

Invitation to
Cand.Msoc.SEM Student
Conference

Centre for Tourism and Culture Management
Copenhagen Business School

December the 2nd 2011

Solbjerg Plads 3, 2000 Frederiksberg

Room SP216 13.00 pm - 17.00 pm

December the 4th 2011

Crowne Plaza 19.00 pm – 21.00 pm



October 27, 2011

Dear students,

You may ask yourself why we have a conference for students at the study and why you should consider it part of your education. I will therefore tell you a little about it.

You all know that we have economic and financial crises in many countries. It is seen in many ways but for students and coming candidates it is seen especially in the high unemployment rates for new candidates. In Denmark—a country not hit so hard by the crisis—35% of candidates from the universities within the socio-economic disciplines have not got a job within the first year, after they have finished their studies and in other countries it is even worse. It is therefore of real importance for you that:

- 1) You engage in your study going for high grade.
- 2) That you establish networks and contacts with potential suppliers of jobs and listen to their needs.

The conference shall be seen in these perspectives: You will have the chance to get knowledge from the CEO of VisitDenmark, Jan Olsen, who has a comprehensive knowledge on tourism and on marketing in general and about the present developments.

The CEO from Danish industries has a comprehensive knowledge about service in general, and about what is going on in Denmark and in the EU.

The third topic on December the Second is internship. Come and get information and ask the questions you have concerning internships.

The second part of the conference takes place on Sunday December the 4th from 18.30-21.00 at the Crowne Plaza Hotel. Here you have the chance to visit a hotel known as the place where the new Danish government made their basic political paper for their government cooperation, and what is more important it is well known as one of the hotels in the world giving highest priority to environment and green development. Please look it up on the Internet: www.crowneplaza.com/CopenhagenTower

Concerning participants: you have to register no later than November the 17th 2011 **preferably** by clicking on the link following rather than sending emails:

<http://www.surveymonkey.com/s/Q2S9LY5>. You are welcome to contact Jacqueline Lijuan Yin regarding any further information and questions by Email ly.tcm@cbs.dk.

The conference participation is free, but a fee of **300 DKK** would have to be paid if you do not show up after you have registered.

All the best to all of you,

Lise Lyck

Conference programme

Friday the 2nd December 2011

- 13:00–13:30 Welcome and Opening Session Topic: ***Tourism in a Global World with Focus on EU***
Lise Lyck, Centre Director
Centre for Tourism and Culture Management,
Copenhagen Business School, Denmark
- 13:30–14:00 Invited Guest Presentation: ***Danish Tourism – Present Situation and Future Challenges***
Jan Olsen, CEO of VisitDenmark
- 14:00–14:30 Dialogue and Discussion
- 14:30–15:00 Break and refreshments
- 15:00–15:30 Invited Guest Presentation: ***Important skill and competencies to have a Career in Service Management (draft title)***
Jens Klarskov, CEO of Dansk Erhverv/ The Danish Chamber of Commerce
- 15:30–16:00 Questions & discussions
- 16:00–16:30 ***Rules for internship and experiences from internship. How to realise an internship?***
CBS responsible – the Cand.Soc coordinator Finn Hansson and students having been on exchange and a representative from business.
- 16:30–17:00 Discussion of internships.



Conference programme

Sunday the 4th December 2011

-- Conference participants to ATLAS arrival in Copenhagen and check-in to hotels

18.30—21:00 Welcome reception at Crowne Plaza:

*--Presentation by Allan Agerholm CEO of Crowne Plaza and Allan Xenius Grige –
Chairman of IFEA (International Festival and Event Association).*

Topic: Unique strategy & implementation in dealing with environmental issues

--Network building

Please be informed that the programmes may subject to changes.

Participation / Price: all students from the Cand.Msoc.SEM programmes are entailed free accesses to both days of the conferences. **However**, if you don't show up in the conference after you have registered, a fine of 300 Kr. should be expected.

Registration: Please register by click on the following link: <http://www.surveymonkey.com/s/Q2S9LY5>

Deadline: Week 46, Thursday the 17th November, 2011.

Further information

Should you have any questions, you are welcome to contact *Jacqueline Lijuan Yin* for further information by email ly.tcm@cbs.dk, or a visit to TCM at:

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