



Alphe Latin America Preparation for Advisors

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If you need us in Latin America

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DATE: 14-16 March 2012
VENUE: Renaissance Hotel
Alameda Santos, 2233,
São Paulo, Brazil, 01419-002
t: +55 11 3069 2233
www.marriott.co.uk

Check-in time is 14:00
Check-out time is 12:00

Rough currency guide:
US \$1 = 1.8 Brazilian Real
See www.x-rates.com for latest rates

BEFORE THE WORKSHOP

REGISTERING ON MEETING MANAGER

All conference communications are sent through our online system, Meeting Manager, so please register on the site as soon as possible. Simply go to www.hothousemedia.com/mm, click on Advisor Registration and follow the steps. To complete the registration process, select the conference(s) you wish to attend.

BOOKING YOUR HOTEL ROOM AT THE RENAISSANCE HOTEL, SÃO PAULO

After selecting the conference(s) you wish to attend, the system will prompt you to book your accommodation. Click 'yes' enter your required dates and you will then receive a confirmation email. Should you wish to make any changes, simply log in, go to conferences and click 'hotel booking' to edit.

As an advisor, you will get two nights free accommodation if you live outside of Sao Paulo. If you do not require a hotel room please select the 'no room required' option.

Breakfast is not included but tea, coffee and pastries will be available in the conference room on the mornings of Alphe meetings.

ACCOMMODATION CANCELLATION CHARGES

Cancelling your attendance within 35 days of the event will result in a charge of one night's accommodation. If you cancel within 48 hours, you

will be charged the full cost of the accommodation booked.

APPOINTMENT SCHEDULING

All meetings are booked through Meeting Manager. Make sure your profile is complete and up to date by 16th February, which is when the appointment scheduling function will begin. Any changes made after this date will not be printed in the conference catalogue.

You will receive a reminder email, just before you are given access to the educator list.

VISAS

You may require a visa in order to enter Brazil. To check if you do, visit www.worldtravelguide.net/brazil/passport-visa. Make sure you apply for your visa at least six weeks prior to the conference.

DURING THE WORKSHOP

GETTING THERE

The hotel is about 30km from Guarulhos International Airport. Taxis are easily booked from the airport and depending on traffic, should cost around R\$80.00.

GETTING AROUND

São Paulo is one of the biggest cities in the world and suffers from chronic congestion on its main roads. The public transport system relies heavily on buses with ▶



over 16,000 in operation. There are also several train systems – if you wish to travel around the city using public transport ask the hotel concierge for advice.

HOTEL FACILITIES

Breakfast, Lunch & Refreshments

The Alphe Café will be open from 8am on the Thursday and Friday serving complimentary coffee, tea and pastries and fruit.

Water will be available throughout the day from a central water station. Lunch is not included in your participation package but there is a host of eateries within the hotel as well as a good selection within easy walking distance.

Restaurants within the hotel

Terraço Jardins – International
Bytes Café – Sandwiches
Havana Club – Cocktails and dinner
Lobby Bar – Coffee, cocktails and snacks
Lobby Sushi – Japanese

For information on other restaurants nearby, visit the website: www.marriott.co.uk/hotels/hotel-information/restaurant/saobr-renaissance-sao-paulo-hotel/

ABOUT SÃO PAULO

The city is the largest in Brazil, and the third largest in the world with over 10 million inhabitants. It is often compared to New York, whilst its counterpart Rio de Janeiro is compared to Los Angeles. If Rio has gained fame for its striking natural setting, São Paulo's attraction lies in its people and vibrant cultures – which stem from the array of nationalities living there.

People often visit São Paulo just to dine out, with the Jardins district being the centre of the dining scene – where almost any cuisine from around the world is readily available. Paulistanos eat late – restaurants often don't begin serving until 9pm or 10pm, and it is common for them to stay open until 3am.

Dining aside, Brazil's most contemporary, cosmopolitan city has much to offer. Its museums are among the finest in South America, its coastline is graced with many lovely beaches and its entertainment and nightlife have for years attracted some of the best performers in the world. In recent years, the city has evolved into a centre for Brazil's own martial art, capoeira – dance-like motions performed to music. Originally developed as the martial art of the slaves of the Bahia, it was banned by the ruling classes. To keep their art alive, the slaves turned capoeira into a dance. As late as the 1920s capoeira was still outlawed and practiced only underground; today, it is a well-known and much-loved spectacle. ■

CONFERENCE ITINERARY

Wednesday 14th March 2012

17:00 - 19:30 Registration and welcome reception for Educators and Advisors
Educators set up their tables and/or stands

Thursday 15th March 2012

08:00 Venue and Alphe Café open
09:00 - 13:00 Alphe meetings (30 minutes each)
13:00 - 14:00 Lunch (not included)
14.30 - 17.30 Alphe Meetings (30 minutes each)
18.00 - 18.45 Directors' Club drinks reception
18.45 - 22.30 Dinner for all delegates (included)

Friday 16th March 2012

08:00 Venue and Alphe Café open
09:00-13:00 Alphe meetings (30 minutes each)
13:00 Clear venue