

★ **EU**RA TheEuRApean

Vienna 2009

EuRA International Relocation Congress - Review

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We could not have been more thrilled to welcome 465 delegates to this year's International Relocation Congress in Vienna. When we started planning this event back in 2007, we had no idea that the global economy would take such a dramatic downturn. For the last four years we have built our conference on the basis of a 10-15% growth in delegate numbers and the planning for Vienna was no exception. However, as the economic climate turned distinctly chilly, so we expected a 20-30% drop in delegate numbers.

So to have our numbers match Rome 2008 in terms of delegates was beyond our expectation - so thanks to all of you for showing your support.

Each year we listen carefully to our delegates and change the event to suit their needs.

The Oxford English Dictionary defines Congress as a "formal meeting of delegates for discussion".

We understand that the EuRA International Relocation Congress should provide both aspects of this definition:

- "Formal meeting" - our conference day, AGM, and accredited training programmes
- "Delegates for discussion" - this is our networking time, the Gala Dinner and Party Night, our partner meetings and open sessions, our exhibition and the venues we select for the event

Getting this balance correct is what makes for truly happy delegates and this year they told us we had got it right.

The conference overall received an approval rating of 94%*, our highest since Berlin 2005.

The InterContinental as a venue overall received an approval rating of 98%, our highest ever approval rating for a venue.

Our conference host, Frances Edmonds received a 91% approval rating for the third year running. Our opening speaker John Potter received 90% and our final session, with TheaterInteractiv, received 84%, the highest rating a conference session has ever received.

However what we did learn was that the Gala Dinner must take place in one room to be a truly effective networking event. Although delegates gave the Kursalon as a venue an approval rating of 83%, delegates wrote that they would prefer a single space.

We also learned that delegates really appreciated the increase in networking time built into the programme, with shorter sessions and longer breaks, giving this change an approval rating of 94%.

Another thing delegates were very appreciative of was the Photo Wall which received an 86% approval rating and which we will improve further for next year.

COMMENTS

Wonderful! The best Conference ever!

Great conference, lovely venues

Overall a great conference from trainings to sessions and theatre, location and service convenient, logistic great and everything was just fine

A hard act to follow!

Gets better each year

Highly enjoyable well organised networking event

This is a superb opportunity... to meet with our providers

TheatreInteractiv were a breakthrough for ending a EuRA conference, perhaps we could have them every time and at the beginning too



All of these comments will be used by the team when planning for Palma 2010. We can't wait to welcome you to this jewel, one of the most beautiful Mediterranean cities.

* - approval ratings are based on delegates choosing either Excellent or Good as their response.