confidential."

A more open reporting system to members is now in place through the e-EuRA and the new website.

"I would suggest to slowly raise the membership fee and possibly also the conference fees, so that EuRA has some more assets available for marketing and for the development of the EARP."

A new fee structure is under consideration.

"If we have corporate membership then the conference programmes will have to be quite different in order to attract the HR people. In my view it will then be similar to the ERC ... I am not opposed to have corporate membership in the EuRA, but then there should be a separate conference programme for their specific needs and interests."

The idea of corporate membership is under discussion at this time and is an exciting way for EuRA to link relocation and HR more effectively. The programme of our conference will remain focussed at relocation service providers, but extending training to corporate members will mean an expansion of the EARP syllabus and this is where EuRA fully supports the work of a wider industry Advisory Panel to oversee the future development and delivery of training. Extending membership to corporates will not only help EuRA members, it will also promote effective communication and improve industry relations.

"Congratulations to Eva Bogrenova of Prague Relocations who is the latest EuRA member to receive her Level 1 EARP certification."