

# ★ EURA The EuRApean

## EuRA Activities Update May 2009

Since the last activities update our 11th International Relocation Congress took place in Vienna, and has pretty much dominated the work of the office and council since March!

We were delighted to welcome 465 delegates and guests to the event, especially in the current financial situation. It was great to see old friends and welcome new ones but most of all, it was wonderful to hear the positivity of the members from across the world. A full report on the evaluations for the conference is on the website and in this edition of the EuRApean. However, we achieved a rating of 94% excellent or good on the conference overall and for this we are both grateful and humbled. It is our great privilege to be able to run your association and we thank you for your support. This compares to 82% in Rome, so we are pleased that you gave us honest and constructive criticism on what you expect from the event. We listened and we are delighted that we were able to deliver. A full analysis of the conference evaluations is on the website.

So the conference has come and gone, and we are now planning our 2011 event. Our shortlist has been decided and venues visited.

During March Tad Zurlinden (EuRA General Secretary) attended the Society for Human Resource Management (SHRM) as an exhibitor for the first time. This year's event was held in Toronto and one of the aims for attending the SHRM event is to spread the word about the EuRA Quality Seal to the global HR community. Interest was very high and this is a well attended event with a very high quality of delegate involved in HR and mobility.



*Patricia Glasel  
Director of  
Consulting,  
Berlitz*

Other projects have also been concentrated in over the last three months, primary amongst which is our research project with Berlitz.

The topic is Expat Expectation Management and by working with Berlitz, a world leader in this field, we are hoping to capture a large enough sample of data, to publish the most comprehensive analysis of expat's experiences when being moved about. This is of huge benefit to us and our members, but more importantly, to the globally mobile family. With accurate statistical data outlining the impact on the family of expatriation to a specific location, we can start to build a culturally specific database of expectation management. This project is being managed from the EuRA side by Dominic Tidey and Ileana Clapham, and from the Berlitz side, by Patricia Glasel, Director of Consulting. Full details of the project are on the website.

The other exciting project we have been working on is our collaboration with Oxford Brookes University Business School to deliver an Intercultural Coaching Programme. This programme, aimed at relocation professionals at every level, will be delivered entirely online, with the option for delegates to attend workshop sessions run in tandem with the EuRA International Relocation Congress. The project will run across twelve modules and will launch in September 2009. Carmelina Lawton Smith, Head of Training and development, will coordinate from Oxford Brookes.

We are also launching a series of web based training programmes, starting in January with EuRA Quality Seal training. We will run this as a series of one hour sessions across five days. This is a cost effective and global solution to our training delivery and we hope to develop a complete package of industry based webinars for delivery from September onwards.



*Carmelina  
Lawton Smith,  
Oxford Brookes  
University*

Tad and Dominic were also invited to address the ABRA (Association of Belgian Relocation Agents) members at their AGM in May. ABRA and EuRA have worked very successfully together over the past 8 years and it was a pleasure to meet so many of their members and affiliates.

We know that members are experiencing the most uncertain business climate for many years. Consequently it is our focus to provide the most cost effective services; from getting a great accommodation deal for the 2010 International Congress, to providing online training solutions. We are also looking at providing local networking events towards the end of the year.

Thanks again to all of you who joined us in Vienna— it truly was our great privilege to welcome you.