

Invitation to the Businet Conference 2014

We would like to formally announce that the 28th Annual Businet Conference will be held at the Sheraton Hotel in Zagreb from 19 to 21 November 2014.

Croatia was chosen to host the conference as it is the newest EU member, and it felt appropriate to take the conference to the newest European capital city. When we chose Croatia, we did not have a Croatian member. We are pleased to say that has changed as in April we welcomed our first Croatian member, namely the Baltazar Adam Krcelic College of Business and Management.

You will be able to reserve the conference hotel and conference via the Businet website from Wednesday 14 May onwards. The "Early Bird" fee for the full conference is €450, which we believe to be exceptional value. This is a fully inclusive price with all meals from the opening of the conference on Wednesday evening until the Gala Dinner on Friday.

The Sheraton Hotel in Zagreb has excellent conference facilities, and we are confident it will prove to be a very good venue for the event. The cost of a single room per night at the conference hotel is €98; a twin room costs €115.

The format of the Zagreb Conference will follow the structure of the Malta event, with keynote speakers, a number of workshops sharing the "good practice" of members, and curriculum and special interest working groups.

At the Malta Conference we asked delegates to talk to their non Businet partners and introduce the network to them. The result has been that we have a significant number of new members; 12 members have joined Businet since Malta. This is excellent news for the health of the network. We need a constant influx of new members to bring new ideas and personalities to our network. **Please think about inviting new partners to the conference:** it really does showcase the strengths of the network. Last year there were just over 180 delegates, including a record number of first time attendees. We would expect to welcome a similar number of delegates to this event, and would like to meet some of those people who attended for the first time last year, as well as meeting some new friends.

Since the Malta event a lot of work has been done to improve the Businet website. This is the latest element of improving the "branding" of the network. We started in Bratislava by introducing the imagery to be used in our publications. All documentation has since been updated. The public pages of the website have been updated, but the most important change is the introduction of a significantly upgraded "members only area" using the "SharePoint" platform.

As we are a member organisation, we are always looking to improve our "offer" for the members. An element of the Businet "offer" is the inclusive environment that we try to engender at our event. This is referred to by some as the Businet family. We are proud that it is considered to be just that. So why not come and join the next "family outing" in Zagreb!

On behalf of the Businet Board