

# GLOBAL CONNECTIONS



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THE NEWSLETTER FOR THE PROFESSIONAL MEETING PLANNER

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**GLOBAL CONNECTIONS**  
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## Security Guidelines

### Measures for International Meetings

More and more corporations are attracted to holding their meetings abroad as they are engaged in international business. Meetings provide the participants with excellent opportunities and experiences to share the

history and culture of a foreign country. The need to establish a liaison and provide cooperation between the home city and the international meeting site is essential. The need for security becomes more important day after day and following are some guidelines to reduce the vulnerability

of the participants in an international city. It will be necessary for participants to adapt to new cultures, new customs, and new regulations and laws which, in most cases, are different from those to which they are familiar with.

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## A Crash Course in Contracts

When it comes to contracts, the only thing you can count on is that you can't count on anything—and that's even more true with international meetings. Consider this: juices, pastries, and other goodies are considered an essential part of coffee breaks in the U.S., but they're typically not seen outside of North America. How about guest room labels? Is a single guest room smaller than a double guest room? Not in the U.S. where it simply refers to how many people are sleeping in the room. However, in many other countries, the terms designate the actual size of the room.



In other words: Don't assume anything. And no matter what, get it all in writing.

### Space Shifting

Before you can even begin negotiating for the best possible deal, you need to know the basics about how things work in the country where you're meeting. For example, in some areas, such as Asia, a daily meeting package fee is charged. The per person rate generally includes breakfast, lunch, breaks, and some portion of the audiovisual equipment. While obviously the price varies considerably from country to country, planners

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## 5 Tips for Americans Selling at European Exhibitions

By Herbert Nestler and Allan Konopacki, INCOMM International

American visitors to European exhibitions soon discover that the dissimilarities are not merely cosmetic. Understanding and adapting can spell the difference between success and failure when exhibiting abroad. INCOMM International offers companies the following 5 Success Tips from its program to handle the global scene.

### 1: Use Formal Names - Not First Names

Europeans are generally more reserved than Americans. This manifests itself through the use of formal names, such as Dr. Schmidt or Mr. Lopez rather than Helmut or Antonio. And don't expect visitors to European exhibitions to always wear badges. That is the exception rather than the rule.

### 2: Body Language

The amount of eye contact and



touching, as well as the distance people stand from one another at exhibitions, varies from one culture to another. Spanish and Italians touch

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more frequently than Americans and stand closer to each other, while Germans do the opposite. Touching between men and women in Islamic cultures, even handshakes, is taboo. With the exception of Islamic cultures,

a handshake and non-aggressive greeting are usually a safe way to start a conversation.

### 3: Create a Local Contact

European 'stands' (the term more

commonly used than 'booths') by regulation are constructed with hard walls rather than with pipes and drapes. They are also generally larger, and often include refreshment areas and private conference rooms. This reflects the fact that the European 'exhibition' (the term more commonly used than 'trade show') is a place for having serious negotiations and signing contracts. At some exhibitions, companies have reported closing up to 60% of their annual orders. To increase the potential of closing business, always have an appointed distributor in the country in which you are trying to sell. This will significantly improve the acceptance of proposals.

### 4: Use Local Examples

Americans are optimistic and rather inclined toward overstatement. The U.S. created the word "hype." The British, on the other hand, tend to be more understated, and regard the use of superlative language as a basis for placing a product or service under

suspicion of being "all talk." The best way to sell is by showing examples of



how other European customers use your product. This is more credible than a sales pitch.

### 5: Have Inserts in Their Language

Inexperienced exhibitors sometimes overlook simple things, such as the use of metric specifications, compliance with European standards, and preparing literature in multiple languages. Remember, Europe is a market with more than 24 national governments, and an even greater number of native languages. Information needs to be adapted to each market.




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## GLOBAL CONNECTIONS

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