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business

Alphe Russia

ALPHE

The professional choice

Workshop Preparation for Agents

The information in the following pages will make sure you have a smooth and productive trip

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Dates: 24-26th October 2008

Venue: The Astoria Hotel, 39 Bolshaya Morskaya,
190000, St. Petersburg Russia

Check-in time is 14:00

Check-out time is 12:00 noon.

Tel: +7 812 313 5757

Fax: +7 812 313 5133

Web: <http://www.thehotelastoria.com/index.html>

Rough currency guide

US \$1 = 24 Rubles

See this link for latest rates

www.x-rates.com/

If you do not have Acrobat,
you can download it from
Adobe for free



Booking your hotel room

We do this for you, and you get two nights free, as long as you tell us your arrival and departure dates and times at least twelve weeks before the first day of the event, after which time we can not guarantee a hotel room for you. If you want to stay more than two nights, the extra nights cost 174 EUR incl. per room per night (no breakfast included) for single or double occupancy inclusive of all taxes and service charges

We will confirm your booking by email - you do not need a booking reference number. Cancelling your attendance within 35 days of the event will mean a charge of £210 to cover the accommodation we have booked for you.

Contact details for Alphe

11-15 Emerald St,
London, WC1N 3QL, UK

T: +44 20 74404021

F: +44 20 74404033

If you need us in Russia, our mobile numbers are;

Jane Gilham

+44 773 493 9549

Scott Wade

+44 777 589 5702

Stephen Roberts

+44 795 894 5865

Forwarding materials to the hotel

It is recommended that you take your materials with you to Russia, rather than couriering them, as our experience is that materials sent by courier do not arrive.

If you wish to send materials please describe them, clearly, as "Information materials for conference" and give the insurance value as zero. This will help avoid customs delays and taxes. Check with your courier company that the materials have been delivered successfully before you leave home.

Make sure that your materials don't arrive more than seven days before the workshop starts.

Please send to:

FAO Jane Gilham, Alphe Conferemce

Your Name and Company Name

Astoria Hotel, 39 Bolshaya Morskaya,

190000, St. Petersburg Russia

Please clearly mark the name of your institution on the package



Airport transfer

If you would like us to arrange an airport transfer for you, please supply us with your arrival and departure flights and times as soon as possible.

The cost of this is 32 Euros each way, 64 Euros return. This is payable in advance in pounds sterling.

Visas

- completed Visa Application Form95. Some Embassies now have an on-line form which you must use. The following is the link to the online form for the Russian embassy in London http://www.rusemblon.org/logon_en.htm
- 1 passport photograph (in some countries 3 may be required)
- the Consular fee (cash, postal order or money order only. No cheques)
- passport (must be valid for minimum of 6 months after leaving Russia)
- prepaid self-addressed envelope, using secure postal method

- • A copy of your health insurance certificate of document
- • and the following official invitation
 - ○ **Visa Support Letter (Tourist invitation)**
 - ○ Maximum period of 29 days.
 - ○ Issued by a registered company (Lingua Consult Ltd), and consists of official confirmation and a voucher for accommodation bearing the reference number of the Ministry of Foreign Affairs.
 - ○ **Hotel vouchers alone are not acceptable.**

• **Visa Support**

- All visitors to Russia with booked hotel accommodation are entitled to and should apply for a tourist visa. The visa support letter issued to Alphe delegates by Lingua Consult Ltd is a request to the Russian Consular Authorities to issue a tourist visa. If you intend to stay longer in Russia, please contact us immediately.
- After you have been accepted to Alphe Russia, please fax or email the following details to Diana Galdzheva at Lingua Consult, diana.galdsheva@lidenz.ru

- Name (full name as in passport),
- Sex
- Date of birth, Passport no.
- Nationality
- Arrival and departure dates (from Russia)
- The visa support letter will be sent to you. Printouts or faxed copies are accepted in all Russian consulates.

- Some embassies and consulates maintain their own website:
- Denmark - <http://www.ambassade.dk/russicphe.php3>
- Germany - <http://www.russische-botschaft.de/>
- Ireland - http://ireland.ru/embassy/Russia_Ireland.html
- Italy - <http://www.ambrussia.com/>
- Japan - <http://www.embassy-avenue.jp/russia/>
- Netherlands - <http://members.tripod.com/ambrunl/>
- Slovenia - http://www.burger.si/Ljubljana/Ambasade_Rusko.htm
- Sweden - <http://www.ryssland.se/>
- Switzerland - <http://home.datacomm.ch/rusbotschaft/>
- UK - <http://www.russialink.org.uk/embassy/index.htm>
- USA - <http://www.russianembassy.org/>

• **Itinerary**

• **Friday 24th October 2008**

- 17.00 - 19.30 Registration
- 17.00 - 19.30 Educators set up their tables and stands
- 17.00 - 19.30 Welcome Reception.

• **Saturday 25th October 2008**

- 08:00 Venue and Alphe Café open - Alphe staff available.
- 09.00 - 13.00 Alphe meetings (30 minutes each)
- 13.00 - 14.30 Lunch (not included)
- 14.30 - 17.30 Alphe meetings
- 19.30 - 23.00 Dinner for all delegates (included)

• **Sunday 26th October 2008**

- 08.00 Venue and Alphe Café open
- 09.00 - 13.00 Alphe meetings (30 minutes each)
- 13.00 - 15.00 Lunch (not included)
- 15.00 Clear venue

• **Making appointments with educators**

- All meetings are arranged using Meeting Manager. At least four weeks before the conference begins you will be able to view the delegate lists. To access Meeting Manager go to www.hothousemedia.com/mm. Simply enter your username and password (which is the same for all Alphe's) and then select the conference in question. If you have forgotten your username and password use the "Forgot Password". Once in the correct conference environment, select those that you would like to meet and send an email request. If that delegate wants to meet with you they will select an empty appointment slot on your personal agenda and the meeting is arranged and confirmed

• **Appointments**

- Educators attend Alphe Workshops because they want to meet the best agents in the world and for you to send them students to teach. Please do not use your appointment to sell them any products at all. If you do, they will complain to Alphe and we will not be able to invite you to future workshops. The educators (and Alphe) also expect you to attend the workshop for two full days.

· **Events**

· During Alphe, there will be a complimentary reception after registration on the first night, with drinks available. There will also be a complimentary dinner in the hotel on the day 2.

· **Hotel services**

- ● Health Club and Spa, including swimming pool, fitness centre, hairdresser, beautician and masseuse.
- ● Business Centre
- ● Laundry Service

· **Mobile telephones**

· Most mobile telephones with triband work in Russia.

· **Around the hotel**

· Situated next to the landmark St Isaac's Cathedral, the Hotel Astoria is ideally located for visiting all of the city's main attractions: palaces and gardens, museums, shopping areas and nightlife, many of which are within walking distance. In addition, the hotel is only 30 minutes from the airport, and the main railway station for Moscow is also nearby.

· Peter and Paul Fortress is located on a small island only a short distance from the hotel. It is possible to visit the cathedral in which the remains of the last tsars are buried, and to see the cells in which Lenin's brother was held before being condemned to death.

· For those wishing to shop, the main shopping area - Nevskiy Prospekt - is only a short walk from the hotel and provides a mixture of the latest haute couture and traditional Russian grocery shops, which in turn give you a real taste of life in St Petersburg.

· Map <http://www.astoria.spb.ru/map.html>

· **St Petersburg**

· St Petersburg is a magical and beautiful city. It was founded in 1703 by Peter the Great and built on the delta of the River Neva on the coast of the Gulf of Finland, hence the network of scenic canals running throughout the centre. These have earned it its reputation as the 'Venice of the North', with a total of 68 tributary rivers and canals and 349 bridges throughout the city.

· There is so much history and so many different styles of wonderful architecture that it is a pleasure to explore on foot. There are 150 palaces interspersed throughout the city, the majority of which are extremely ornate with their gilt and amber interiors and are well worth a visit.

· Most city palaces have a countryside counterpart, for example the stunning summer palace at Peterhof, which can be visited by hydrofoil during the winter months. Another stunning summer palace is Catherine Palace in the town of Pushkin, a short drive from the city centre. Equally splendid are the Russian churches, often with differently coloured exteriors, depending on the era in which they were built.

· In the winter months the famous Kirov Ballet performs at the Mariinsky Theatre and provides a great attraction to the city. A programme of concerts, operas and ballet continues through the summer months.

Airports

Several airlines operate regular flights to St. Petersburg (LED) international airport (Pulkovo 2). It is also possible to travel by bus, train or boat (mainly from Finland and the Baltic States). If you fly via Moscow or from any CIS country, you will arrive at the domestic terminal (Pulkovo 1). If you change planes at Moscow's Sheremetyevo airport (SVO), you must not only go through immigration and collect your luggage, but actually leave the building and take a transfer bus to the domestic terminal, which is at the other end of the airport. This is not the case if you change planes at Moscow's Domodedovo airport (DME). However, there are fewer connections from DME to St.Petersburg than from SVO.

The following international airlines offer direct flights to St.Petersburg:

British Airways, Air France, Scandinavian Airlines SAS, Austrian Airlines, Lufthansa, KLM, Finnair, Czech Airlines CSA, Polish Airlines LOT

Getting around

Taxi cabs are safe and can be taken from the front of the hotel. You can also hail a taxi from the street. Many sights close to the hotel are within walking distance.

Tourism

Founded in 1703, St. Petersburg is the cultural center of Russia and one of the most beautiful cities in the world. The Grand Hotel Europe is located in the very heart of the city, within easy walking distance of its major attractions.

Just off Nevsky Prospekt, as you walk toward the golden spire of the Admiralty, is the monumental Palace Square, lined by the Tsars' former Winter Palace and the world-renowned Hermitage Museum. Right across Nevsky Prospekt from the hotel are the magnificent Cathedral of Our Lady of Kazan and the elegant arcades of the Gostiny Dvor Department Store.

Arts Square, dominated by a monument to Russia's national poet, Alexander Pushkin, lies even closer. Recently renovated, the square is at the center of a 19th century architectural ensemble including the Russian Museum, which boasts the largest collection of Russian art in the world, and - you guessed it! - the Grand Hotel Europe. Also within a few paces are the St. Petersburg Philharmonic and the Mussorgsky Theater.

Just around the corner are the soaring onion domes of the Church of the Spilt Blood. One of the city's most photogenic monuments, the church was built near the spot where Tsar Alexander II was assassinated on March 1, 1881, hence its name.

This information is appropriate for most Russian Embassies and Consulates. To apply for a Russian Visa you must submit the following to the Consular Section of the Embassy of the Russian Federation or the Consular Section of the Consulate General of the Russian Federation: