

THE ★ **EURA**[®]pean

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DUBROVNIK 2018 | Special Edition



IN THIS EDITION

**CONFERENCE SESSION HIGHLIGHTS
CHARITY 2018
NEWS FROM THE INDUSTRY
...AND MORE!**



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The EuRApean

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Contributions on all aspects of mobility are welcomed for publication in the EuRApean. If you are a member of EuRA and would like to contribute news about your company please get in touch. Please contact Dominic Tidey, Editor dominic@euira-relocation.com or Maria Manly, Deputy Editor maria@euira-relocation.com
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LETTER FROM THE EDITOR



Three years ago we had the first site visit to the Sun Gardens Dubrovnik. The timescales involved in planning the

EuRA International Relocation Congress are long. To secure a great venue, in April/May (prime conference season) requires massive forward thinking! We are currently signing our contracts for 2022. The advantage is, we get access to the best venues at the very best prices for our delegates. The room rates

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Save the Dates

SEATTLE RECEPTION 2018

October 18th

GOA - EuRA Global 2018

November 14th - 16th

EuRA MUNICH 2019

April 30th - May 3rd
Bookings online September 1st
Sponsorships online shortly



at the Sun Gardens Dubrovnik for next April are over €230 per night. We secured €145. The downside is, that far in advance, we are choosing venues based on current numbers. So when we say we're fully booked in January, we ARE fully booked in January. Trying to accommodate everyone in Dubrovnik, when we expanded the maximum numbers over the 600 threshold was difficult. We knew when we chose the resort that finding close alternative accommodation was going to be a challenge. But everyone had a great time and thanks to everyone who couldn't stay in the Sun Gardens for your patience. But what an event it was! From the point of view of myself and the team, it was one of the most

positive and uplifting weeks of our professional lives. Twenty years really has gone by in the blink of an eye and I hope I'm still around to celebrate thirty years of EuRA in 2028. Thanks to all our fantastic speakers (84 in total) for your contributions to making this one of the most relevant and insightful EuRA events ever. Thanks to the brilliant Peggy Love for getting them all organised and so well supported and thanks to the brilliant EuRA team and volunteers for just being amazing! But most of all, thanks to our 700+ delegates for your support and loyalty. It's a privilege to work for you.

Dom Tidey



CEO Report - Dubrovnik 2018

Tad Zurlinden



Twenty years of EuRA, twenty conferences. Quite a milestone! For EuRA, its members across the world and personally for me too.

We frequently refer to the EuRA Family, and this year at our 20th anniversary conference, it felt like a reunion. The sun shone brightly on



the superb Sun Gardens Dubrovnik, which was just one of the best venues we've had for the event and we've had some great ones. From my teams' point of view as organisers, the hotel just got it right at every turn. The team were just brilliant, so professional and before we even knew there was an issue they had solved it. But I'd like to let you all know how much they appreciated the EuRA group. The Sun gardens team told us many times, what a great group we are and how much they enjoyed delivering the event to such an appreciative audience.

There are many highlights for me at every conference, but this year was overwhelming!

Delegates started to arrive over the weekend and it's always wonderful to see people arrive, but this year, we were so delighted at your reactions as you came into the lobby of the hotel, to be greeted with that amazing view and the sunshine!

Tuesday was our annual Immigration Symposium which received great responses from delegates. This is the third year we have run this separate event and for those members involved in the delivery of immigration services, has become an invaluable meeting to attend.

Our RMC sponsors had their network meetings and these have become an important adjunct to the EuRA conference programme. Being able to all meet in the same place saves everyone time and money and facilitates communication and updates within the supply chain.

On Wednesday we also provide slots for the supply chain meetings and the annual MIGroup lunch which as always, was a great success and a terrific opportunity for their suppliers to enjoy their annual awards ceremony.

We had a comprehensive programme of breakout sessions, the biggest ever. I have to extend a big thank you and congratulations to Peggy Love for all the work and support she gave Dom and

the moderators and speakers. She did a great job and we look forward to another great selection of intellectual content in Munich.

The conference plenary got underway on Wednesday afternoon, without the irrepressible Frances Edmonds (who will be back next year following her Fellowship at the



Distinguished Careers Institute at Stanford University) but with the brilliant Peggy Love and Helmut Berg as our MC's. We followed our annual tradition of "the song", equally loved and hated by the delegates and team alike (and bravely led and written by Dom see YouTube for the full humiliation) and then we looked to the coming year of EuRA work. Our opening keynote, Dave Coplin, was truly brilliant and inspirational in his address "The Rise of the Humans", the full content of which is on our [YouTube Channel](#).

The Welcome Reception by the pool overlooking the Adriatic as the sun went down over the islands is one





which will live long in our collective memories. What a stunning location and a great opportunity to catch up with friends over a drink or two.

Thursday saw the first annual EuRA Charity 5K Fun Run, or from my POV, Fun Walk! We also had the exhibition in full swing and thanks to all our exhibitors for being with us this year. We had great feedback from them, the location of the conference was ideal from an exhibition standpoint as delegates did most of their networking in the same space and out on the beautiful Adriatic Terrace, under the Croatian sun. We had an array of terrific breakout sessions, which are summarised in this edition. As usual there is a full set of day by day photo galleries on our [Flickr feed](#) and linked to our [website](#).

Thursday night is gala night and this year we were hosted by the Sun Gardens and their exceptional teams.

For the first time since Edinburgh, the board took the decision to mark the 20th anniversary by honouring a few of our members on stage. The first EuRA Prizes for Exceptional



Partnership were awarded to Walter Woolf and Linda Fries of Air Animal Pet transport

and Charlie and Vanessa McCrow of The Apartment Service. These exceptional couples have taken personal success and built professional success as a result and it was a privilege to acknowledge their contribution to the industry.

Two awards were given for Outstanding Contribution to Relocation, to Ken Barron of CORT



Global and Patrick Oman, past President of EuRA. They have both made a real difference to our industry as pioneers and innovators and it was a unanimous decision by the Executive Group to honour their contributions in our 20th year.



Our brilliant delegates raised €9,000 at the annual fund raiser, ably chaired by our auctioneer Patrick Oman, another outstanding contribution, this time to our amazing charity Marina Drzica Special School - in total we raised

€25,000 from our fund raising efforts. If you didn't get the chance to make a contribution, you can at anytime via our [JustGiving](#) page.

Friday's plenary programme was really appreciated and superbly informative, but in competition with the Croatian sun, maybe a little under attended but we got great responses in the conference survey. All the plenary sessions are on our [YouTube channel](#) and don't miss our exceptional Igniters, this year brilliantly put together by Michele Bramstoft.

So Friday night saw the Galleon take guests to the final night party on the Beach - a truly magical sight. After an evening of dancing and celebrating we drew yet another EuRA Conference to a close.

So next year the fantastic city of Munich! I had many conversations along the lines of "Well how will you top this year's event?" to which we all reply, we can't we just strive to always be different, always innovative and always, a have a great family reunion!



Letter from the President

Andrew Scott - Dwellworks

I trust everyone did "survive" and are all now "thriving" following what was a great week in Dubrovnik. We were certainly blessed with the weather and a truly beautiful location.

I thought I would just share a few interesting post conference facts:

- 702 attendees (Most ever)
- 33 sponsors (Most ever)
- Money raised for the charity €25,000+
- Estimated over 5,000 meetings took place between members !!!
- Over 40 prepared sessions and events available (Most ever)
- 85 Speakers participated (Most ever)
- Over 3500 meals prepared for attendees....
- 55 took part in the inaugural Friday run
- One of the biggest weekly bar takings ever for the Hotel... 😊

It won't come as surprise that to organize and co-ordinate such an event, there has to be many dedicated and amazing people involved and focused on the smallest of details and this where we are so fortunate with our brilliant EuRA team. I would also personally like to thank Peggy Love for her constant drive and enthusiasm in pulling together many of the sessions, along with my fellow board members who all took key roles this year in presenting or moderating sessions. A particular thanks goes to Stuart McAlister our

Vice President, for his humorous conference opening session, maybe a career in stand up awaits you Stuart.. !! Also huge thanks to our "men and ladies in black".. that is our AV, sound and photo team.

For those who were at the opening session, they would have heard that we will be re-branding our non-European conferences, eg Goa coming up in November. We have taken this decision so we can reflect better the global nature of our membership. Rather than trying to be clever about this, we thought that simplicity is often the best solution, so you will start to see the new EuRA- Global logo appearing on some of our events.



Staying with the global theme, plans are in full swing for our November conference in Goa and more details on conference sessions and speakers will be announced shortly.

Jumping back to Dubrovnik, I would also like to congratulate our award winners, Patrick Oman and Ken Barron who both received the EuRA Outstanding Contribution to Relocation Award. Charlie and Vanessa McCrow and Walt Woolf and Linda Fries were the inaugural recipients of the EuRA Award for



Outstanding Partnership. All these folks as well as having built amazing businesses, have been great supporters of EuRA and we thank them for that.

Finally and most importantly I wanted to thank all of you that attended the conference, as you are the ones that put real energy and fun into the event. I sincerely hope you all reaped some business benefits, along with the chance to make new friends and meet old ones. I know many of our friends and colleagues weren't able to join this year, but we all hope to see them and everyone else in Munich next year.

I wish you all a profitable and happy rest of the year.

Ps. I couldn't sign off without saying on behalf of us all, a massive THANK YOU to Tad and Dom, for everything you have done for the past 20 years. Our great organization wouldn't be great without your vision, constant focus and drive to always add more value to our members. We all look forward to the next 20 years with you.

EuRA Foundation 2018



Thank you so much to everyone who helped us raise the staggering figure of €25,000+ for the EuRA Foundation, our charitable fund, donated this year to the Marina Držića Special School in Dubrovnik

Charity 2018 - Marina Držića Special School

Founded in 1965, the Marina Držića has been supporting families with kids with special needs around the Dubrovnik geographical area for more than 50 years. The pre-school programme serves 12 children with multiple learning and physical difficulties. The School Programme has eight

training to help integrate into work or more specialised life skills.



Remember you can still donate via the [EuRA JustGiving Page](#)



departments supporting children up to 17 years old with a wide range of learning difficulties as well as providing wider outreach services to the family. For pupils from 17-21 the school provides extra support and work



Peggy Love Conference Summary

Peggy Love - EuRA Strategic Consultant Intellectual Content



In 1999 I attended my first EuRA conference in Barcelona and since then I have attended all but 3 conferences. As many people through the years have said, I grew up in my professional life with EuRA and it is truly the professional family that we all cherish and love. As an expat kid and an expat adult my role as CEO of the small Destination Services company I founded was perfect for me. EuRA was perfect for me. Through the years I tried to be as active as I could in the organization. That meant being a speaker or a moderator at almost every single conference. Preparing a presentation for a global audience is a lot of extra effort while working full time, but absolutely worth the trouble. Now, in my role as Strategic

Consultant Intellectual Content, I have achieved my goal of not having to “let go” of EuRA even in my retirement.

As Strategic Consultant for Intellectual Content I am a liaison to the EuRA COO and to the Board. I oversee the development of the sessions as well as provide support to the speakers and moderators throughout the year as they prepare for the conference. The selection process for speakers and moderators begins in mid-summer with a call for proposals with a deadline for submission mid to late October. The EuRA Board meets in early November when they select the

number of presenters and moderators to fill the number of sessions previously determined by the layout and capacity of the conference site. This is a consensus driven process and very fair. Once the speakers and moderators have been selected, and I have written to them with the board’s selections my “real” work begins. Mainly I am responsible for keeping all the speakers on track with deadlines and making sure they have what they need as they prepare for their big day.

As was evidenced by the sessions in Dubrovnik in April, the hard work of the presenters paid off. The



conference was, if not the best, one of the best EuRA conferences in my memory. Despite the gorgeous weather and beautiful hotel with world class views of the Dalmatian coast, the sessions were mostly very well attended. Each year, EuRA has a theme and the sessions all have something to do with that theme. This year's theme; Embracing Change, Thriving or Surviving brought out incredible creativity in the speakers. Even GDPR which could be boring was far from boring because of the quality of the moderator and speakers. Well done to everyone who contributed to the intellectual content of 2018 EuRA conference in Dubrovnik.

Each year we learn new tricks and tips, and each conference builds on the



last. The standards are high. Dubrovnik will be a hard act to follow. No doubt the challenge will not be a hard one for the many talented EuRA

members who would like to share their knowledge and wisdom with the EuRA family. Watch for the Call for Proposals at the start of September and please



consider submitting a proposal for our consideration. The theme will focus on the next generation of mobility professional and the future of our industry, with the working title being "Defining the Future | The Future of Change". [See you in Munich, April 30 - May 3 2019.](#)

Immigration Symposium

Sophy King - Newland Chase

We were so pleased to hold the 3rd annual Immigration Symposium in the beautiful Sun Gardens Hotel, bringing together around 100 immigration experts (lawyers and non-lawyers) from all across the globe. This year we tried to move the conversation away from the “nuts and bolts” of immigration and onto a broader and more geopolitical plane. We were interested to look at how the policies and politics of one country or region may be reflected in another, and to think about how, as immigration professionals, we can examine and learn from the trends and changes we see in other parts of the world. We also discussed what our responsibilities are, or could be, as an industry, to attempt to shift public perception of migration away from the negative and towards the positive.

We first looked at the effects of economic nationalism on immigration policy first, focussing on Switzerland, the UK and the US. Our panel discussed the limitations and disadvantages for corporate clients of restrictive policies

ushered in as a result of Trump and Brexit. Switzerland provided an interesting relief example, as a country with strict quotas but a flexible attitude to corporate need when senior managers are required but quotas are exhausted. Next, and in contrast to session 1, we held a lively panel discussion on emerging markets and the creative policies and legislation some countries are introducing to attract corporate investment. We looked at

Ireland, Africa (specifically South Africa but also intra Africa mobility), the Middle East (focussing on UAE and Saudi) and India.

Finally, we took a detailed look at the ICT Directive and its implementation in Europe - a Directive which was designed to encourage highly skilled talent and cross border mobility in the EU, but which can be somewhat hampered by the requirement to look at national legislation and requirements for each application. We had speakers from the Netherlands, France,



Germany and Spain, and lots of audience input relating to other countries too (especially Italy - thanks Martina!) and Portugal (thanks Carmo!).

As always, the day went too fast with not enough time to go into detail on every subject - we noticeably did not include Latin America in any of our discussions; something to make amends for next year. Please send suggestions for sessions to the EURA board and we look forward to another engaging and exciting set of discussions next year in Munich!

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Reception for Beverly Mayhew Retirement

Steve Burson - Orientations Inc



final time, but to celebrate her professional career and allow everyone an opportunity to continue their relations with

Bev privately into the future. We kept things quite low key and casual, which hopefully allowed all the participants to catch up with Bev, but also for them to have a chat with their colleagues from the industry before the conference started in earnest. Guests were encouraged to leave Bev messages on pre-prepared postcards and there were some brief speeches from yours truly and then Beverly herself, amongst which some gifts from the Orientations Inc.-Relo Network Asia Team were passed onto Bev by Sharon Michnay. Sharon has taken over

Beverly's position as President of the Orientations Inc.-Relo Network Asia entity in the US. As the branding of "Orientations" slowly moves towards a full re-brand to "Relo Network Asia", I would like take this opportunity to thank everyone for attending this celebration and making this opportunity for Beverly to catch up with everyone so memorable.

Steve Burson
CEO Orientations Inc.-Relo Network Asia

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On Tuesday 24th May before the start of EURA's wonderful conference in Dubrovnik, Orientations Inc.-Relo Network Asia held a small event to celebrate the career of Beverly Mayhew in our mobility industry. Beverly set up her Asia based, DSP business back in 1981 when the mobility industry we know today was in its infancy. The H&R Group (the parent company of "Relo Japan") acquired Beverly's business in July of 2016 with a focus on continuing Beverly's legacy and also with a view to enabling Beverly to retire and start the next step in her illustrious life. Beverly officially retired in December of 2017 and this event was held in her honor as a way for her to connect with everyone, not for the



Trouble in the Air? Professionalism and Standards in the Short-Let Rental Sector

Keir Jones - ARPM Relocation | Shelley Lloyd - Celsius Mobility Solutions

The reason we picked this subject was to try and ascertain the climate for Airbnb and other such providers in the mobility marketplace and to discuss whether it's possible, from a providers standpoint, to embrace and utilise them?

The response was generally receptive as one would expect, and why not? The Airbnb platform is incredibly user friendly, customer feedback is overwhelmingly positive and it affords a wide range of options and costs.

However, the deeper we got into the subject matter the more concerns that were aired, a majority were linked to safety and accountability, although the effects of short term tenants on owner occupiers was among some of the other points raised.

We also discussed that putting convenience and breadth of choice to one side, is using these platforms always the best option for assignee? It is often assumed that Millennials want the freedom of choice and autonomy / right of ownership in the booking process. However perhaps some would feel more valued by their employers if all of this was taken care of and they were staying in serviced accommodation? Although does this more traditional approach lead

to potential disappointment when moving from temporary to permanent housing? Does the Airbnb solution give an assignee a more 'realistic' view on what they can expect if looking to rent on a permanent basis?

Taking all of the above into account one question seemed particularly

the corporate short term sector and find solutions to many of the issues we discussed during the session. In short this is very much a work in progress, and we're sure that with positive input from all parties it will be a go to solution sooner rather than later.



pertinent to the mobility marketplace; who's responsible? Whilst some assignees are happy to take a calculated risk and many employers are comfortable with them doing so, what happens when a DSP or RMC becomes a provider in between? All the culpability and compliance issues suddenly need to be addressed, and this is where the problem lies for now.

There is no doubt that Airbnb has massive transformative purpose and will continue to adapt within

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Everything You Need to Know About Networking but were Afraid to Ask!

Jesper Løvendahl - Expatriate International

Networking - Everything You Need to Know About Networking but were Afraid to Ask!

Most people are born introverts. Becoming an extrovert requires not only training, but also for many multiple (maybe hundreds) leaps of faith into walking up to a stranger and introducing yourself.

Networking can be a physically painful thing as you prepare yourself to walk into a room of strangers and small talk, instead of just hiding in the corner. I know, because I used to hate networking. I didn't hate meeting people, I was just afraid of not being accepted. The fear of not measuring up to other peoples' expectations kept me from networking until I was in my early thirties. If you saw my presentation at the EuRA you will know what gave me the kick in the butt to take the leap of faith.

Networking is often confused with selling, networking is actually about building long-term relationships and developing a solid, reliable reputation over time. It involves meeting and getting to know people who you can assist, and who can potentially help you in return.

My 10 tips for better networking

1. Make introductions
2. Arrange a lunch, dinner, event, coffee meet-up etc.

3. Implement a "time budget" networking strategy
4. Ditch the sales pitch
5. Don't ask these conference questions...
6. Share your passion
7. The Bar Serves More Than Drinks!
8. Always, Always, Always Follow Up
9. Become known as a powerful resource for others
10. Network when you do not need to!

Networking at the EuRA Conference

The EuRA Conference gives a unique opportunity to make true connections. People are more likely to do business with - or partner with - people whose company they enjoy. Therefore, win people over with your enthusiasm. Let people into your world by sharing what you are passionate about in your work and spare time. When you get other people to share their passions, it creates a memorable two-way conversation. Allow yourself time at the EuRA conferences to make true connections vs. quantity hit and run pitch encounters.

Read my articles on networking and true connections on my LinkedIn profile to get more background on the networking tips above and what questions to ask and which ones not to ask!



Please do not hesitate to let me know if there is anything else you need or anything I can assist with.

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You are Your Brand

Susie Goodall - BGRS

What's The Big Idea?

"Branding is not just about things looking pretty, picking nice colours, and slapping a logo on top. Branding is about your "big idea" - the fundamental idea behind everything your business is and does - and how you convey that idea to your customers."

In her session on branding for small and mid-sized businesses, Susie Goodall shared some of the key principles of branding, including getting started, avoiding common mistakes, and making sure you stand out from the crowd. With standing room only, this session was very well-attended by a broad cross-section of our industry, including many business owners who are considering how to proceed with this all-important step of improving the outward face of their company.

Susie Goodall is the owner of her own business, Susie Designing Things, which provides design and consulting services to smaller companies like many of those attending the conference. Having been in the

relocation industry herself for over 13 years, Susie gave a snapshot of how the industry currently looks from a branding perspective and how much opportunity there is for businesses to make their company more appealing to their customers, keeping them ahead of their competition. Her advice: Don't follow the crowd - the relocation industry is full of dark blues and globe logos - being different and putting real thought behind your brand will set you apart. In this session, attendees were given a basic framework, supported by lots of real examples from brands we see around us everyday, and some practical tips and resources for developing their own brand, including where to start, how to choose a colour



palette and font, how to develop a brand's personality, and how to choose the right images to connect with your customers. After an information-packed hour-long session, Susie's closing advice for the audience was above all to have fun and enjoy the process of developing a brand identity that truly reflects the fundamental idea behind their business and makes them smile with pride.



To talk to Susie about design or consulting for your business, contact hello@susiedesigningthings.com or go to her website: www.susiedesigningthings.com

Motivation for Change: The Human Factor Behind International Mobility

Pauline Six - Bright Expats



Being an expat is more than a status. It is a dynamic way of life, full of changes and transitions: an open mind to adopt when the change is coming that will make the Expat travel from one place to another and certainly will make him/her discover move about him/herself.

Knowing that the two leading reasons for assignments fail are (1) the change of business circumstances and (2) the family being unable to adapt to the host location, consider and take care of the people in the international mobility context is a must. Changing job from one country to another might be an opportunity for someone as it could be the first reason to turn down a job opportunity abroad for another.

Change versus Transition:

According to William Bridges (Managing Transitions), change is something that happens to people, even if they don't agree with it. Transition is internal: it is what

happens in people's minds as they go through change. Change can happen very quickly, while transition usually occurs more slowly. For instance, in the context of moving abroad: the change is the relocation in itself. The transition is the emotions, the confusion, the excitement through which the expats goes.

The consequences of badly managed transition are: important stress, lower productivity, loss of time, possible risks within the team, no benefits from the executive competences acquired abroad while the company has invested in, lower self-confidence, etc.

Motivation:

Therefore, coaching the Expat in order for him/her to become conscious and better understand his/her motivations, values, capabilities when he/she got a job offer abroad, is a real added-value. The Logical Levels of Change model of Robert Dilts helps in this coaching process. Each layer of the pyramid is challenged to the Expat's perspective and clarifies what is relevant to the person. At the end the findings and awareness points benefit to the Expat's career and/or family's objective; and eventually it is

easier to make a decision, build an action plan and grasp the opportunity of change.

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Dubrovnik Picture Galleries

Thank you to the 700 members and friends who joined us in Dubrovnik for our 20th anniversary conference. Looking forward to Munich 2019!



#euradubrovnik

YouTube Sessions

#euradubrovnik

Picture galleries

Wednesday

Thursday

Friday



Explore
more...

A great destination experience with time to stop and smell the roses...

Our team expertly handles the big tasks as well as the little details that are so important to your relocating employees. From managing property visits and organising settling-in itineraries, to learning local customs and visiting area landmarks, Dwellworks on-the-ground experts assist every step of the way. Our personal approach ensures a well-managed experience... and time to explore the delights of a new destination.



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Carmelina Lawton Smith - EuRA Strategic Consultant Education

As part of the continued EuRA mission to professionalise the relocation industry, we have increased our portfolio of MIM+ courses and in Dubrovnik were able to offer a new face-to-face course demonstrating how the Myres Briggs Type Inventory (MBTI®) might apply in the world of relocation.

The MBTI is a well validated and internationally recognised personality profiling assessment that can enhance communication, improve our power to influence, facilitate team working and support personal development for leaders and staff. While administration of the assessment requires a qualified practitioner, it is possible to draw lessons from the framework that individuals can apply to their daily lives and work.

Dr. Carmelina Lawton Smith, a qualified MBTI practitioner and the EuRA Strategic Consultant for Education, led an interactive and stimulating day with extensive discussions about how individual profiles can influence how everyone works with clients and colleagues. Attendees were as diverse as Finland to Nigeria giving a rich and diverse perspective, together with the chance to network across the globe: Through a number of activities and discussions,

everyone gained an understanding of how to recognise and adapt when working with those of a different 'type' to maximise the chances of success. 'Fantastic course, highly informative and extremely useful' was just one of

professional and productive workforce. The Managing International Mobility (MIM) programme offers core industry training which can now be accessed free by all members through the EuRA website. To support the more experienced



the comments received, and all those who gave feedback would recommend the course to other people.

This course demonstrates how EuRA continues to be at the forefront of educational provision, developing leading edge customised and relevant training packages for the relocation industry. By bringing together leaders in industry specific knowledge and specialists in broader business ideas we aim to offer an unrivalled route to a

professional we are now building a portfolio of MIM+ on-line modules which will also soon be available free of charge to all EuRA members. These will support relocation career professionals by giving them accessible and relevant training options to expand their skills and broaden their knowledge.

Diversity in Mobility

Mercedes Naficy D'Angelo - Cultural Awareness International, Inc.

Forward-thinking companies are incorporating Diversity and Inclusion initiatives into their global mobility programs wherever possible, and where restricted by law, are creating solutions that help LGBT employees seek out and accept international assignments as part of their career journey. Through the efforts of strong leaders, these companies are implementing inclusive solutions to foster the success of all international assignees, by considering the individual support needed by all candidates.

Above and beyond the challenges to promoting a more inclusive corporate culture, the current global regulatory environment is dynamic and increasingly complex. Research suggests that Diversity and Inclusion (D&I) leaders, HR practitioners, not to mention members of the LGBT community, can easily become overwhelmed by the complexity of the legal and regulatory landscape across scores of jurisdictions. In addition, they must navigate and manage different cultural and corporate environments across all the geographies any given company operates in or is planning on expanding into. Depending on the country, regulations span so many areas of an employee's life -from recognition of same sex partnerships or marriage to definition of dependent children, adoption to protection from

workplace harassment, discrimination protections, and parity of benefits. These concerns are compounded when employee development includes global assignment as a desired career trajectory.

How does one align mobility with D&I initiatives to best to support the recruitment, deployment and retention of LGBT assignee? How can global mobility enable their top talent who may be LGBT overcome the barriers to accepting international assignments? The panel addressed these questions from a policy, legal, cultural and personal perspective. Without a doubt, supporting LGBT transferees requires additional considerations for Global Mobility to spearhead, not only to ensure compliance, and safety, but also to ensure adaptation and workplace success. A holistic approach, one that considers a myriad of issues, is the only way to ensure that opportunities exist for this unique population, and that they receive the support necessary for assignment and business success.

Speakers:

Mercedes Naficy D'Angelo - Cultural Awareness International, Inc.

Tim Dwyer - SCI

Laura Levenson - Weichert

Ana Garicano - Sagardoy



The Benefits of the EuRA Global Quality Seal

Martina Scharwey - Strategic Consultant EuRA Global Quality Seal



After 10 years of EuRA Global Quality Seal (EGQS), panel participants of the relocation industry: Maura Carey (Dwellworks), Oliver Clapham (clapham gmbh relocation services), Åse Löfgren Gunsten (Nordic Relocation Group), Sylvie Schmit-Verbrugghen (European Relocation Services SA) and the external Lead Auditor Jochen Muskalla (DQS GmbH), discussed its benefits regarding processes and efficiency, employees and consultants, customer relation as well as acquisition.

Processes and Efficiency

- Efficiency and punctual delivery, through the standardisation of service



- delivery and streamlined processes
- Increase in transparency and cost efficiency through demonstrating performance results
- KPI results are consistently very good, quick and actionable - and audits allow to catch "red flags" sooner

Employees and Consultants

- Great information source and perfect training tool for new employees and consultants
- Employees follow guidelines and procedures of the company
- Enforces accountability and understanding on the desk level

Customer Relation

- The customer feels secure with a strong follow up; in the absence of consultant a follow up is also provided throughout the whole process
- Improved client/customer satisfaction with services
- Improving the relationship with clients
- GQS creates confidence in service delivery and quality

Acquisition

- Competitive tool when approaching new clients as well as keeping old clients
- Increasing invitations to participate in RFPs and positive differentiator in RFPs
- High visibility and value perception to RMCs

The goal of EuRA GQS is to achieve a win-win situation, while the GQS is an important step towards company growth.

From an auditor's point of view, the GQS is the most pragmatic and thus most straightforward beneficial standard. A GQS audit checks compliance based upon a standard and contributes to the organisational development. Moreover, audits are a constructive dialogue with the company that add value beyond the confirmation of compliance - or whatever needs to be done to achieve it, as confirmed by auditors' experiences from numerous companies in a variety of businesses. Auditee and auditor pursue a common objective: to better fulfil / benefit from the stimuli the GQS provides. Applying the GQS promotes three learning stages

1. Implementation and adjustment: dialogue with and feedback from the auditor; working with the audit results.
2. Organisations - „young“ and „old“ - grow from audit to audit: the GQS works as the catalyst;
3. Organisations learn to use the GQS as a stimulant rather than a straightjacket. They benefit from examples of other companies and businesses, in order to find their own solutions.

DSP Darwinism: The Need for DSP's to Embrace Technology

Kendra Mirasol - President, IOR Global Services

At the recent 2018 EuRA conference, the panel session "DSP Darwinism: The Need for DSPs to Embrace Technology" drew as much excitement as the magical location of Dubrovnik itself. The panel, moderated by Kendra Mirasol, President of IOR Global Services, consisted of Simon Johnston, Icon Relocation, Kay Kutt, Asian Tigers Mobility and Raman Narula, Formula Group India.

The session began with a short video narrated by Futurist, Gerd Leonhard, who prompted the audience to think of ways we can lead a transformational change in our industry, with technology being the engine. To understand the future, we need to look at the past. Our morning routine looks radically different than it did just 2 years ago. Today, I wake up to birds chirping from my iPhone. I switch to the BBC App to catch up on world news while reading myself in front of the mirror. I then open my Tesla app to warm up my car and summon it out of the garage. On the way to work, I command SIRI, "Launch Starbucks" to order and then pick up my piping hot Decaf Tall Blonde Flat White. I wave a chip at the building to enter the parking garage and plug in my car to charge. I order a bagel sandwich from a touchpad in the café and swipe my credit card to pay. In almost a dozen consumer experiences, I've not spoken to a single soul.

Will this be the way relocation works in the not-too-distant future? Leonhard says, "We will engage, relate and buy things because of the experiences they provide, because of their transformative power." Simon Johnston, CEO of Icon Relocation stressed the nuance that technology is not only an evolution, but more a REVOLUTION. He noted that in the past we used technology to

perform a single task. But with the complexity of relocation, not to mention the added challenge of not always being able to speak to an assignee, it is necessary to design an integrated system with multiple functions. Icon's technology platform, "MoveWise," is a case management system that marries home search, property management and live rent maps, all rolled into one.



Raman Narula of Formula Group India shared his insights into the relocation technology evolution, calling it a "P2P" or "People-to-People" business. He added that, because technology has become a way of life and integrated into our thoughts and behaviors, a new model has emerged: "P2T2P" or "People-to-Technology-to-People."

Kay Kutt, Managing Director of Asian Tigers Mobility, gave her perspective having personally moved 25 times, 13 of which were cross-border. "The assignee's greatest pain point is having to tell everyone the same thing over and over and over." When working with her software development partner, she began from a blank slate and process mapped 27 workflows, resulting in an "Idiot's guide to doing Destination Services" that is consistent across 30 offices, yet allows for local nuances across 13 countries.

Can't handle the transformation to leveraging technology? You may as well write your letter of resignation now. Although cost was of greatest concern to audience members, the reality is that companies who invest in technology will leapfrog ahead of their competition. Transformation will take place when we align KPIs and employee performance to measurable achievements. As we shift our paradigm to treat technology as a return on investment that automates processes, we will be able to focus on the human side of the business, providing creative solutions, empathy and support for relocating employees. Gerd Leonhard predicts, "Human only traits such as creativity, imagination, intuition, emotion and ethics will be even more important in the future, because machines are good at simulating, but not at being."

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[Watch it on YouTube](#)

What's it Worth? Valuing Your Company

Host: Dominic Tidey - EuRA COO | Speaker: Patrick Oman - Oman Consulting



Over the last decade our industry has seen a great deal of consolidation as companies merge and acquire. Patrick Oman has built and very successfully sold three companies during his career in

mobility. He founded and built Oman Moving, a business which was to become Ireland's largest HHG firm, servicing domestic and corporate clients. In 2006 he sold the entire business by merging with his direct competition and not a moment too soon. The financial crash which hit Ireland particularly hard, was devastating for the HHG industry as the housing market collapsed. Meanwhile he was involved in the start up IrishRelo and sold OASIS, a storage related company via a management buyout.

of your staff as an asset. Make sure they are trained - qualifications hanging on the wall mean there is a proven investment in the professionalism of the team and that adds value. In terms of a management buyout, the team value is fully understood and realised.

Motivation

"It can be a huge struggle to actually leave the business, the social circle, the friends and the lifestyle so it could be worth asking - why sell if you like it so much?

And you've really got to think about how much the business pays for which you'll have to then pay for yourself if you sell it; the car, the holiday you've wrapped around the EuRA Conference, the short term lettings you direct into the couple of apartments you bought with your Pension fund - there are lots of 'perks' to owning a relo business which have a value to you and which will not be reflected in the valuation for the purpose of a sale. "

Preparation

You can't start too soon, in fact Patrick highlighted how he built IrishRelo with an eventual sale in mind. You must have fully flushed out accounts and contracts as these will define the value of the business. You must also assure the purchaser that the continuance of the business isn't wholly dependant on you! you must not only have them up to legal standard, you must have ALL your employees files in order and be able to show that there are no disputes or claims or anything that would indicate anything other than

a well-oiled machine, which is geared to churning out the work. Having the management able to do this and the business not relying on the owner to keep it going is well worth a point on the multiplier scale.

Valuation

Ah the wholly grail of the sale! Simply put this is a multiple of the earnings usually an average over the past three years. The difference with a mobility business is you don't have the same quantifiable assets that you would have if you were selling commercial property or apartments with a

proven rental stream. In a DSP business there are no tangible assets and assets that exist are already depreciating - hardware, cars, furnishings etc are all worthless. Patrick again; And the income isn't exactly recurring - you wait for initiations, sometimes must haggle for a rate, do the job for a variable cost and



hopefully remember to invoice; then wait to be paid - not very dependable always, is it?? Now you begin to see why the advisors to the purchaser want the assurance of proper structure supporting professional management to give you a multiple of anything over zero! So let's assume that your management and processes are in place (and validated by your EGQS recent audit!) and you have a solid and recurring profit that is showing steady improvement year on year, then as we're a service industry with no assets, we're looking at somewhere between 2 and 5 as our multiple with outside factors such as the buyer's special reason to purchase needed to get it to near the 5 or even beyond it."

Implementation

When you've built your company from scratch, you are loyal to it and your people, therefore to implement the process of selling, get someone else in to handle it! It's impossible to be dispassionate about a company you have raised like a child, so don't try. Find someone who's done it once or twice and trust them to get it done!

Patrick Oman

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When we discussed the idea of a succession session based on selling your business, there was clearly only one man for the job! Patrick highlighted five major milestones when preparing to sell a business, starting with;

Succession

Where exactly does valuing the business fit in when an owner is looking at succession? His advice was to consider all the stakeholders in the business and they impact on the value. Your team is the largest asset you have in a mobility business. Relocation companies are difficult to value, but it's vital to emphasise to the buyer the tangible nature

Becoming an Entrepreneur Again as an SME Owner

Damien O'Farrell - Damien O'Farrell Business Services

Becoming an Entrepreneur Again as an SME Owner was a jampacked power session that led the participants through the daily challenges of being a small business owner, while providing real solutions to foster growth, business prowess, and smoother daily operations.

Participants were surprised when they were shown fifty-three concrete examples of activities that an SME owner can follow daily. This inevitably leads to being dragged in various directions and contributes to diminished focus and clarity.

The session explored three key areas: 1) To understand the difference between being busy and effective 2) The power of automation 3) How to outsource all low-value tasks.

Many small business owners, while being very busy, are often not being fully effective as owners, leaders, and entrepreneurs. This

leads them into a transactional way of doing business, rather than, a transformational one of higher-thinking, elevated business goals, and the developing of futureproof products and services. The session explained clearly how one can fall into this trap and what are best

could easily convert prospects to clients. The session also demonstrated how SME owners can get out of doing low value activities once and for all by outsourcing these to a global virtual team. Participants learnt how they could work across different time zones to utilize their time better. They also learnt how to find a virtual project manager to oversee everything to guarantee success, business growth, and a genuine sense of wellbeing.

The session closed with a series of concrete action points, so that the tools and concepts covered in the training could be implemented immediately. Participants left with a clear blueprint and energized to take their businesses to the next level!



ways of getting out of it - such as the creation of a level 10 Mastermind group.

The lifeblood of any business is cashflow, but very often, the billing system and sales strategy are antiquated, or worse, functioning in an inefficient manner. Participants were taught and shown how they could automate their systems so that they would never have to worry about billing again and how they

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Where is Global Mobility headed? Key themes from the 2018 Mobility Survey

Carl McLean - AiRINC

Each year AIRINC surveys clients to produce their Mobility Outlook Survey report.

The 2018 Mobility Outlook Survey shares insights, strategies, and challenges of 162 best practice global organizations.

The report, which contains industry-specific information, looks at employee experience, what makes successful global mobility functions, ROI, policy suites that meet business needs, and more.

On Thursday morning at EuRA, Carl McClean of AIRINC London presented a session taking us through the main findings of the report, the trends shaping future global mobility and the implications for DSPs and RMCs.

Many of the conclusions rang true with the audience and will reflect what many of us have heard from clients. Mobility is being re-imagined and re-configured. New

activities and responsibilities are replacing the tasks which defined Mobility programs until recently. Clients have to deal with a flexible array of mobility choices; to simplify while they diversify; to increase metrics reporting; while acting as partners to the business; all while doing more with less and controlling costs.

What does this mean for us as vendors? Carl raised some specific takeaways:

- With a view to improving efficiency and the assignee experience, clients expect a one-stop shop when they and their expatriates deal with vendors. This means we have to be prepared to offer this, or to work with partners that can
- Clients don't have the time, budget or metrics that could identify programme improvements and cost savings- which could help them become the partners to the business they aspire



- to be. Any metrics we can provide them could be a huge value add- and if we don't offer this, competitors will
- Having the right technology is essential to provide these metrics, to partner effectively and to respond to the trend towards automation in Mobility

AIRINC has been the leading authority on international mobility data since 1954, providing organizations with both data services and insight advice to support their workforce globalization strategies. A link to the 2018 Survey can be found [here](#), and if you would like more information on the survey or AIRINC, do contact Carl at cmcclean@air-inc.com or at +44 (0)20 3514 8652

GDPR and Mobility Demystified

Joh Harman - CORT

With the implementation of the Global Data Protection Regulation (GDPR) looming, our panel sought to answer any final questions and to provide reassurance to the attending members that meeting the requirements of this legislation was not as daunting as at first it might appear. We were fortunate to have a terrific panel of true professionals, each representing a unique



development. To open, panel members spoke to how this broad reaching legislation has impacted them on a professional level. We then turned to questions which gave each

panel member the opportunity to share their expertise in an effort to help the DSPs in attendance understand



segment of the relocation industry including legal, quality and compliance, insurance, relocation management, and relocation software

the legislation and the requirements it places upon them and their network of consultants. The session covered a lot of

ground in a brief period of time, offering a final review as we all prepare to live in the more secure world that is the promise of GDPR.



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[YOUTUBE Session I](#)
[YOUTUBE Session II](#)

Alistair Murray - Relocation Support Services Ltd

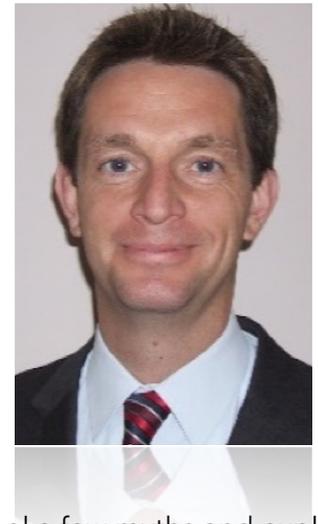
Throughout the year leading up to the Dubrovnik conference, a series of preparation meetings took place featuring representatives from both Relocation Management Companies and Destination Service Providers to discuss previous feedback and agree the best format for the forum.

The RMCs within the group were adamant that this session is vitally important in our industry to provide DSPs with a platform to ask business critical questions, without the sterilisation of the previous year.

Through a combination of two online surveys and a prequel meeting at the conference, the final list of ten questions was agreed. The consensus was that

the ten questions were the ones DSPs most wanted to hear the answers to in a constructive and helpful environment, allowing the RMC representatives to explain their processes and policies, as well as the relationship with their own clients.

The questions included topics such as the training of IACs, referral commission, communication with HR, adding value, innovation and, of course, pricing. The audience were encouraged to participate as much as possible to create a dialogue rather than simply having a presentation with no opportunity for discussion. It soon became evident that each RMC panel member was keen to



dispel a few myths and explain what happens in their dealings with the corporate client.

We hope everyone that attended the session completed the online survey with their feedback. This will be reviewed again to ensure the forum is continually updated and improved and provides genuinely useful information for both RMCs and DSPs alike.



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Around the World in 60 minutes

Kay Kutt - Asian Tiger
Susana Bourne - Antares



Over the past two decades EuRA has become a truly global organization and in this session we wanted to get to get some more, insider information and identify the commonalities and differences across the regions we represent and that that EuRA will be visiting on a rotation basis: Africa, Midell East, India, Asia and Latin America. Around the World in 60 Minutes has given the attendees a good idea of the different region's climate from a macro to micro perspective. The panel was made up of Marie O'Niell covering the Middel East, Marta Pino Coehlo Roff covering Africa Kim Ngoc for Asia, Rohini Minian from India and Tomas Nadorfy from Latin America and moderated by Kay Kutt from Asian Tigers and Susana Bourne from Antares Relocation. The session started by each panelist discussing the current

situation in their region giving all the attendees a flavor of what the current climate is, how things are changing and how these factors being discussed where affecting the mobility market as a whole (Immigration, Real estate market, information

technology, taxation.....) We closed by looking into the present and future and what were doing differently now and what we are looking to do differently in the near future in order to be aligned with all the changes that are occurring in each region. In summary although all the regions are very different where some are looking to more localization, others are looking for more foreign investment, where in some areas there is more political unrest in others this is not the case.... When it came down to the trends across the globe, most of these were common thorough the regions (cost containment, procurement led negotiations, reduced

packages, very little school places in international schools, millennials, short term accommodation....) Of the changes discussed, one of the most common change that everybody in the room were focusing on was the huge changes in the IT area that is affecting and will continue to affect the global mobility industry around the world.

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The State of the Industry

Gordon Kerr - Strategic Consultant Legal Services

Gordon Kerr moderated a panel of industry leaders, made up of Tad Zurlinden along with Peggy Smith of Worlwide ERC, Terry Head of IAM, Jesse van Sass of FIDI and Steve Cryne of CERC. In addition, we had active participation from the audience, in the form of "instant polling" using the conference app.

The first issue explored was whether global relocation activity is growing (and is our industry growing) in an age of online "self-service" options, Airbnb etc.

We started with 3 audience questions: Compared with 2 years ago, is your relocation business: a) larger, b) smaller or c) about the same size? The clear answer was "larger".

Compared with 2 years ago, are you being requested to deliver relocation packages which are: a) larger than before, b) meaner than before or c) no change? The answer was "meaner". Is your impression that relocation in to your country is: a) increasing, b) shrinking or c) static? The answer was "increasing".

These answers resonated with the panel, i.e. relocation activity is seen to be growing, but relocation support packages are often less generous than before.

We then moved on to consider whether our industry is becoming more professional? Our audience was asked:

Would you encourage a young person to take up a career in the relocation industry? The answer was 2 to 1 in favour of "yes".

The view of the panel was that, despite cost pressures, there is a continuing investment in skills and an

we now have a huge focus on protecting the privacy rights of relocating individuals and families. We posed 2 further questions to our audience:

The answer was an overwhelming "harder".

The answer was that the GDPR was "a

price worth paying for privacy". The overall view of the panel was that while these compliance issues can hamper global mobility and, indeed, reduce profit margins in our industry, they also create opportunities for relocation businesses which develop robust



encouraging take-up of the various accreditations offered by the industry associations represented on the panel. The clear perception is that professional standards continue to rise across the relocation industry.

compliance solutions.

The next topic of discussion was the rising number of challenging global trends (e.g. new immigration restrictions and trade barriers, personal security concerns, Brexit and Twitter-based foreign policy announcements). While several of these issues have a direct (and often negative) impact on international mobility, the general view of the panel was that, ultimately, global business finds a way through such problems and relocation activity continues.

Finally, we discussed how our industry is coping with compliance issues. In addition to immigration and taxation,

[Watch it on YouTube](#)



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Rewiring not Retiring!

The Legacy of 20 years of EuRA Leaders

Dom
Tidey

Just for once on the 20th anniversary, the board took the decision to hold a plenary session that would look back across the careers of some of EuRA's true thought leaders. But we also wanted to use their extraordinary wisdom and history to look forward, taking their experiences and looking at how today's entrepreneurs see the mobility industry.

Peggy Love and I moderated the session, introducing a stellar line up of EuRA luminaries; Patrick Oman, past EuRA President, Helmut Berg also past EuRA President, Ken Barron CEO CORT Global, Anita Meyer also past EuRA President and Bev Mayhew ex CEO Orientations group. The reason this group was selected was because they represent people who have come full circle in their mobility careers.



What came out of the session was their journeys as professionals, entrepreneurs and contributors.

The first question we asked was what their journey through EuRA had been.

Helmut Berg was truly one of the founders of our industry, starting his company RSB in Germany in the early 90's and quickly expanding to represent both direct clients and latterly, RMC's as a network supplier. Helmut has truly retired, not rewired! When he sold his company to Dwellworks, he made the decision to walk away after his initial consultancy period and focus on family. His contribution today is to the EuRA Index which he initiated and continues to manage. Helmut was always clear about the importance of industry bodies and served with both EuRA and WERC. He is

a passionate advocate that associations do not build your company, that's the job of the entrepreneur, rather, they have a remit to provide the tools that enable members to thrive. As part of the development team of the EGQS Helmut outlined the importance to his success of utilising the tools available.

Patrick Oman built his first company into Ireland's largest household goods mover, successfully selling the business and moving into DSP with the formation of Irish Relo. Patrick also sold this business but decided not to retire and has built a new consulting business. Patrick first attended the EuRA Conference as a mover back in Portofino in 2003, leading some of the first EARP training sessions. As a former president of Omni, the high level movers network, Patrick gave some very sound advice to Tad and I when he joined the board; do what you do with excellence and stick with the core services members need; the conference, the training, the seal.

Ken Barron massively expanded his family firm when it became part of CORT to become a global leader in corporate and domestic furniture rental as well as a large US DSP. Ken came into EuRA for the first time in Dublin in 2001 when EuRA was very much Europe centred. Although at this point CORT wasn't working outside the US, he saw an opportunity to represent his large company and its services to the European industry. Through a process of education and presence, and venturing out of the US comfort zone really increased the companies visibility and down the line, business.

Anita Meyer built her company am&pm into Belgium's largest DSP and after 20 years successfully sold to her direct competitor. I asked her what got her into relocation and she told us that with a background as an interpreter, a third culture kid, a mom with two young children, it was a question of why relocation, but "what else could I do?" Over the 20 years she grew her company from a start up to a major player, she



played an active role with EuRA as part of the EARP, then as a board member and then as President. It was her legacy to internationalise EuRA and more fully represent our members across the world what has become a truly global organisation. It is thanks to Anita's vision that EuRA now runs events all over the world as part of the EuRA Global conference.

Bev Mayhew built one of Asia's largest DSP companies and also successfully sold to her competitor recently. I asked her what brought her into what was a very Europe centric organisation as recently as 2011 when she attended her first conference in Palma. In her life as an expat, the links that built her company were from her social network, but as the company rapidly expanded, she decided that building relationships globally was the way forward.

Peggy then asked each panelist if they would be able to replicate their career if they were starting again in 2018, and the overwhelming response was "no!". This echoes what we see in then changing demographic of EuRA members. 20 years ago when EuRA was formed, the membership was a vast majority of start us run by entrepreneurs. Today new EuRA members are existing businesses both inside and outside Europe, or start ups in regions where mobility is growing as an industry; Africa, Asia, South America. hence the EuRA Global Conference!

[**Watch it on YouTube**](#)

Michèle Bramstoft - Copenhagen Relocations

'Catching Fire' in Dubrovnik!!

8 eloquently enlightening Ignite presenters created powerfully meaningful and magical moments by giving us examples of embracing change and illustrating how important our beliefs & attitudes towards change are - especially in the mobility industry. But what made this Ignite experience resonate? Here is a look into how the Ignite group 'caught fire'!

There was passion, humor, wisdom, culture, energy, enlightenment, attitudes, beliefs, and Jugaad. Just one of these ingredients makes for a good speech and our Ignite presenters were able to embrace multiple facets of great presenting including vivacious visuals, engaging body language and vocal variety.

Additionally, most accepted the 'Ignite' challenge after originally submitting a 'regular' conference session suggestion. [This year there will be separate Ignite submission forms]. This meant that condensing was necessary to turn it into an Ignite presentation format: 20 slides that auto - advance every 15 seconds. Short presentations force the presenter to be concise and use visuals instead of slides crammed with words to help convey points. It

also prevents 'death by PowerPoint' [boredom] Neuroscientists state that between 50%-80% of our brain's processing power is dedicated to seeing and processing our visual sense -hence



why pictorial slides are favored and more fun for everyone!

Another contributor to the success of this Ignite group was the strong support shared among the presenters themselves. Most were unaware of how much effort, time & work goes into preparing for Ignite. There were WebEx calls to get to know each other, discuss challenges, and highlight deadlines. There were Skype, Face and 'Real' Time rehearsals to get the timing exact, make the slides work better, deciding which song to walk out on stage to and all the while remembering to breathe and smile - when conveying their thoughts in 5 short minutes!! These activities pooled the Igniters

together as a T.E.A.M. = Together Everyone Achieves More!!

The Igniters reveled and connected to the power of 8 and made the Ignite session in Dubrovnik stand out as an experience that had an extraordinary impact on the audience in attendance, the presenters and the organizers. They kindled the Ignite fire - even under pressure of being filmed stepping out of their comfort zones onto the EuRA stage in front of their peers - each presentation is on our [YouTube channel](#). As the Igniters embraced change - they thrived and gained new insights about themselves which unleashed new pride in their public speaking abilities as well as creating new bonds and deepened existing ones. Hope you will help us 'Ignite' Munich next year!!

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[Watch it on YouTube](#)

Closing Session and Keynote

Tad Zurlinden

As Closing Sessions at the conference go, this is one I won't forget in a hurry!

After an inspiring Ignite session curated by the brilliant Michele Bramstoft, we broke for tea and



cake... a EuRA birthday cake! Susana Bourne of Antares Relocation wanted to wish EuRA a very happy birthday and did so by organising a huge and rather wonderful cake complete



with sparklers! And apart from being quite spectacular, it was also absolutely delicious! The copious amounts left over were packed up and given to the hotel teams for their families and the students of the Marina Drzica school, our 2018 charity.

Our inspiring keynote address was from Jim "Spider" Marks, a former two star general in the US Army and now in his second career, as a leadership coach specialising in career transition, basically retirement! In his

[Watch it on YouTube](#)

address he looked at the three stages of how we define



ourselves in our work, and how that impacts on us when we stop.

We spend the first 20 years of our lives

figuring out

who we are and the next 40 defining what we are, by our careers, and our status in terms of our work. But when work ends, we have to figure out just who we are again, without the psychological framework of our status, formed over decades of career. Jim's address is on our YouTube channel in full - [just click here.](#)

As is the tradition at EuRA, there are a few vital bits of info to reveal at the very end of the event before we all go off to party the night away, primarily the reveal of the next conference destination. But



unknown to me, our Executive Group had other ideas and had had a film made looking back over my time with EuRA. I have to say I was

very moved as pictures from all across my professional journey were flashed up on screen to the strains of Carly Simon's "Nobody Does it Better".

Apparently there was a standing ovation but I didn't see that as I was a little misty eyed! Dom was also called up and it was truly a defining moment for us both, totally unexpected and from the heart, very much appreciated.

As Dom said on stage, it is a privilege to work for EuRA and it's extraordinary members. We



could not do what we do without being empowered by our exceptional Executive Group who support us who over the years have steered EuRA to become the organisation it is today.

Our venues always tell us what a great group we bring to them during the conference. How appreciative they are, how kind, how nice. And they don't say that about other groups! The EuRA family is exceptional and we are so grateful to work for you.

Feature: “Four Sales Hacks for Destination Service Providers”



Many human resources (HR) managers still need to be convinced to employ welcoming services for their staff. So, how then, as a DSP, can you stand out? Take a step back, and you might find you already have the answers you need.

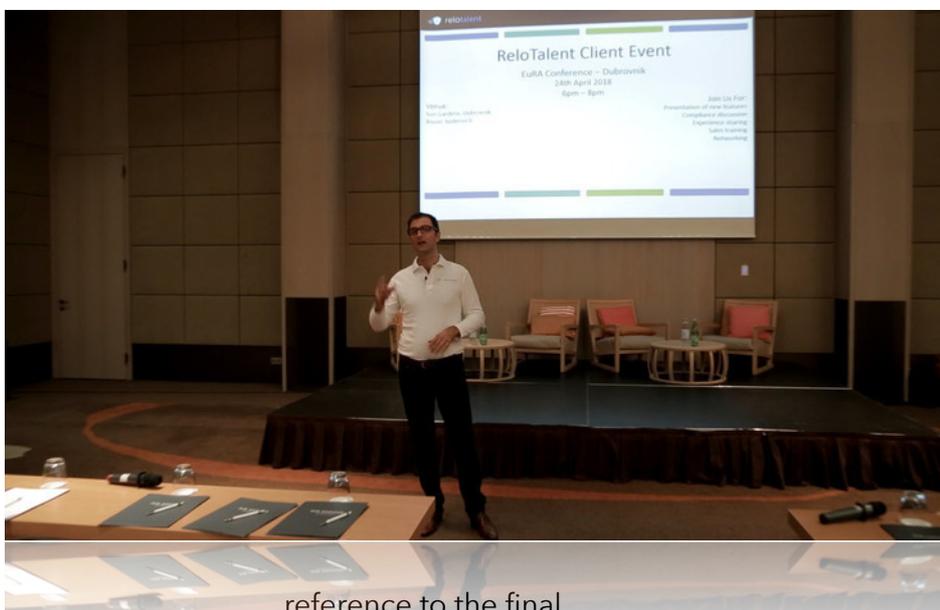
of your past work with examples of cost saving you made on lease negotiations. Keep screenshots of the properties you have signed using tools such as Snagit and add them into a simple PowerPoint for prospective clients, with

Sell your backing for all of their whole global mobility needs, not just support for VIP moves. Your HR client has more than only VIP arrivals to handle; think about all the interns, lump-sum contracts, and localisations that

Cost cutting is a significant driver in the current market, so use a simple wage comparison to give your HR clients evidence that using your service will be cheaper than otherwise.

If an assignee earns roughly \$3,000 and would spend at least three days looking for a place to live, your home search fee of \$500 suddenly seems a lot better value. Do a little research on websites such as Adecco salary guides. Then a simple rule of three will show your clients that you're worth the money.

When it comes to money, it's also a great idea to keep track



reference to the final negotiated price.

Establish quick online meetings to present your services. While face-to-face is important in our industry, some HRs are just too busy. Tools such as Calendly can help reduce the friction of back and forth emailing to arrange meetings and organise quick initial calls. Clients can just select the perfect timing for them, and leave you with 15 or 30 minutes to convince them.

have to be juggled. While these might not be particularly lucrative contracts, providing HRs and their assignees technological support with content dashboards and interaction can go a long way to bring you more direct business

while costing little.

This article was written by ReloTalent for The EuRApean.

For more information contact CEO and Co-Founder of ReloTalent, Sebastien Deschamps - ReloTalent seb@relotalent.com



New Member Focus: "HiFX"

HiFX were first time exhibitors and new members at the EuRA Conference in Dubrovnik. We asked them to tell us a little bit more about what they do...

"Our core business is International Payments, and our solutions and services aim to provide certainty to businesses and consumers. That's our focus, and our expertise allows us to deliver value to our clients"

Barry O'Sullivan, Head of Global Payment Solutions, HiFX

We are delighted to join the EuRA membership and community this year, and attend the Conference in Dubrovnik.

At HiFX, our core focus is international payments and we share the same belief as the professionals within EuRA, as we strive to provide better services and resources to the relocation industry service provision. At HiFX we support companies within the Global Mobility sector as they overcome the complex

challenges involved in enabling a global work force via our global payment solutions for businesses and consumers.

One of the many challenges that the sector faces, regardless of its size, is how to ensure the timely, cost effective payment of expenses, payroll and taxes to complete the full execution of a global mobility programme. Typically, this process can be complex, costly and time consuming. It is also extremely repetitive, open to human error and causes significant impact to overseas employees when payments are delayed or lost. That's where HiFX can help. Our solution allows companies to simplify and streamline their current global payment processes, reduce costs and eliminate error rates. Our Global Payment Solutions enables businesses to process, execute and deliver multiple payments quickly, easily and securely - to over 220 countries and in 139 currencies.

For businesses that have an established expense management solution, HiFX can look to support you in making the process more efficient, saving both time and money. We also work with a number of partners to develop a new service offering with the aim of growing the organisations expense management solution.

We are one of the UK's leading and longstanding Foreign Exchange specialists and we have been supporting consumers and businesses with a wide range of services and solutions for 20 years. Owned by Euronet, a \$5billion valued business, companies and consumer clients have the confidence that by working with us they have greater security and access to enhanced financial terms. To reinforce our expertise, our sister company XE is the world's most trusted currency brand with over 300 million global users.

To discuss your requirements in more detail email Barry O'Sullivan or visit www.hifx.co.uk/business

HiFX
international payments eXpertly done

EuRA Global Quality Seal

Newly Certified and Re-certified Members

Congratulations to our newly certified and re-certified EuRA Global Quality Seal Members in the last 6 months

Newly Certified

- [Altair Global BVBA](#)
- [Executive Expatriate Relocations \(EER\)](#)
- [Moving ON - International Mobility Consultants](#)
- [Connective AG](#)
- [Keller Relocation](#)
- [Intermark Relocation](#)
- [HTLC Network S.A.G.L](#)
- [Gosselin Mobility N.V](#)
- [IOS Relocations](#)
- [Relocation Africa](#)

Newly Re-Certified

- [Relocation Services Holland](#)
- [Eres Relocation](#)
- [Settle Service](#)
- [Partners in Relocation Group](#)
- [DONATH Relocation GmbH](#)
- [Expatriate Relocation AS](#)
- [RILVAN Moving and Relocations](#)
- [Start-Up Services GmbH](#)
- [Home Conseil Relocation SAS](#)
- [LARM Colombia](#)
- [BRS Relocation](#)
- [Nordic Relocation Group](#)
- [Robinsons Relocation](#)
- [Eurohome Relocation Services BV](#)
- [Pathfinder Relocation Services Sdn Bhd](#)
- [Clapham GmbH Relocation Services](#)
- [Palladium Mobility Group](#)



Online Training

EuRA Global Quality Seal Webinar
Training
RECORDINGS AVAILABLE FREE
TO EURA MEMBERS
EMAIL [Maree Ninow, EGQS
Administrator](mailto:Maree.Ninow@EGQS.com)



As part of the "Global Quality Seal" accreditation programme for EuRA Members, we will be running training webinars to help members to prepare to undertake the EuRA Global Quality Seal audit. We STRONGLY recommend that if you are considering undertaking the EGQS in the next year, that you attend these sessions. Building your Quality Manual in preparation for the audit and successfully implementing the KPI's is much more straightforward if you have undertaken this training. These webinars will last for one and a half hours and will be delivered in three sessions over three days. Our speaker is Martina Scharwey, our Project Manager for the EuRA Quality Seal programme and a leading expert in the implementation of quality standards. The sessions will focus on the delivery of excellence within the relocation process and how best to prepare your processes to successfully achieve the EuRA Quality Seal. Once signed up, we will send delegates an invitation to join each seminar, 24 hours in advance as well as technical details about using the Webex online system. It is incredibly easy to use. There is no charge for EuRA Members. [Sign up today.](#)

Quality Standard 2018 & GDPR

The major change to the updated 2018/2019 Quality Standard is the incorporation of the General Data Protection Regulation compliance guidelines as they apply to EuRA Members. The new version includes in-depth descriptions of the requirements that all relocation providers will need to be compliant with so a great deal of the hard work and research has been done and will directly benefit EuRA Members qualifying under the EGQS or re-certifying.

The new Standard is already available and re-certifying members may choose whether to certify against the existing standard without the GDPR requirements or against the new standard which includes them.

DUBROVNIK BY THE NUMBERS

700+
DELEGATES

85 SPEAKERS

19,965 VIEWS OF
DELEGATE PROFILES
USING THE APP

EuRA App
interaction:
82% APP
DOWNLOADING

22 Conference
Sessions

NUMBER OF CANAPÉ
SERVED AT THE
WELCOME RECEPTION:
2,800

€26,000+ RAISED
for Charity 2018 - Marina
Držića Special School

DAYS OF SUNSHINE:
7/7

88% Rated the
Conference as
EXCELLENT

75.80% of delegates would like
EuRA to bring the conference back
to the Sun Gardens Dubrovnik in a
future year

News from the Industry



Copenhagen Relocations opens AARHUS Office



We are happy to announce the opening of Copenhagen Relocations Aarhus office in April. Our Lithuanian colleague, Ineta Zumajevaite, is based in Aarhus and helps us cover the 'west coast' of our Happy Kingdom. If you are in the Aarhus area, we hope you will say stop by and say "Hi" to Ineta!! To read more [click here](#)



AGM GROUP

Proudly representing:
ABELS THE ART OF MOVING GERSON MOMENTOUS

Russell Start announced as the new Managing Director of AGM Group

Russell Start joins the AGM Group, the moving and relocation business, where he will take on the role of Managing Director. He joins AGM Group from Pickfords Russell's career spans 36 years, during which time he held senior roles within both the corporate and consumer sides of the relocation industry. To read more [click here](#)

New Members

A very warm welcome to our 8 new Members!

[Click here to view all new members](#)



SAVE THE DATES!



EuRA Global 2018

GOA

November 14th- 16th



Munich 2019 - 30th April to 3rd May

