



Cornell University
School of Hotel Administration
Cornell Hotel Society



BUDAPEST – along the Danube, heading for new shores!



WHO?

The Cornell Hotel Society AlpAdria & Eastern Europe Chapter

invites members of the Cornell Hotel Society to attend the

WHAT?

**CHS Europe, Middle East and Africa
Regional Meeting 2012**

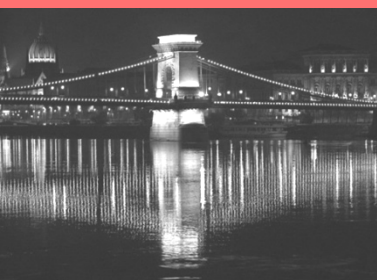
WHERE & WHEN?

Budapest | Hungary | March 22 to 25, 2012

Isten hozott! A warm welcome to Budapest!

MORE INFO?

CHS AlpAdria & Eastern Europe Chapter | Hegelgasse 8 | 1010 Vienna | Austria
telephone +43 1 5120707 | facsimile +43 1 5120607
chs.alpadria@gmail.com | www.chscornell.com/chapters/alpadria/



The CHS AlpAdria & Eastern Europe Chapter is proud to have the honour of hosting the Europe, Middle East and Africa Regional Meeting 2012 in Budapest.

For centuries, Budapest was the capital of the Hungarian monarchy. Today, it is again a modern capital city in Central Europe. Budapest, the *Pearl of the Danube*, lies on both sides of the river. Here, the historic blends with the modern and the hills harmonise with the river. The city is certainly one of the most dynamic and beautiful capitals of Europe, not only known for its cultural highlights, but also for its extraordinary historic attractions and its magnificent thermal baths and health spas.

As one of the developing cities in the CHS AlpAdria & Eastern Europe area – an area of cultural, political and economic diversity characterised by the ruggedness of the Alps, the beauty of the Adriatic coast, the bounty of the Danube valley – Budapest is the ideal spot for Cornell Hotel Society members to gather and explore the role of the Cornell University's School of Hotel Administration in the future growth of the region. **Budapest – along the Danube, heading for new shores!** – the motto represents the voyage to new CEE territories in which the Cornell University's School of Hotel Administration sees a promising future.

Main Programme (still to be finalised!)

Thursday, 22 March 2012

- 2:00 pm Individual Arrivals and Check-in at the Four Seasons Hotel Gresham Palace Budapest or at the art'otel Budapest**
see below for further information on our host hotels
- 3:00 pm Special City Tours and Experiences (self-guided)**
information to be provided by *Funzine* magazine for expats and *local cultural insiders*
- 7:30 pm Cocktail Reception and Flying Buffet at the Gresham Palace**
This optional event allows early arriving participants to gather for *light fare* and local wines and gives them a chance to start re-connecting with Cornell friends.
- 9:30 pm Jazz and Sweets on the River**
A river cruise, with highlights of Budapest by night, featuring Budapest's sweet specialty, Somlói *Galuska*, prepared by the Pastry Chef of the famous Gerbeaud Coffee House.



Friday, 23 March 2012

9:00 am Cultural City Tours (guided by local insiders)

Museums, churches, the Budapest Synagogue, the National Opera and ... much more!

1:00 pm Reunion Lunches with Cornell Hosts

Our event hosts have reserved tables for groups of about 20 in four of their favourite restaurants in the city and invite members to organise themselves into small groups of friends and classmates for a casual networking reunion.

3:00 pm CHS EMEA Regional Board Meeting 2012

The members of the board of directors of the EMEA Region hold their annual meeting.

spouse/partner programme

4:00 pm CHS EMEA Regional Members Meeting 2012

The CHS members of the EMEA Region hold their annual meeting.

8:00 pm Budapest Bath Big Bash

A special dinner event in one of Budapest's famous historic baths!

Saturday, 24 March 2012

9:30 am Cornell Hotel Summit IV: The strategic role of SHA in CEE's future

With an opening statement by Dean Michael Johnson, a keynote speech by a Hungarian government official or successful entrepreneur, the Cornell Hotel Summit IV will be moderated by a professional in the world of journalism and will feature a panel of experts from higher education, the hospitality industry and regional government representatives. Focus will be placed on the opportunities for Cornell in the developing CEE countries, highlighting the needs of hotel developers and the important role that Cornell could play in filling those needs.

11:00 am Brake! Coffee and Sweets!

pastries and locally roasted coffee from Gerbeaud Coffee House

11:30 am Summit Resumes

The panellists are asked for closing statements and questions are taken from the summit participants.

1:00 pm Departure for Lunch: Szentendre Village on the Danube

A Mediterranean Village on the Danube: charming and unique!

3:30 pm Free Time for cultural sightseeing, shopping and discovery of Budapest's coffee houses

Local cultural insiders lead small groups to a variety of attractions.

7:00 pm Gala Dinner at Budapest Castle

An extraordinary backdrop for the Gala Dinner, and, of course, the *Scholarship Auction!*

Sunday, 25 March 2012

9:30 am EMEA Leadership Roundtable

The roundtable leadership programme is dedicated to chapter officers and active chapter members, outlining strategies and tools offered by CHS for a successful chapter management. A Cornell Hotel School spokesperson will outline the role of the SHA in making CHS chapters more attractive to European students.

spouse/partner programme

On Sunday, participants are invited to linger a while longer and assemble friends and classmates at several restaurants recommended by the organisers for Sunday lunch.

Dress code for the meeting is **smart casual** throughout, with the exception of Saturday night's gala dinner, which is **formal business attire (black-tie optional)**. Please dress comfortably and warmly; bring adequate shoes as we are inviting you to walk to most events!

Registration is now open!

Four steps to register:

(After December 20, participants who send in the form below will receive a link via email to finalise the registration process and make payments on a secure website.)

Step One Preliminary Registration Form

Cornell Hotel Society Member

name _____ degree/yr _____
telephone _____
fax _____
email address _____

Programme Fee **EUR 375 per person** for graduates prior to 2007
Reduced Programme Fee **EUR 250 per person** for graduates after 2007 (incl.)
Students & Recent Grads ('11)

In addition to the reduced programme fee, the organisers are pleased to announce that the first 5 students or recent grads ('11) to register will receive **free lodging!**

Spouse/Guest(s):

name(s) _____

Spouse Programme Fee **EUR 375 per person**
Guest Programme Fee **EUR 375 per person**

*Please note that breakfast is neither included in the registration fee nor in the special room rate offered by the Gresham Palace. We invite participants to have breakfast either at their hotels or at the special coffee houses in the area of the hotels.

Step Two Special Events/Tours (Please sign up!)

Tick where appropriate AND circle appropriate pronoun!

- Yes, I / we will attend the "Four Seasons Cocktail Reception" Thursday at 19:30
("Flying Buffet" charge: €18 p.p. + cash bar)
- Yes, I / we will join the "River Jazz and Sweets" on Thursday evening at 21:30 (Charge: €15 p.p. and cash bar)
- Yes, I / we will join one of the "Reunion Lunches" on Friday (price included in programme fee)
- Yes, I will join the "Spouse City Walks" on Friday afternoon (while my spouse/partner attends the meetings!)

Arrival date _____ Approx. time _____

Departure date _____ Approx. time _____

Please let us know of any special needs/requests you and/or your spouse/guest(s) may have:

Step Three Registration Completion and Payment

Please return this preliminary registration form via facsimile (+43 1 5120607) or e-mail (chs.alpadria@gmail.com). Thank you!

A full registration form and details for a secure Credit Card payment system will be sent by December 20, 2012 to participants who have sent in their forms.

Please Note!

The registration fee includes VAT, activities, several social events (meals and some drinks), attendance at the Cornell Hotel Summit and bus transfers as noted in the programme above, but does not include hotel accommodations and certain events costs. A cancellation fee of 25% will apply, if cancellations are received by January 15, 2012, 75% by February 15, 2012 and 100% thereafter. Please note that the hotels' cancellation policy may be different. Registrations are only considered confirmed upon receipt of payment in full of the programme fee.

I have taken note of the above-mentioned details for the Europe, Middle East and Africa Regional Meeting 2012 Budapest and related fees, and will complete both registration and payment once I receive the electronic link.

date _____ signature _____





Step Four Hotel Reservation Information

The organisers invite participants to **contact the hotels directly** via email or by fax and make their room reservations using the code word *Cornell*.

The prestigious **Four Seasons Hotel Gresham Palace Budapest** was chosen as the host hotel for the 2012 Meeting.

Széchenyi István tér 5-6, 1051 Budapest, Hungary

Telephone: +36 1 2686000, **Fax:** +36 1 2685000

www.fourseasons.com/budapest/

Double room at Four Seasons Hotel

€90 per person + 22% city/sales tax

Single room at Four Seasons Hotel

€180 + 22% city/sales tax

In addition, the **art'otel Budapest** was selected on the Buda side of the Danube for participants looking for a trendy hotel at affordable rates!

Bem Rakpart 16-19, 1011 Budapest, Hungary

Reservations: Europe toll-free + 0800-6644420

Reservations e-mail: budapest@artotel.hu

Telephone: +36 1 4879487, **Fax:** +36 1 4879488

www.artotels.com

Double room at art'otel Budapest **€42.50 per person (incl. tax & breakfast)**

Single room at art'otel Budapest **€85 (incl. tax & breakfast)**

Most of the sights and venues playing a role in the meeting are located within walking distances of both hotels.

Students and 2011 grads! The organisers have reserved five rooms at the **art'otel** and are offering to sponsor **SHA students and 2011 grads** by giving out those five rooms **at no cost!**

Please note the hotels' cancellation/no show policies on the hotels' websites. The hotels reserve the right to release the rooms blocked by the organisers after January 15, 2012.

After this date, rooms and rates will be subject to availability at both hotels.



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See you in Budapest!

Questions
&
Opportunities

Sponsorship: an opportunity is being offered to participants and their companies to sponsor part of the CHS EMEA Regional Meeting 2012 Budapest, especially as a sponsor of the **Cornell Hotel Summit!**

The organisers are offering sponsors a chance to make a tax-deductible donation and be presented on all the event communication materials and announcements. Please contact the Organising Committee to obtain more information about the sponsorship opportunities.

Scholarship Auction: this year the auction will be presented in print and on the event website several months prior to the Budapest meeting and the Gala Dinner Auction giving donors an opportunity to present themselves and promote their donations to a wide CHS membership. Promotion of the auction items will be made in advance on the event website and in a printed pamphlet distributed to all the participants during the event. We invite you to send in your "auction items/packages/surprises" via email to chs.alpadria@gmail.com before January 31!

Questions? Please do not hesitate to contact the Organisation Committee members in Vienna and Budapest:

Christian Walter christian.walter@pkfhotels.com

Imre Hild hildimre@gmail.com

Christophe Bergen christophe@hellberg.at

Hani El-Sharkawi hani.elsharkawi@modul.ac.at

Bettina Pugn bettina.pugn@pkfhotels.com

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