AROUND THE WORLD IN 60 MINUTES

AgnèsCanonica, CMP, CMM
Can you identify this location?
Can you identify this location?
NORTH AMERICA
Can you identify this location?
Can you identify this location?
LATIN AMERICA
BRAZIL

The entire planet will be watching:
June 2013 – Confederations Cup
July 2013 – World Youth Day
June 2014 – World Cup
August 2016 – Summer Olympics
CENTRO DE OPERAÇÕES – RIO DE JANEIRO
HTTP://WWW.CENTRODEOPERACOES.RIO.GOV.BR/
Machu Picchu
Peru
Cusco – Machu Picchu
Iguazu Falls
Argentina
Brazil
EUROPE
Good to Know

- DDR
- Holidays
- Lobby = 0
- Date format
- Time
- Meals
- Rail travel
- Expect to pay for meeting space
- Tax usually included in prices
ICE HOTEL
SWEDEN
ST PETERSBURG, RUSSIA
White nights in St. Petersburg
Church of Our Savior
ST PETERSBURG

- 342 bridges throughout the city
- Sits on the shore of the Baltic Sea
- Population: 5 M (Oct 2012)
- Home of the Hermitage Museum
- White nights: May - July
RUSSIA

- Spans over 8 time zones!
- Spreads over 2 continents
- Language barriers
- Visas
- Logistics support
- Cultural expectations
- February 2014 – Winter Olympics in Sochi
ASIA
Singapore
Marina Bay Sands Hotel
GLOBAL
DEXTERITY
使いかた HOW TO USE 使用方法

設備は温水でおしりなどを洗浄する為の装置です。
Equipment to cleaning the buttocks with warm water.

おむすを清潔に保つ為に整備されています。
The sound volume of running water is adjustable.

1. 洗う Washing 洗浄
おしりなどの洗浄が止まります。
Rear washing stopped.

2. 停止 Stopping 停止
おしりなどの洗浄が止まります。
Rear washing stopped.

3. 音楽 Playing Sound 音楽
按ったら音が鳴るます。
Press to play back flushing sound to muffle toilet sound.

4. 水圧を調節する Water pressure adjustment 水圧調整
(一) で弱くなり (+) で強くなります。
Water pressure “-” is weakened, “+” is strengthened.

5. 水を追加する Extra deodorizing 水の追加
毎回おむすを洗浄した後に追い込みます。
Extra deodorizing to remove odors, especially after use.
BECOMING A GLOBAL PROVIDER

- Global programs are not an extension of the domestic programs in place
- Success is no longer dependent solely on business acumen
- Deeper awareness and understanding of your counterpart's – cultural background, expectations, and preferred working styles
- Don’t think of how I have always done it but how else can I do
- How can I create a network of local and regional experts
- How can my local network share my success and achievement
- How can “WE” become a high performing team through effective processes and communication
**GAIJIN + FOREIGNER = FORGIVEN**

- Gaijin = Foreigner: Not expected to know and understand Japanese culture or proper protocol
- Effort is much appreciated and valued even if you make mistakes
- You are forgiven because you are Gaijin and you are trying
- The Gaijin concept exists in every culture – “Apply it”
CULTURAL CODE

- Directness
- Enthusiasm
- Formality
- Assertiveness
- Self-promotion
- Personal Disclosure
**Cultural Norms: India vs. US**

<table>
<thead>
<tr>
<th></th>
<th>India</th>
<th>United States</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directness</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Enthusiasm</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Assertiveness</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Self-promotion</td>
<td>Low</td>
<td>High</td>
</tr>
<tr>
<td>Formality</td>
<td>High</td>
<td>Low</td>
</tr>
<tr>
<td>Personal disclosure</td>
<td>Low</td>
<td>High</td>
</tr>
</tbody>
</table>
TERMINOLOGY

- **Jargon**
  - “you hit the nail on the head”
  - “hired guns”
  - “low hanging fruit”

- **Jokes**

- **Slang**

- **Informality**
  - “come on, guys”
Meaning of Gestures

VS.
“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”

- Charles Darwin
RESOURCES
APPS

- http://meetingapps.com/
- World Customs and Cultures
- Weather Channel
- Converter+
- FlightTrack
- Metric Conversions
- World Clock
- Yelp
- Kayak
- TripAdvisor
- New to the IPad world: AppStart
BOOKS

CULTURAL PROTOCOL - READING LIST:
- DO’s and TABOOs of Hosting International Visitors – Roger E. Axtell
- Multicultural Manners – Norine Dresser
- Kiss, Bow, or Shake Hands – Terri Morrison
- Global Dexterity – Andy Molinsky
FILMS

- Ireland: Leap Year (2010)
- Italy (Verona & countryside): Letters to Juliet (2010)
- Italy, India, Bali: Eat Pray Love (2010)
- Italy/Iraq: La Tigre e La Neve (2005)
- UK (London): The King’s Speech (2010)
- France (Provence): A Good Year (2006)
- China (countryside): The Painted Veil (2006)
- France: Affair of the Necklace (2001); Le Divorce (2003)
- Colombia: Romancing the Stone (1984)
- China (Beijing): The Karate Kid (2010)
PLAYLIST

- Brazil: Samba Da Bencao – Bebel Gilberto
- France: Châtelet les Halles – Florent Pagny
- Italy: Senza una Donna - Zucchero
- Cape Verde: Sodade – Césaria Evora
- Cuba: Chan Chan – Buena Vista Social Club
- Colombia: These Hips Don’t Lie – Shakira
- Spain: La Niña del Fuego – Buika
- Argentina: Danzarin – Unitango
- Morocco: Ya Andalucin - Amina Alaoui
COLORS

Color orange

In the Netherlands, the color orange stands for the Royal Family and the Dutch National Soccer team. For the Dutch that means: Partying, on Queensday, a national holiday, and at many soccer matches. The orange color will make them think about that.

However, if you go East towards the Ukraine, the color Orange has a totally different meaning. There, the color Orange stands for “revolution” against the government. A completely different kind of feeling.
COLORS

Floral Considerations

- Color purple in Brazil & Mexico = death
- White in Japan = death
- White chrysanthemums = flower of death in many European countries
- Carnations in France = bad luck
- Red roses = romantic intentions
CULTURAL PROTOCOL

EUROPE

- Address by suffix & last name until authorized to use first name basis
- When working with the UK – know the difference between English, Scots, and Welsh – don’t forget Northern Ireland
- RESPECT punctuality and definitely err to formality
- When eating, do not place hand on your lap
- Most important meal of the day: lunch
CULTURAL PROTOCOL

ASIA

- In face to face conversation – verbal or gestured “yes” usually means, “yes, I hear you” – nothing more.
- In China – do not ask a question that requires a NO answer
- Very prompt society
- Personal space respected – not a touching society
- Conservative & traditional
- Remember India is in Asia
- Always ask about serving beef - Hindus do not eat beef
CULTURAL PROTOCOL

JAPAN

○ Know the difference between Japan, China and Asia
○ Chinese cuisine is not the same as Sushi or Japanese cuisine
○ Fortune cookies are not Japanese – don’t mix and match menus unless it is a buffet
○ Japanese use “-san” after the family name (formal and senior)
○ Use “-san after first name when equal and less formal
○ Inappropriate to call by family name without -
CULTURAL PROTOCOL

AUSTRALIA / NEW ZEALAND

- Know the difference between New Zealand and Australia
- Rank in business and class structure minimized
- Great sense of humor – in all situations
- Frank yet friendly – dislike pretensions
- Appreciates punctuality
CULTURAL PROTOCOL

MIDDLE EAST / AFRICA

- Normal work week: Sunday through Thursday Muslim countries
- Punctuality relaxed
- Always ask about serving alcohol - devout Muslims DO NOT drink but OK for others to drink
- Titles matter
- Be aware of Ramadan dates and learn more about the nuances
CULTURAL PROTOCOL

LATIN AMERICA

- DO NOT assume that Brazilians speak Spanish
- Jumping right into business without a period of socializing is very rude & American
- Punctuality relaxed
- Touching arms, elbows, or backs is common
- Eye contact during conversation very important
- Titles matter
## CULTURAL PROTOCOL

### LATIN AMERICA

<table>
<thead>
<tr>
<th>Spanish</th>
<th>Portuguese</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buenos días</td>
<td>Bom dia</td>
</tr>
<tr>
<td>Como estas?</td>
<td>Tudo bem?</td>
</tr>
<tr>
<td>Gracias</td>
<td>Obrigada (fem)</td>
</tr>
<tr>
<td>Pollo</td>
<td>Frango</td>
</tr>
</tbody>
</table>
**Bridging The Cultural Gaps:**
Leverage similarities and differences and bridge the gap

<table>
<thead>
<tr>
<th>Building Relationships</th>
<th>US:</th>
<th>Global:</th>
</tr>
</thead>
<tbody>
<tr>
<td>80% of world cultures are group oriented</td>
<td>Individualistic Build through tasks Talk directly and get to the point Interrupt and ask questions Speak up: be heard Meetings are for discussions, decisions Silence means understanding, agreement Give your point and supporting reasons Embrace the new and exciting</td>
<td>Establish formally Engage hierarchical channels Wait for an opportunity to ask Listen: speak when appropriate Meetings are for sharing info then decisions Silence can mean many things Start with the background then support Rely on the tried and true</td>
</tr>
</tbody>
</table>
## Working with the US

<table>
<thead>
<tr>
<th>Business Approach</th>
<th>US</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific business approach vs. Relationship approach</td>
<td>Tell (Tell us what to do) Teach (How to do it) Take (the credit)</td>
<td>Listen Learn Give (Other)</td>
</tr>
<tr>
<td>Demonstrate Effort</td>
<td>You understand and make an effort and willing to learn and support each other</td>
<td>Listen/learn; inform and stay in touch mode</td>
</tr>
<tr>
<td></td>
<td>You are not in a Teach/Tell/Take Mode</td>
<td>Appreciated and valued</td>
</tr>
</tbody>
</table>
## Venue Contracting and Budgeting

<table>
<thead>
<tr>
<th>Category</th>
<th>US</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Hotel Room Type</strong></td>
<td><strong>Double Room</strong></td>
<td>2 persons in the room</td>
</tr>
<tr>
<td></td>
<td><strong>Dbl/DbI</strong></td>
<td>Twin (2ppl 2 beds)</td>
</tr>
<tr>
<td></td>
<td><strong>Single</strong></td>
<td>Double for Single Use</td>
</tr>
<tr>
<td></td>
<td><strong>King</strong></td>
<td><strong>EU Single can be a room with twin bed</strong></td>
</tr>
<tr>
<td></td>
<td><strong>ROH</strong></td>
<td><strong>Same</strong></td>
</tr>
<tr>
<td><strong>Complimentary Rooms</strong></td>
<td><strong>Determined by formula based on</strong></td>
<td><strong>Same</strong></td>
</tr>
<tr>
<td></td>
<td><strong>cumulative or per night</strong></td>
<td><strong>Not common ask for it</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Staff Rate</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Check in process</strong></td>
<td><strong>Give name and cc</strong></td>
<td><strong>Complete hotel form + ID + CC</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Hotel form is required by Security</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>(Police) in some countries</strong></td>
</tr>
<tr>
<td><strong>Room Rate</strong></td>
<td><strong>Room rate per night ++</strong></td>
<td><strong>Room rate can be inclusive of breakfast</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>&amp; VAT</strong></td>
</tr>
<tr>
<td><strong>Meeting Space</strong></td>
<td><strong>F&amp;B minimum and meeting room</strong></td>
<td><strong>Delegate rate inclusive of space + lunch</strong></td>
</tr>
<tr>
<td></td>
<td><strong>rental fee can be waived</strong></td>
<td><strong>&amp; 2 breaks</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Ask for 24 hr hold</strong></td>
<td><strong>Must ask for it and may include</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>additional fee</strong></td>
</tr>
<tr>
<td><strong>Space Measurement</strong></td>
<td><strong>Square feet</strong></td>
<td><strong>Square meter</strong></td>
</tr>
</tbody>
</table>
# Venue Contracting and Budgeting

<table>
<thead>
<tr>
<th>Category</th>
<th>US</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Date</strong></td>
<td>Month/Day/Year 3/21/2013</td>
<td>Day/Month/Year 21/3/2013</td>
</tr>
<tr>
<td><strong>Time</strong></td>
<td>Am &amp; PM</td>
<td>Military (24hr)</td>
</tr>
<tr>
<td><strong>AV: English is not American English</strong></td>
<td>Podium Stage, Pipe n’ Drape</td>
<td>Lectern Podium N/A ask for a hard set or what they offer</td>
</tr>
<tr>
<td><strong>Other budgeting items</strong></td>
<td>Important to specify your needs for meals: Sit down, standing lunch finger food, sandwiches, no alcohol Be careful when substituting wine for soft drinks</td>
<td>Lunch in France is a 3 course meal served with Alcohol Soft drinks can be more expensive than juices and wine in some countries such as France and Spain</td>
</tr>
</tbody>
</table>
# Meetings Terminology

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<thead>
<tr>
<th>Category</th>
<th>US</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Meeting types</strong></td>
<td>Convention</td>
<td>Congress&lt;br&gt;PCO (professional congress organizer)&lt;br&gt;Secretariat (organizing admin staff)</td>
</tr>
<tr>
<td><strong>Convention terminology</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attendees</td>
<td>Participants</td>
<td>Delegates</td>
</tr>
<tr>
<td><strong>Other budgeting items</strong></td>
<td>Important to specify your needs for meals: Sit down, standing lunch finger food, sandwiches, no alcohol&lt;br&gt;Be careful when substituting wine for soft drinks</td>
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</table>
VARIOUS RESOURCES

- **CURRENCY EXCHANGE:**
  - http://www.xe.com/ucc/
- **EVENT CANCELLATION INFO & INSURANCE:**
  - http://eventshield.com/
- **METRIC CONVERSIONS:**
  - http://www.metric-conversions.org/
- **SHIPPING & CUSTOM BROKERS:**
  - Events on the Move: http://www.eventsonthemove.com/
- **TEXT TRANSLATION:**
  - http://babelfish.yahoo.com/
VARIOUS RESOURCES

TRAVEL ASSISTANCE & INT’L MEDICAL INSURANCE:
- Medex Global Solutions
- www.medexassist.com

U.S. DEPARTMENT OF STATE:
- Register your travel and your meeting at travelregistration.state.gov
- Search for travel alerts, warnings, and consular information for your site at the U.S. Department of State Web site. Note that there is now a mobile version of the site: m.state.gov, optimized for viewing on your smartphone
**Electrical Outlets**

A (NEMA 1-15 USA 2 pin)  
B (NEMA 5-15 USA 3 pin)  
C (CEE 7/16)  
D (BS546 5 A version of Type M)  
E (French)

F (CEE 7/4 *Schuko*)  
G (BS1363 Fused 13 A, 5 A and 3 A also in common use)  
H (SI 32 Israel)  
I (AS-3112 Argentina / Australia / New Zealand)  
J (SEV-1011 Switzerland)  
K (SRAF 1962/DB Denmark)

L (CEI 23-16 Chile / Italy)  
M (15 A version of Type D BS546)  
N Italy  
O Denmark  
P Israel
Electrical Current

- 110 vs. 220
- Adapter vs. converter
**Visa Requirements Impact on Meeting Logistics?**

- Visa requirements can impact the decision on the destination where a meeting is held and how a series of meetings may be structured.
  - For example, it may be a smoother process to host a regionalized meeting in India than to ask 40 Indian attendees to travel to a larger Asia Pac meeting.
- Does timing play a role?
  - Lead time for meeting can have major impact.
  - Flight and accommodation may need to be booked prior to Visa issuance – can be taxing to planning team when planning ‘last minute’.
- Who’s responsibility is the Visa?
  - Essential to define role of sponsor, meeting planning company, travel company, DMC and in obtaining Visas.
  - Letter of invitation, embassy correspondence, clarifying instructions for individual, etc.
  - Ultimately the attendee is responsible for filling in the application.
What is “Plan B” if Visa is denied?
- Excellent place to utilize technology- WebEx can be set up for participants that were denied (Example Israeli attendees denied entrance to Turkey)

Are there resources that can make the process easier?
- Embassy websites can be confusing or in foreign languages

http://www.passportsandvisas.com/visas/index.asp
- Can choose meeting location country and view visa requirements for various international attendees (all in English)
For International attendees traveling to the US (from the listed 36 Visa waiver countries)

Cost: $14.00

Purpose: a way to screen passengers in advance and improve security

Website:
- [https://esta.cbp.dhs.gov/esta/application.html?_flowExecutionKey=0DCE-99F80AF51828](https://esta.cbp.dhs.gov/esta/application.html?_flowExecutionKey=0DCE-99F80AF51828)
TO SHIP OR NOT TO SHIP

Is that really the question???

Best Practice: TRY TO SECURE LOCALLY

IF YOU ABSOLUTELY MUST SHIP:

- Use an International Freight Forwarder & Custom Broker
- Find a company specialized in the country to which you are shipping
- Expect to pay custom fees (and lots of it)
- Do not ship boxes heavier than 50 kg
- In certain countries, expect to exchange funds “under the table”
VAT RECLAIM

- Don’t leave money on the table
- Some destinations apply instant rebates to the Master (Mexico 10% - Chile 19%)
- Also known as IVA (LatAm) / GSM (Canada)
- Things are changing in Europe: [http://www.vanameyde.com/?Id=183](http://www.vanameyde.com/?Id=183)
INTERNATIONAL TRAVEL TIPS

- Prior to going international – call your credit card companies
- Make sure that your cell phone has an activated International plan & enquire about rates
- Smart phones: watch the Int’l data roaming $$$
- Make sure passport is valid 6 months post travel & has at least 2 empty visa pages
- To avoid high exchange fees, upon arrival at destination, withdraw cash from local ATM
- Beware – credit card international transaction fees
- Learn a few words in the local dialect
- If you travel international + 6x a year: Global Entry Program (https://goes-app-cbp.dhs.gov)
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General Manager - Americas
MD Events
E-mail: agnes.canonica@md-events.com
Phone: (610) 825-2660