



Copenhagen *is a magnet*

René Crone was marketing director and part of the Denmark management team at Microsoft for seven years and then he moved to the People Group in Copenhagen, where he was managing director of an events agency for three years. He left a year ago to set up an experience based event and communication company Crone & Co. | eventcommunication.

What do you think makes Denmark stand apart from other European destinations for conference planners?

Because Denmark is located centrally in Europe, access is very easy. The airport is an international key gate to Europe only 15 minutes away from the city centre or five minutes away from the congress centre, and both are served by the metro. And Denmark is compact, so the rest of the country is also easy to reach, which means

Denmark is very well suited to varied programmes that take in both the city and the countryside. English is also widely spoken in Denmark; it is many people's second language. The capital is also safe and you see politicians, actors and actresses and other famous people walking around in public. There is no fuss. And we have been fortunate enough not to have been hurt by terrorist activity.

Denmark is well known for its leading-edge design. What other characteristics are typically Danish and how can companies tap into this creativity?

We are very open-minded and receptive and display "hygge", which best translates as cosiness. We are approachable and open to negotiation. This is evident in business, when we want to ensure organisers bringing groups to Denmark feel they are being looked after. Denmark is considered to be

the Latin Quarter of Scandinavia - we are less formal and more laidback than some of our neighbours.

Denmark is wrongly perceived to be expensive and we will work to counteract this, but we are not competing with the new Eastern European countries, and nor should we be. Copenhagen is a trendy city with numerous artistic and cultural attractions and that is reflected in the buzz on the streets. Those buying meetings and events can take advantage of this creative atmosphere by demanding more of organisers and challenging them. This is how we will continue to push out boundaries. Project Fox was a good example of what can be done.

Organisations can also make partnerships with designers so that if someone has created a well-designed chair, for example, they could supply the seating for a conference. It would be a showcase for them. Or an artist could supply a prize for a delegate