

# **AROUND THE WORLD IN 60 MINUTES**

**Agnès Canonica, CMP, CMM**



[www.md-events.com](http://www.md-events.com)

# CAN YOU IDENTIFY THIS LOCATION?



**CAN YOU IDENTIFY THIS LOCATION?**







# NORTH AMERICA



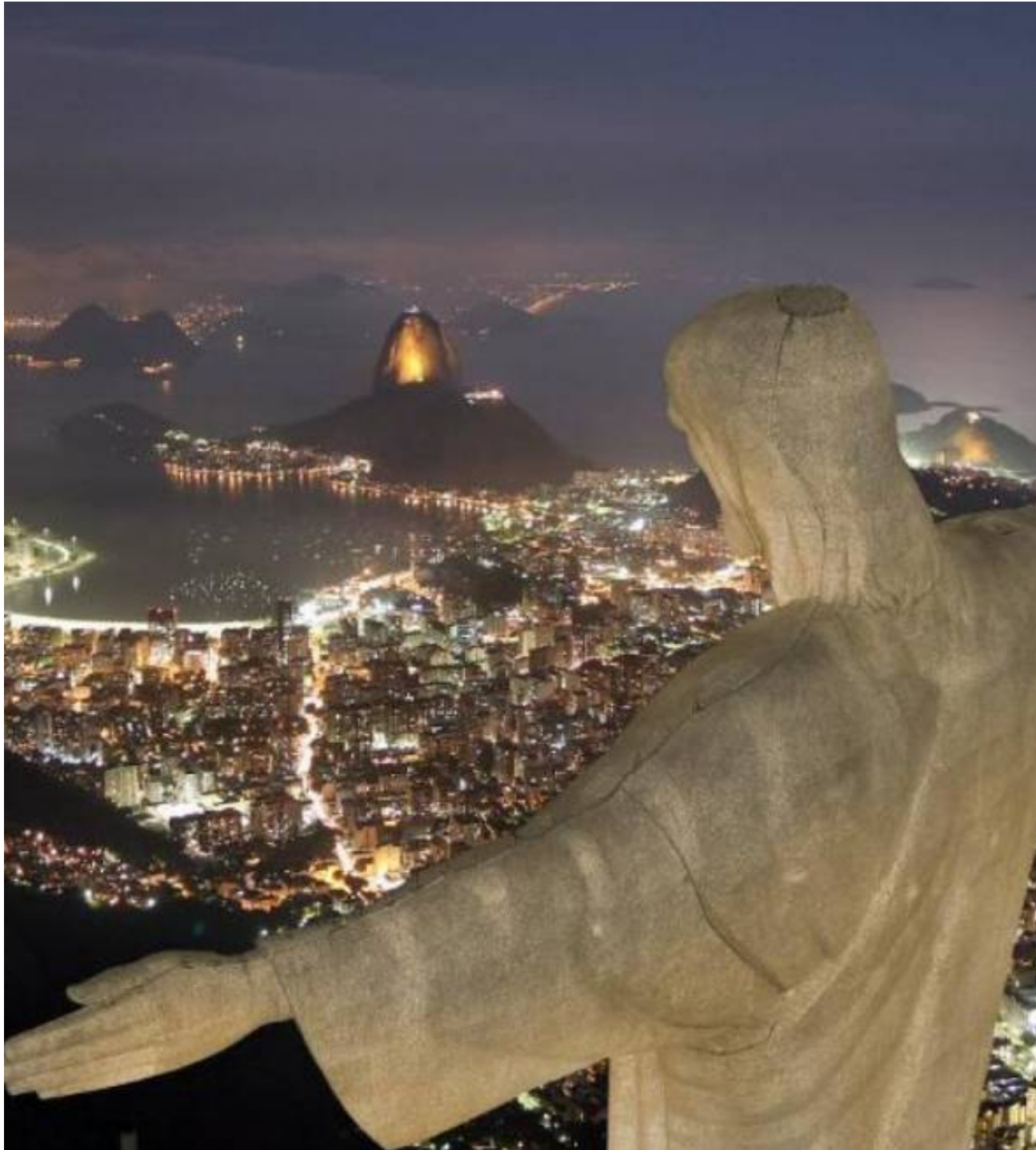
**CAN YOU IDENTIFY THIS LOCATION?**





**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/](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





# RUSSIA

## TIME ZONES ACROSS RUSSIA





ASIA





# SINGAPORE





# MARINA BAY SANDS HOTEL

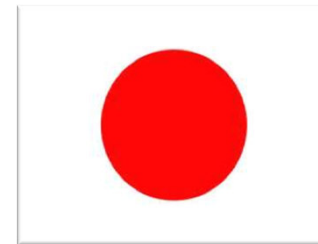
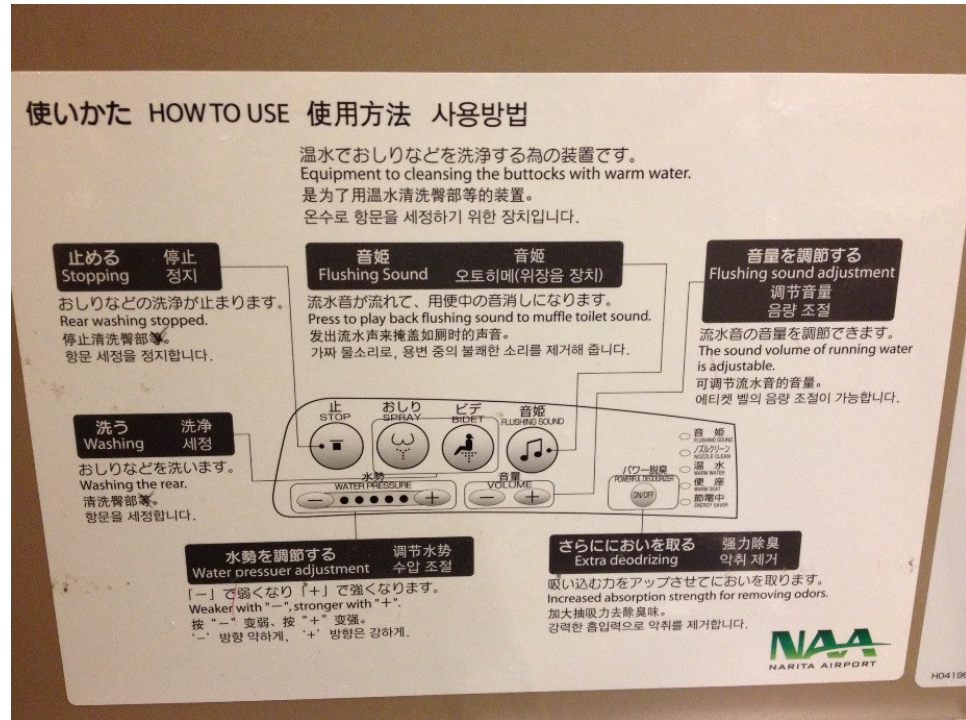




# GLOBAL DEXTERITY









# 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

	India	United States
Directness	Low	High
Enthusiasm	Low	High
Assertiveness	Low	High
Self-promotion	Low	High
Formality	High	Low
Personal disclosure	Low	High



# TERMINOLOGY

- Jargon
  - “you hit the nail on the head”
  - “hired guns”
  - “low hanging fruit”
- Jokes
- Slang
- Informality
  - “come on, guys”



# MEANING OF GESTURES

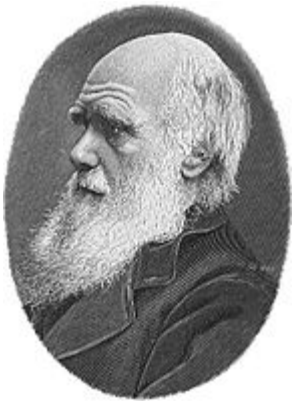


**vs.**





## LAST WORD...



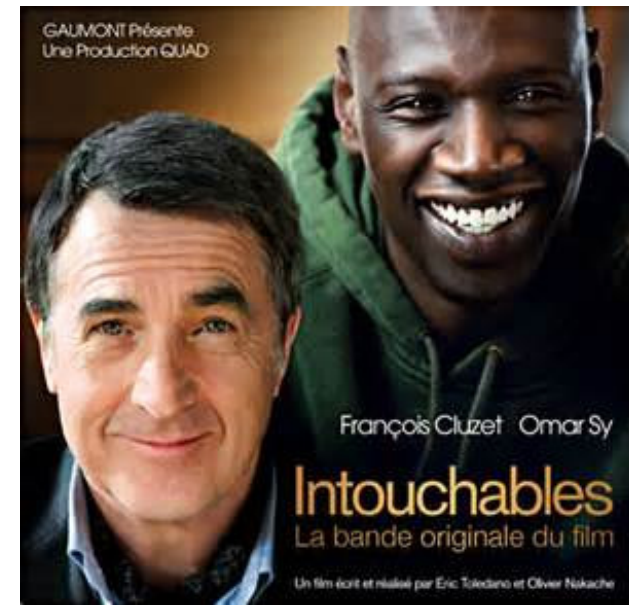
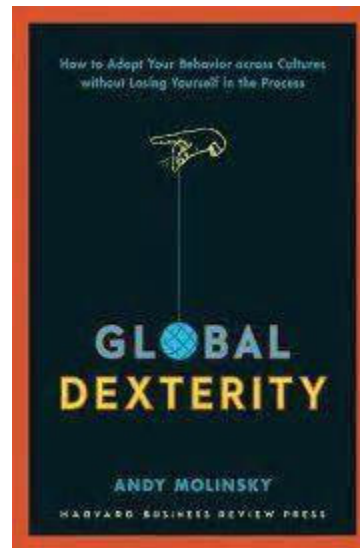
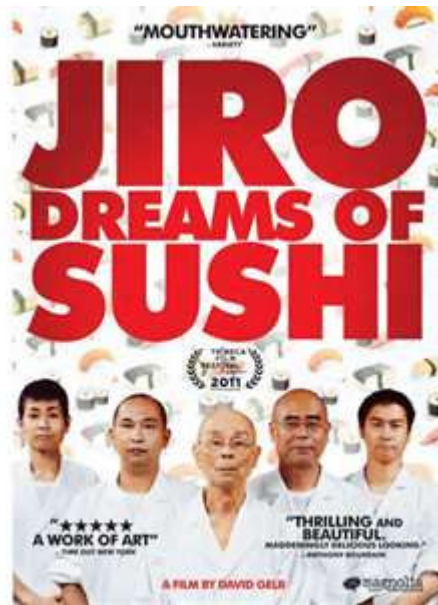
“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.”

- 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)
- South America: The Motorcycle Diaries (2004)
- France (Provence): A Good Year (2006)
- China (countryside): The Painted Veil (2006)
- France: Affair of the Necklace (2001); Le Divorce (2003)
- Argentina (Buenos Aires): Nueve Reinas (2000)
- Mexico: Frida (2002)
- Colombia: Romancing the Stone (1984)
- France (French Riviera): Dirty Rotten Scoundrels (1988)
- 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*

Spanish	Portuguese
Buenos dias	Bom dia
Como estas?	Tudo bem?
Gracias	Obrigada (fem)
Pollo	Frango





# BRIDGING THE CULTURAL GAPS:

LEVERAGE SIMILARITIES AND DIFFERENCES AND BRIDGE THE GAP

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

# WORKING WITH THE US

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



# VENUE CONTRACTING AND BUDGETING

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

# VENUE CONTRACTING AND BUDGETING

Category	US	Global
<b>Date</b>	<b>Month/Day/Year</b>	<b>Day/Month/Year</b>
<b>Time</b>	<b>3/21/2013 Am &amp; PM</b>	<b>21/3/2013 Military (24hr)</b>
<b>AV: English is not American English</b>	<b>Podium Stage Pipe n' Drape</b>	<b>Lectern Podium N/A ask for a hard set or what they offer</b>
<b>Other budgeting items</b>	<b>Important to specify your needs for meals: Sit down, standing lunch finger food, sandwiches, no alcohol Be careful when substituting wine for soft drinks</b>	<b>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</b>





# MEETINGS TERMINOLOGY

Category	US	Global
Meeting types Convention terminology	Convention	Congress PCO (professional congress organizer) Secretariat (organizing admin staff)
Attendees	Participants	Delegates
Other budgeting items	Important to specify your needs for meals: Sit down, standing lunch finger food, sandwiches, no alcohol Be careful when substituting wine for soft drinks	<b>Lunch in France is a 3 course meal served with Alcohol</b> Soft drinks can be more expensive than juices and wine in some countries such as France and Spain

# 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](http://www.medexassist.com)

### **U.S. DEPARTMENT OF STATE:**

- Register your travel and your meeting at [travelregistration.state.gov](http://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](http://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)



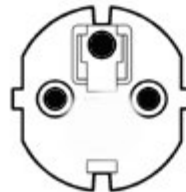
D (BS546 5 A version of Type M)



E (French)



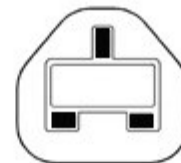
F (CEE 7/4 "Schuko")



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



# VISA REQUIREMENTS AFFECT ON MEETING LOGISTICS?

- 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=\\_c44BA1569-AF6B-9FDE-8923-B7A3C754F5AF\\_kC0F1F80C-C5EC-7FB9-0DCE-99F80AF51828](https://esta.cbp.dhs.gov/esta/application.html?_flowExecutionKey=_c44BA1569-AF6B-9FDE-8923-B7A3C754F5AF_kC0F1F80C-C5EC-7FB9-0DCE-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
- VAT (Value-added tax) reclaim info:  
<http://www.globaltaxreclaim.com/>
- 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>



# 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>)



# PRESENTERS CONTACT INFO



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