



5 Years on EIAT Wings

EIAT - In Flight

Special Issue

Tradition of Excellence

Since 2008

IN FLIGHT PASSENGER ANNOUNCEMENT

"Ladies and gentlemen, these are your Captains Speaking. On behalf of the entire crew, welcome aboard EIAT 5th flight non-stop service from 2008.

At this time, make sure your seat backs and tray tables are in their full upright position. Also make sure your seat belt is correctly fastened. We advise you that, as of this moment, any electronic equipment must be turned off. Thank you."

Our flight time will be from 21st-23rd September.

If you have any questions about our flight today, please don't hesitate to ask one of our flight attendants.

Thank you and enjoy your flight.

EIAT CAPTAINS



Milan Culic graduated from the University of Westminster in London, UK. He received MPI Foundation Youth Award in 2007. In the last several years Milan was among Global 30 under 30 selected

by Meetings Professional Magazine and he also received Serbia Specila Status Passport as one of 204 honored citizens. He is believer in excellence and over the period he has been in Serbia he gave numerous speeches at different Tourism faculties as well as other enterprises and institutions all focusing on the way industry should be developed and the way teams should be identified. Currently he is President of the Managing Board of the Centre for Tourism Research and Studies and PhD student at SKEMA Business School at Sophia Antipolis in Cote d'Azur, France where he is engaged as visiting lecture. His main field of expertise is event and conference management, product development and marketing. He is not married yet as there are number of night clubs he still has to visit all over the world.



Bojan Zecevic graduated from the University of Belgrade in Serbia where he got his PhD as well. A bit older from Milan, his team mate in EIAT development, Bojan attended Universita 'Ca' Foscari in Venice

for specialization program and the following year he attended Vienna University of Economics and Business Administration, Institute for Tourism and Leisure Studies. In 2004 he was at Purdue University, as a visiting scholar, granted by Fulbright Scholar Program. He also believes in excellence and the way Serbian can act as one of most serious players in the international market. He developed concept of the Serbian Convection Bureau in the period when not many people knew about potential of the convection and meetings industry for developing markets such as Serbia. Bojan is also Predisent of the Managing Board of Tourism Organization of Serbia. His main field of expertise is destination development, product development and marketing. He is married and has 4 kids with the same wife.

A124 B747 B772 IL96



EIAT CABIN CREW



JELISAVETA PURIC

Calm and sharp: she keeps EIAT being as professional as possible!



MILOS GAJIC

Champion in storytelling about EIAT: these stories only girls can hear. Sorry guys!



OLJA ZVIZDIC

At present in Qatar at the Management program: she is the Royal of our team and the pride of Kosjeric :)

CASLAV KALINIC

Cale and Kale: the trademark for being slow and patient with the best taste in women.



IVAN VITOROVIC

Top man with the degree! Director of sales at one of the premier hotels in Serbia: MONA Zlatibor, but still helped EIAT to grow and succeed! Thank you mate :)

JOVAN NESTOROVIC

The record breaker in delivering before deadlines and funniest haircut in the designer world. Punk rock party breaker and great guy in our team :)

www.dnkcreative.com



MILOS JANKOVIC

He is never there but our web site and web marketing never works better. He never answers e-mails and give feedback and we still have top web platform. How? We do not know but keep working that way mate!

www.born.rs

Our Business Class VIP Speakers



JAFAR JAFARI

University of Wisconsin, USA, Annals of Tourism Founding Editor



ROK KLANCNIK

Slovenia Tourist Board Brussels, Belgium. Director



RICK TAYLOR

The Business Tourism Company South Africa, CEO



ROB DAVIDSON

Greenwich University, UK. Event Management Course Leader



SUSAN RADOJEVIC

The Peregrine Agency Toronto, Canada. President



GORAN PETKOVIC

Government of Serbia, Ministry of Finance and Economy. State Secretary



RAY BLOOM

IMEX Frankfurt, Chairman



MADY KEUP

SKEMA Business School Sophia Antipolis, France. Course Director



KAYE CHON

Chair Professor of Hotel and Tourism Management and Director of School at the Hong Kong Polytechnic University, China.



PAUL FLACKETT

IMEX Group, UK. Managing Director



PAUL GAUGER

Visit Britain, UK. PR Director



DRAGAN MATOVIC

Niagara Falls Touris, Canada. Project Director



DIMITRIOS BUHALIS

University of Bournemouth, UK. Professor



MARTIN SIRK

ICCA - International Congress and Convention Association, Amsterdam. CEO



CHRISTOS TSEMERAS

Grand Casino. GM, Serbia



ROBERT MAITLAND

Director, Centre for Tourism Research, University of Westminster, London, UK



MIGUEL NEVES

IMEX Group, UK. Events and Projects Planner and Social Media Champion



MIHA KOVACIC

CEO at Slovenia Convention Bureau, Slovenia.



PATRICK DELANEY

MCI Dublin, Ireland. Vice President, Industry Relations



KRISTIAN SUSTAR

HUP Zagreb, Croatia. Executive Director



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Our Business Class VIP Speakers



BRAD ANDREWS

Caesar Ritz Colleges, Switzerland. Course Manager Hospitality



DEJAN DJORDJEVIC

ESTA Holding Ukraine. Hospitality Business, CEO



ALISON CRYER

MD, CEO at Representation Plus UK / Chairman, Tourism Society London, UK.



RON HILVERT

The Emirates Academy of Hospitality Management. Managing Director



SANJA VLAHOVIC

Dean of the Faculty of Tourism - Bar, Montenegro.



TATJANA JOHN

Director at Concept LTD, Dubrovnik, Croatia



ULRIKE VON ARNOLD

Deputy Director, Vienna Convention Bureau, Austria



VIOLETA MILUSHEVA

Director of Sales and Marketing Kempinski Palace Portoroz



ZORAN KLARIC

Dean, Zagreb School of Management / Vern, Croatia.



HUGO SLIMBRUCK

Regional Director of Sales for Belgium, the Netherlands, France and Scandinavia, OVATION GLOBAL DMC



LESLIE GARCIA MOICA

The St. Regis Doha, Qatar. Director of Public Relations



PAULINE SHELTON

University of Hawaii, USA. Professor



JOHN SWARBROOKE

Manchester Metropolitan University, UK. Professor of Tourism and Hospitality



LYNN MINAERT

University of Surrey, UK. Professor



MARCOS TORRES

Fairmont Grand Hotel Kyev, Ukraine. Director of Marketing and Sales



SRDJAN MILENKOVIC

Hyatt International, Geneva, Switzerland. Vice President



TOM HULTON

IMEX Group, UK. Head of International Cooperation



BRUCE REDOR

Senior Associate - Europe, Middle East and Africa, Gaining Edge



MATTHIAS SCHULTZE

GCB German Convention Bureau. Managing Director



ADRIANO POZARIC

Turizam Info Croatia. Managing Director

Our Business Class VIP Speakers



DIDIER SCALIET

Development Officer at MPI, Dallas USA. Chief



LAURENCE BRESH

VisitBritain, UK. Marketing Director



JOHN HUMPHREYS

Travel & Tourism Diploma Development Manager, People1st, Great Britain



IGOR KOVACEVIC

Serbia Convention Bureau, Association Accounts Manager



MASIH SHARIF

Assistant to the United Nations World Tourism Organization's Regional Representation for Asia and the Pacific, Madrid, Spain



MICHAEL C. STURMAN

Cornell School of Hotel Administration. Professor of Management



GORAZD CAD

CEO at Go MICE. Slovenia



MARY JANE FLANAGAN

Executive Assistant to the President, Central Michigan University, USA



AMELIA TOMASEVIC

CEO at Zagreb Tourist Office, Croatia



ZORAN DJUKANOVIC

Editor in Chief Travel Magazine, General Manager at Duke and Peterson Belgrade, Serbia



ANA TRBOVICH

FEFA, Serbia. Dean



MILAN VALCIC

Westin Harbour Castle Hotel. Director of Six Sigma



MILOS TUCAKOVIC

Stanton Chase Belgrade, Serbia. Managing Partner



LARISA HUREMOVIC

Trust You Munich, Germany. Director of Sales Central Europe



MICHAEL C. STURMAN

Cornell School of Hotel Administration. Professor of Management



VIKTORIJA BOJOVIC

University of Novi Sad, Faculty of Economics, Serbia. Teaching Professor



5 Years on El Al Wings



Our Supporting Wings & Flying Heroes



GORAN PETKOVIC - Ministry of Finance and Economy, Republic of Serbia. State Secretary for Tourism

Strict but fair, serious but fun and moreover visionary that helped us go where there is no path in order to leave a trail instead :)

SLOBODAN UNKOVIC - Singidunum University, Republic of Serbia. Director of the Department of Postgraduate Studies and International Cooperation

He has always been there for us! Thank you for contacts, ideas and support :)



MIROSLAV VESKOVICH - University of Novi Sad, Serbia. Rector

Although physicist he has chemistry with EIAT and tourism industry :) Many thanks for everything!

ROB DAVIDSON - Greenwich University, UK. Event Management, Course Leader

He is our Godfather and EIAT's Michel Corleone... After asking what shall be the name of the event he immediately said: *Education and Industry Advancing Together!* Go for it - that is what your region needs! Thank you for the acronym that brought so much to the industry in the region.



GORDANA PLAMENAC - National Tourism Organisation of Serbia. CEO

If Aretha Franklin was "Queen of Soul" Gordana is "Queen of Serbia's MICE Business" - she has been our support and guide, strict but trusted lady :)

ROK KLANCNIK - Slovenia Tourist Board Brussels, Belgium. Director

Former Chief of Communications at UNWTO...Rok has been our inspiration and shining star and will always be foundation of EIAT!



ANA TRBOVICH - Faculty of Economics, Finance and Administration. Dean

"You can roll around the globe and never found a warmer soul to know."



"I really did think this year's EIAT was a great step forward and you did a marvellous job. Great feed back from all and I do think the students thoroughly enjoyed themselves. So thank you for everything and for your wonderful hospitality – greatly appreciated! EIAT has now established itself as a leading educational conference in the region and you and Serbia should be very proud of what you have achieved!"

TOM HULTON, IMEX Frankfurt, Germany

"Many thanks for making my experience at EIAT such a memorable one. The conference was very well organized, and you managed to bring together a group of outstanding people from the industry. I was very happy to be part of it, and I hope we can continue to work together along the same lines. My only regret is that I didn't have more time to explore Belgrade and Serbia."

BRUCE REDOR, GainingEgde, France

"My warmest congratulations to you, for another successful EIAT! It was the best one ever, in my opinion, and for me it was such a great pleasure to see so many old friends from previous EIATs and Turizmijadas."

ROB DAVIDSON, University of Greenwich, UK

"My impressions in general are very good. The approx. 100 students in attendance were all very engaged and eager to have a large part in the meetings industry future of South Eastern Europe. The quality of the speakers was excellent, with a wide mix of topics and plenty of academic excellence. All attendees had an opportunity to get to know two of the city's venues as well as try a variety of Serbian culinary delights. It was indeed my first experience in Serbia and I can't wait to go back."

MIGUEL NEVES, IMEX Frankfurt, Germany

"Thank you very much for the wonderful event in Belgrade. You did an excellent job organizing such a successful conference and all the speakers were very impressed with the whole event. I think the students had a great time too so good job!"

LYNN MINAERT, University of Surrey, UK



DRAGAN MATOVIC, Niagara Falls Tourism, Canada

PETER HARMATH, Faculty of Economics Subotica, Serbia

VESNA VLATKOVIC, A hoteli, Serbia

JELENA KARCAKOVSKI, Hotel Villa Breg, Serbia

BOSKO RUPIC, IN Hotel, Serbia

TIJANA BOGDANOVIC, Regional Developing Agency Zlatibor, Serbia



RICK TAYLOR, The Business Tourism Company, South Africa.

CEO

I recollect talking with Milan about 'concept EIAT' as merely a germ of an idea way before the conference was labeled and now branded 'EIAT': an arena arguably recognised as South East Europe's leading Tourism gathering! That was during its embryonic stages and that time was Imex–Frankfurt: way back in 2007! So the "I have a dream" passion and concept goes back some 6 or 7 years - and here we are today experiencing another absolutely remarkable EIAT - in its 5th year: so amazing! The dream analogy reminds me too of one of my favourite sayings, the definition of vision... "The art of seeing the invisible"! Milan and team EIAT have indeed crafted the future! My personal passion in training future leaders is to share with them real examples of business challenges through a private sector lens – which over the years I have portrayed via an Africa perspective: a continent that has on numerous tiers and levels endured many similar challenges to destination Serbia... a thread and a theme that has apparently resonated with delegates from both an Academic as well as Eastern European private sector stakeholder perspective. It has been my privilege to have been associated with this inner EIAT circle, and to have been re-invited year on year... Life is not measured by the times you breathe: Or... the breaths you take. But... by the times your breath is taken away... leaving you breathless! That is how I feel having been a small part of EIAT's journey... breathless! ... thank you.





ROB DAVIDSON - Greenwich University, UK.

Event Management Course Leader

Five years ago, who could have predicted that EIAT would so quickly grow into the must-attend event it has now become? Students and professors in South-East Europe are indeed fortunate that the organisers of EIAT are able to attract some of the top names in tourism and hospitality education from around the world, for this event. But it has also become an influential forum where eminent practitioners



from these industries can share their experiences with the next generation of tourism and hospitality professionals. Every year, the number of universities participating in EIAT has grown, and the level of satisfaction with the design and planning of the conference is very high. Year after year, there are interesting innovations introduced into the programme, bringing increased return on investment for all participants. I am extremely proud to have attended every EIAT as a speaker, and I congratulate the organisers on their outstanding success with this event.

MADY KEUP, SKEMA Business School Sophia Antipolis, France.

Course Director

Happy fifth birthday EIAT! It has been a pleasure to be involved with this leading educational event from its very beginnings in Novi Sad. Regional and international tourism and event professionals mix easily with students and academics in the field. Content has been consistently topical and thought-provoking, while the format and friendly ambiance encourage extensive networking among participants. I feel truly honoured to have been a presenter at EIAT and am looking forward to its special birthday edition this year.

Since 2008 When We Started Flying...



2008



2009



5 Years on EAT Wings



Since 2008 When We Started Flying..



2010



2011



5 Years on EIAT Wings



These Have Been Our Airports



2008



Congress Centre "MASTER".
Novi Sad Fair, Serbia



"GIARDINO" Club.
Novi Sad, Serbia

2009



"ATELJE 212", Theatre.
Belgrade, Serbia



"BELI DVOR", The Royal Palace.
Belgrade, Serbia

2010



Hotel "HOLIDAY INN".
Belgrade, Serbia



"YUGOSLAV DRAMA THEATRE".
Belgrade, Serbia



Restaurant "DVA JELENA".
Belgrade, Serbia

2011



Hotel "INTER CONTINENTAL".
Belgrade, Serbia



THE ILIJA M. KOLARAC FOUNDATION.
Belgrade, Serbia



5 Years on Eilat Wings



MK Mountain Resort, Kopaonik, Serbia

MK Mountain Resort is situated at Kopaonik, the most prestigious ski resort in Serbia, featuring Grand Hotel & Spa****, Family Hotel Angella**** and Apartments Konaci ****deluxe . All hotels and apartments are located in the very heart of the tourist center and the National park of Kopaonik, at 1770 m. MK Mountain Resort is open 365 days throughout the year offering wide range of challenges both during winter and summer season. Merging high standard accommodation, spa & wellness facilities, mice facilities and a unique natural environment, MK Mountain Resort provides outstanding opportunities for an active holiday, entertainment and all type of events. Mountain Resort was founded in 2009 as part of MK Group, one of the most successful business systems in Serbia, comprising more than 35 related companies operating in the country and abroad. MK Mountain Resort is founded for the purpose of managing the largest hotel complex at Kopaonik. Total investment in modernization of MK Mountain Resort in the last three years is 20 millions €.

With over 1500 beds, MK Mountain Resort represents the major hotel complex at Kopaonik. More than 220 000 overnight stays are recorded during the winter season 2011/2012 at Kopaonik, half of which was accomplished at MK Mountain Resort. Also, it is recorded a 30% increase in overnight stays at MK Mountain Resort, compared to the winter season 2010/2011.

The main aim of MK Mountain Resort is to improve the level of hotel services and to respond to the modern guest requirements and needs. With its large investments, the company tends to become the engine for the development of the Serbian tourism. The company mission is not only the rejuvenation of the largest hotel complex at Kopaonik, but also the development of Kopaonik as modern winter, summer and mice destination, as well as its positioning at the SEE market. Within less than two years MK Mountain Resort's strategy has resulted positive trend of Kopaonik as destination.



Holiday Inn Belgrade is hotel with 4 stars, and it belongs to the famous chain InterContinental Hotels Group. This year is a special year as we are celebrating 60th anniversary of Holiday Inn brand and 5th birthday of Holiday Inn Belgrade. Hotel is one of the worldwide strongest brands, recognizable by high level of service, comfort provided to all guests, and warm atmosphere that comes from combination of hospitality and professionalism of all staff.

Holiday Inn Belgrade is located in the main business zone in New Belgrade, and its 12 km away from the airport "Nikola Tesla" and 4 km from the centre of the city. Direct connection with multifunctional exhibition and congress centre BELEXPOCENTAR (size: 2500 m2 offers special benefits in organization of business events, promotions, receptions and celebrations).



Holiday Inn

Spanskih Boraca 74, 11070 Belgrade, Serbia

Hotel Front Desk: 381-11-3100000

Hotel Fax: 381-11-3100123



THE SPARKLING EXPERIENCE

Hotel Park is located at the heart of the city, on the corner of the most beautiful Belgrade streets. Its attractive location and excellent position surrounded by greenery provides isolation from the city noise and offers the same key elements as the real park does - rest, relaxation and peace.

Renovated in 2012, Hotel Park proudly wears its three star by international standards and excellent quality of service of each of its segments. The special values of Hotel Park are its staff and high quality services that give guests a reason to come back and honestly recommend Hotel Park.

Hotel Park nalazi se u samom centru grada, na uglu najlepših beogradskih ulica. Svojom atraktivnom lokacijom i odličnom pozicijom, okružen zelenilom i izolovan od buke, omogućuje sve ono što nudi i pravi park – odmor, mir i relaksaciju.

Renoviran 2012, s ponosom ističe svoje tri zvezdice po internacionalnim standardima i odličan kvalitet svakog segmenta usluge. Posebnu dragocenost Hotela Park čini ljubazno osoblje i visok nivo servisa koji će gostima pružiti ugodan boravak i razlog da ponovo posete prestonicu Srbije.



Njegoseva 2, 11000 Belgrade, Phone: +381 11 3640-383
e-mail: reservation@hotelparkbeograd.rs
www.hotelparkbeograd.rs

*Welcome to
the Brand New Park*



EIAT 2020 will be internationally recognized educational event with more than 50 international tourism and management faculties participating with best from the best students and key industry stakeholders participating.

Top students will have 12 month cross training management opportunities in world's top luxury brands and academia staff will interact more on the annual level with public and private sector.

EIAT will be cornerstone of industry success and more important its best product will be industry leaders who will govern and shape the industry.

SUPPORT



PLATINUM PARTNER



ACADEMIA PARTNERS



MEDIA PARTNERS



PARTNERS



Organizer:

Center for Tourism Research and Studies - CTRS
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Republic of Serbia

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