

2010 Annual report



PRAGUE
CONVENTION
BUREAU

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|--|---------------------------------------|
| January 21 st | ■ Marketing Committee Meeting |
| February 4 th | ■ Board of Directors Meeting |
| February 18 th | ■ Ambassador Evening Press Conference |
| February 18 th | ■ Ambassador Evening |
| February 22 th - 26 th | ■ Sales Trip London |
| February 23 th - 25 th | ■ London, Trade Show – Confex |
| February 24 th | ■ London MICE Workshop |
| March 4 th | ■ Board of Directors Meeting |
| March 16 th - 17 th | ■ Press Trip Cat Publication |
| March 18 th | ■ Marketing Committee Meeting |
| March 23 th - 26 th | ■ Sales Trip France |
| March 24 th - 25 th | ■ Paris, Tradeshow - MEEDEX |

February 18

PCB First Annual Ambassador Evening

PCB hosted the First Annual Ambassador Program Evening Awards Ceremony at the Prague Mayor's residence. The Mayor Pavel Bem made a speech on the importance of the meetings industry for Prague's economy. There were over 40 new ambassadors with 5 of the PCB members participating including Agentura Carolina, AIMS International, CZECH-IN, Guarant International and the Prague Congress Centre. The event brought more than 70 participants the residence with awards in 4 areas of the industry.

February 23 - 25

London - Tradeshow CONFEX

PCB participated as an exhibitor at the CzechTourism stand in the Confex show with more than 20 prescheduled meetings and 2 BIDs for processing. The Czech stand won 'Best Shell Scheme' within their size division.

February 24

London - London MICE Workshop

PCB in collaboration with Czech Tourism presented Prague and its members by co-hosting a workshop with Czech Tourism in London for the Association and Meetings industry. The event took place in the Czech Embassy, located in the heart of London. PCB presented Prague as the ideal meetings destination to meeting planners and associations alike.

March 16 – 17

Press Trip Cat Publication

The writer from the Cat publication visited Prague to write about congress possibilities of Prague. Within two days she visited Municipal House, the Prague Castle, Buddha Bar, the Prague Congress Centre, Karlovy Vary and several hotels.

March 24 – 25

Paris – Tradeshow - MEEDEX

PCB attended the only rendez-vous driven event in France dedicated exclusively to French buyers boxing meetings, conferences, events and incentive travels internationally.

April 7

General Meeting

PCB hosted its General Meeting for members. PCB presented its accomplishments, finances and future plans.

April 8-10

Press Trip Business Traveller

Writers from the Business Traveller magazine visited Prague to write about congress possibilities of Prague. Within three days she visited Municipal House, the Prague Castle, Buddha Bar, the Prague Congress Centre and several hotels.

May 17

WHTC BID Presentation

PCB presented alongside CZECH-IN in Essen, Germany the BID to host the 2015 WHTC International Convention in Prague. With competition among other destinations, it was decided that Prague will host the 2017 WHTC International Convention with CZECH-IN as their official PCO to organize the event in the Prague Congress Centre. They are looking to have over 1000 pax attend.

| | | |
|--|---|---|
| April 7 th | ■ | General Meeting |
| April 8 th - 10 th | ■ | Press Trip Business Traveller |
| May 6 th | ■ | Board of Directors Meeting |
| May 11 th - 13 th | ■ | Road Show Italy |
| May 13 th | ■ | Marketing Committee Meeting |
| May 17 th | ■ | WHTC BID Presentation |
| May 25 th - 27 th | ■ | Frankfurt, Tradeshow - IMEX |
| June 1 st | ■ | IMEKO BID Presentation |
| June 3 rd | ■ | Board of Directors Meeting |
| June 3 rd - 4 th | ■ | CTOS Site Inspection |
| June 10 th - 12 th | ■ | ICCA European Chapter meeting in Prague |
| June 17 th | ■ | EAIE BID Presentation |
| June 30 th - July 3 rd | ■ | International Fam Trip |

May 25 - 27

Frankfurt - Tradeshow IMEX

PCB Hosted the IMEX buyers on the Czech Tourism stand, presented the PCB and its members on each of the 3 days. The PCB staff conducted more than 40 prescheduled meetings and over 8 concrete BIDs to be written by the end of the year.

June 1

IMEKO BID Presentation

PCB presented alongside CZECH-IN in Portoroz, Slovenia the BID to host the 2015 IMEKO International Congress in Prague. With competition among Budapest and London, Prague won the BID and will host the 2015 IMEKO International Congress with CZECH-IN as their official PCO to organize the event in the Prague Congress Centre. They are looking to have over 800 pax attend.

June 3 - 4

CTOS Site Inspection

PCB hosted a site inspection for CTOS to hold their 2012 International Conference in Prague. The conference will bring together more than 500 participants from countries around the world to discuss issues in the field of Connective Tissue Oncology. The decision was made to hold this event in the Hilton Prague in 2012.

June 10 - 12

ICCA European Chapter meeting in Prague

PCB attended the International Congress and Convention Association Central European Chapter Meeting which took place in Prague. This conference was addressed only to the professionals dealing with business events such as congresses, conferences, incentive travel, and special meetings. The main role of the conference is to gather in one place planners and service providers who seek an active business meetings development. Conference was attended by ICCA members from international as-

sociations, representatives of global corporations, the tourism industry, travel agencies, hotels, professional congress organizers, national tourism organizations and convention centers as well as media industry.

June 17

EAIE BID Presentation

PCB presented alongside CZECH-IN in Bergen, Norway the BID to host the 2014 EAIE International Congress in Prague. With competition among Istanbul and Amsterdam, Prague won the BID and will host the 2014 EAIE International Congress with CZECH-IN as their official PCO to organize the event in the Prague Congress Centre. They are looking to have over 2.500 pax attend.

June 30-July 3

International Fam Trip

18 professional conference organizers from Italy, USA, Canada, The Netherlands and Germany participated in the "Prague InSpire" Fam Trip organized by the Prague Convention Bureau (PCB). Within three days the participants visited Municipal House, Zofin Palace, the Lobkovicz Palace, Troja Chateau and several hotels. They also attended a workshop in the Zoom Restaurant, where they met with the PCB members, and a networking lunch in Hard Rock Café Prague.

July 3 - 4

ISDA Site Inspection

PCB hosted a site inspection for ISDA to hold their 2011 International Conference in Prague. The conference will bring together more than 700 participants from countries around the world to discuss issues in the field of banking. The decision was made to hold this event in the Hilton Prague in 2011 with Zatisi Group to be their official caterer for 2 evening social events and AIM International to be their official DMC for the event.

- July 3th - 4th ■ ISDA Site Inspection
- July 8th ■ Marketing Committee Meeting
- July 15th - 17th ■ ICCA Educational Conference
- July 25th - 27th ■ IMA Site Inspection

- August 11th ■ Board of Directors Meeting

- September 2nd ■ Board of Directors Meeting
- September 9th ■ PCB Member Lunch
- September 14th ■ PCB Member RFP Training
- September 15th ■ Meeting with PCOs - Ambassador program and BID system
- September 16th ■ Marketing Committee Meeting
- September 21th ■ PCB Member RFP Training
- September 30th ■ Meeting of the leading organizations in the travel industry with the candidates for Prague Mayor, Clarion Congress Hotel Prague

July 15 - 17

ICCA Sales, Marketing & Research Seminar

PCB participated in the 2010 ICCA Sales, Marketing & Research Seminar in Vilnius, Lithuania. There were over 100 participants from countries around the world representing their destinations in the meetings market. The PCB also participated in the Business Exchange with over 10 prescheduled meetings with other CVBs and convention venues to trade leads and inside congress information.

July 25 - 27

IMA Site Inspection

PCB hosted a site inspection for IMA to hold their 2011 International Conference in Prague. The conference will bring together more than 300 participants from countries around the world to discuss issues in the field of magnesium. The decision was made to hold this event in the Hilton Prague in 2011 with Cedok to be their official DMC for ground logistics.

September 9

Member's Lunch in Zofin Garden

PCB Hosted a member's lunch at Zofin Garden in light of Lenka Zlebkova taking her new position as the new director of the PCB. More than 35 members and 5 potential members attended the lunch to learn more about the new activities of PCB and what 2011 has in store for our organization.

September 30

Meeting with the candidates for Prague Mayor

Prague Convention Bureau participated in organizing the meeting with the candidates for Prague Mayor, Zdenek Tůma (TOP 09), Bohuslav Svoboda (ODS), Marketa Reedová (VV) and Jiří Dienstbier jr. (ČSSD), and discussed greater support of travel industry and the Prague development. The event attended two hundred representatives of leading organizations in the travel industry - Hotel and Restaurant Association, Prague Convention Bureau, Guides Association of the Czech Republic and Association of Travel Agencies of the Czech Republic.

October 6 - 7

Roadshow Germany

Prague Convention Bureau attended as a member of the Czech Convention Bureau the Road Show in Germany. Road show was held in Munich and Cologne, two cities with the greatest congress potential.

October 7 - 8

WCI Site Visit

PCB hosted a site visit for WCI International to possibly hold their 2013 International Congress in Prague. The congress will bring together more than 700 participants from 40 countries to discuss developments of third world countries. Decisions will be made in early 2011 for final destination.

October 13

First newsletter "Prague InSpires"

First English newsletter was launched and sent to more than 5000 contacts abroad.

- October 6th - 7th ■ Roadshow Germany
- October 7th ■ Board of Directors Meeting
- October 7th - 8th ■ WCI Site Visit
- October 12th ■ PCB Info Lunch
- October 13th ■ First newsletter "Prague InSpires"
- October 21st ■ PCB Brussels Workshop
- October 23th - 27th ■ ICCA Education and Exchange Congress, Hyderabad, India

- November 4th ■ Board of Directors Meeting
- November 8th ■ First Czech Newsletter
- November 18th ■ Marketing Committee Meeting
- November 25th - 27th ■ European Fam Trip
- November 30th ■ Trade Show EIBTM, Barcelona

- December 1st - 2nd ■ Trade Show EIBTM, Barcelona
- December 9th ■ Board of Directors Meeting
- December ■ Cooperation with Czech Airlines
- December 16th ■ PCB Member Christmas Party

October 21

Brussels - Brussels MICE Workshop

PCB presented Prague and its members by hosting a workshop in Brussels for the Association and Meetings industry. The event took place in the Prague House, located in the heart of the EU commission district. PCB presented Prague as the ideal meetings destination to meeting planners and associations alike.

October 23 - 27

ICCA Congress

PCB participated in the 2010 ICCA Congress in Hyderabad, India. There were over 700 participants from countries around the world representing their destinations in the meetings market. The PCB also participated in the Business Exchange with over 15 prescheduled meetings with other CVBs and convention venues to trade leads and inside congress information for future association meetings to be held in Prague.

November 8

First Czech newsletter

First Czech newsletter was launched and sent to PCB's members and business partners.

November 25 - 27

European Fam Trip

10 professional conference organizers from Germany, Great Britain, France and Belgium participated in the "Prague InSpires" Fam Trip organized by the Prague Convention Bureau (PCB). Within three days the participants visited Municipal House, Rudolfinum, Malostranský palace, Prague Congress Centre and several hotels. They also attended a workshop in the hotel Holiday Inn Prague Congress Centre, where they met with the PCB members, and a networking dinner in Hard Rock Café Prague.

November 30 - December 2

EIBTM Barcelona

PCB attended the EIBTM 2010 held in Barcelona from November 30 to December 2. The event attracted 3125 exhibitors from more than 90 countries. Within three days filled with non-stop meetings and other activities PCB met more than 100 buyers and gained more than 10 inquiries and 26 potential Fam Trip participants. PCB in cooperation with Czech Convention Bureau also organized a cocktail party for buyers entitled „Experience the Magic“ as a part of the EIBTM.

December 16

Christmas PCB Get-Together with members

At the Grand Hotel Majestic Plaza was held the Christmas get-together with the PCB's members, which brought together over 50 of them. During the event performed the choir Cantarina and was introduced new PCB team.



A Message from the Director

Dear colleagues and friends,
2010 was the year of change for the Prague Convention Bureau. After several years, it witnessed a complete replacement of the team, which began in September with a change in the position of the Director. All PCB's activities are still being aimed to fulfill our mission - to enhance the good name of the capital city of Prague as a congress and tourist destination. Our goal is to effectively apply marketing and business strategies and practices that will bring benefit not only to the PCB members, but above all to the city of Prague in the field of congress tourism. Another important task of our association is to promote and stimulate congress industry in Prague, which, due to its economic impact, certainly deserves more attention from both the state and local authorities.

I would like to highlight a few steps that we made last year, and we believe them to help us achieve our main goal, i.e. to bring as many major conference events as possible to our capital city and to improve its position in the world congress destination ranking.

- Prague Convention Bureau in cooperation with the City of Prague launched the „Prague Convention Ambassadors Program“, and in February awarded the first Prague congress ambassadors. The project gained patronage of the Prague Mayor, who also became the PCB's honorary chairman.
- The Prague Convention Bureau introduced a new key marketing tool for the promotion of meeting and incentive tourism to Prague. In October the PCB sent first English newsletter „Prague InSpires“ in its history to up to 5000 contacts abroad, and in November the PCB launched the Czech newsletter for its business partners and members. English version is sent every two months, and the Czech one each month. The newsletter presents services and activities of the Prague Convention Bureau and its members, events in Prague and information on the travel industry in Prague.
- The Prague Convention Bureau made its appearance on the social media channels, and can communicate with the whole world on its activities and news.
- Prague Convention Bureau implemented several changes to their website, in both content and design. The aim was to create a clearer and more attractive website, to improve the information it contains and to offer PCB members more possibilities to present their com-

panies at the website. The changes also include new electronic banners for platinum members, PCB's partners and sponsors. All members now have the opportunity to contribute to the newly created section „PCB Member News“. The section „News“ contains information on tourism in Prague. The Convention Calendar section contains an overview of major events held in our capital city. All PCB members have the possibility to enter the data about their events in the calendar themselves through the members section.

- Prague Convention Bureau prepared a system for collecting statistical data on the convention industry in Prague through their website, whose launch was scheduled for January 2011.
- A previous PCB member, CSA, became a new partner of the Prague Convention Bureau at the end of the year. Within the framework of their cooperation, CSA began to provide tickets at discounted prices to PCB employees. This is a groundbreaking collaboration through which the Czech national transport company has sent a clear signal that congress tourism should be supported as an important industry. To demonstrate their attitude, CSA also introduced special fares for MICE travelers.
- In 2010, thanks to the activities of PCB we have managed to significantly increase the number of inquiries and bids for Prague.

Based on the experience from previous years, we set another commitment last year, which is to further develop cooperation and improve communication with PCB member subjects. Above all, we want to convince our members and future members, that the PCB membership is meaningful. We wish they perceived it as beneficial, and, at the same time, to some extent binding. We want our members to realize that only their active participation will help the Prague Convention Bureau to fulfill its mission and to increase the chances of our capital city to succeed in today's highly competitive environment.

Let me take this opportunity to appreciate the work of the Prague Convention Bureau's team and to thank all PCB members for their support and cooperation in the past year. I also thank those who decided to continue as PCB members in 2011 and look forward to our future cooperation.



Board of Directors

Until September 2010

Jan Adámek

President of the Board

Petr Marhoul

Vice – president of the Board

Michal Chour

Vice – president of the Board

Lenka Žlebková

Member of the Board

Sanjiv Suri

Member of the Board

Katarina Dvořáková

Member of the Board

Karel Knetl

Member of the Board

Jarmila Škoríková

Auditor

From September 2010

Jan Adámek

President of the Board

Aleš Pejsar

Vice – president of the Board

Michal Chour

Vice – president of the Board

Ivo Miksa

Member of the Board

Sanjiv Suri

Member of the Board

Katarina Dvořáková

Member of the Board

Karel Knetl

Member of the Board

Jarmila Škoríková

Auditor

PCB Staff

Until September 2010

Jade Sebek

Managing Director

Andrea Libová

Marketing & PR Manager

Brett Ira

Business Development Dept.

Ken Dietrich

Business Development Dept.

Martina Boušová

Team Coordinator

Jana Jůzová

P/T Business Development Dept.

Helena Hradilová

P/T Business Development Dept.

Julius Fabula

P/T Business Development Dept.

From September 2010

Lenka Žlebková

Managing Director

Martina Kvašová

Marketing & PR Manager

Brett Ira

Business Development Dept.

Martina Boušová

Team Coordinator

Jitka Kolářová

MICE & Corporate Meetings Manager

Jana Jůzová

P/T Business Development Dept.



NEWSLETTERS PRODUCED

The Prague Convention Bureau introduced a new key marketing tool for the promotion of meeting and incentive tourism to Prague. In October the PCB sent first English newsletter „Prague InSpires“ in its history to up to 5000 contacts abroad, and in November the PCB launched the Czech newsletter for its business partners and members. English version is sent every two months, and the Czech one each month. The newsletter presents services and activities of the Prague Convention Bureau and its members, events in Prague and information on the travel industry in Prague.

PCB ON SOCIAL MEDIA

The Prague Convention Bureau made its appearance on the social media channels. It has now profile on Facebook, Twitter, Youtube, LinkedIn and iMeet. The association uses LinkedIn for communication with its members and business partners, other social media are used for promotion of Prague and releasing news about the congress tourism.

BIDDING for PRAGUE, BIDDING to WIN!

In 2010, PCB directed its efforts to bid actively on larger association conferences. This meant working with Prague's professional conference organizers, the Prague Congress Centre and in some instances the local association representative. The PCB has been very successful with winning ten major bids being brought to Prague due to our efforts.

In 2011, the PCB will continue its efforts in bidding for major conferences and will enhance this project by introducing activities such as the Ambassador Program, which will directly influence local area association contact to act as lobbyist in their own associations.

| (more than 1000 pax) | | | | |
|--|-----------|-----------|----------------------------------|---------------------------------|
| Hydropower & Dams | 2011 | 1000 | WON! Prague / PCC | Specific BID |
| EACS - European Aids Conference | 2012 | 1000 | TBD | Specific BID |
| ISHLT - The International Society for Heart & Lung Transplantation | 2012 | 2200 | WON! Prague / PCC | Complete BID with Helms Briscoe |
| ICOGRADA – International Council of Graphic Design Associations | 2012 | 1000 | TBD | Specific BID |
| IPA – International Psychoanalytical Society | 2013 | 2000-2500 | TBD | General BID |
| INNS - international Neural Network Society | 2013 | 1200 | Lost - Winner USA | Specific BID - NO PCO |
| ESMRMB - European Society for Magnetic Resonance in Medicine and Biology | 2013 | 1300 | TBD | Specific BID/ Czech-In |
| CIRSE - Cardiovascular and Interventional Radiological Society of Europe | 2013 | 1000 | TBD | Specific BID |
| ESGAR - The European Society of Gastrointestinal and Abdominal Radiology | 2013/2014 | 1300-1700 | TBD | ReBID with Czech-In |
| SIU - Societé Internationale D'Urologie | 2014 | 3000-4500 | TBD | Specific BID |
| Toastmasters International | 2014 | 2000 | TBD | Partner Information |
| IBE - International Bureau for Epilepsy | 2014 | 3500-4000 | Lost - Winner Stockholm | Specific BID |
| WCF - World Chambers Federation | 2015 | 1500 | TBD | Specific BID - Guarant |
| EAOG - The European Association of Organic Geochemists | 2015 | 1500-2000 | TBD | Specific BID |
| ISAKOS - International Society of Arthroscopy, Knee Surgery and Orthopaedics Sports Medicine | 2015 | 3000 | TBD | Specific BID - Helms Briscoe |
| IASSID - International Association for the Scientific Study of Intellectual Disabilities | 2016 | 1500 | TBD | General BID |
| FESPB - Federation of European Societies of Plant Biology | 2016 | 1200 | TBD | Specific BID |
| WHTC - World Hydrogen Technologies Convention | 2017 | 1000 | WON! Prague / PCC / PCO Czech-In | Specific BID |
| IAWMH - International Association for Women's Health | 2017 | 1000-1200 | TBD | Specific BID |

| (less than 1000 psx) | | | | |
|---|-----------|----------|----------------------------------|---|
| ESA - European Space Agency | 2011 | 200 | Lost - Winner Karlovy Vary | Specific BID |
| AEF - Africa Energy Forum | 2011 | 500 | Lost - Winner Paris | Specific BID |
| GPA Europe - Gas Processors Association Europe | 2011 | 150 | WON! Prague / Marriott Prague | Specific BID |
| IMA - International Magnesium Association | 2011 | 350 | WON! Prague / Hilton / PCO Čedok | Specific BID - Core PCO |
| WACRA - World Association for Case Method research and Application | 2011/2012 | 250 | Lost - Winner Ireland | Specific BID |
| WACRA - World Association for Case Method research and Application | 2011/2012 | 70 | Lost - Winner USA | Specific BID |
| AMA - Australian Medical Association | 2011/2012 | 130 | WON! Prague / Four Seasons Hotel | Specific BID |
| AMA - Australian Medical Association | 2011/2012 | 70 | TBD | Specific BID |
| EAACI - European Academy of Allergy and Clinical Immunology | 2012 | 800-1000 | Lost - Winner London | Specific BID |
| CTOS - Connective Tissue Oncology Society | 2012 | 500 | WON! Prague / Hilton | Specific BID |
| NATA - Network for Advancement of Transfusion Alternatives | 2012 | 900 | TBD | Specific BID - Core PCO |
| IMC - Institute of Macromolecular Chemistry | 2012 | 350 | TBD | Specific BID |
| ASIS International | 2012 | 500 | TBD | Specific BID - Core PCO |
| WCI - World Changers International | 2013 | 750 | TBD | Specific BID |
| ECCAI - European Coordinating Committee for Artificial Intelligence | 2014 | >800 | WON! Prague / PCO Guarant | Specific BID - Guarant |
| IMEKO - International Measurement Confederation | 2015 | 800 | WON! Prague / PCC / PCO CZECH-IN | Assisted BID/presentation with CZECH-IN |
| EFC - European Federation on Corrossion | 2015 | 500-800 | TBD | Specific BID |
| ISSBD | 2016 | 600-1000 | TBD | Specific BID |
| ITC - International Tribology Council | 2017 | 800-1200 | TBD | Specific BID |
| ISR - The International Society of the Rorschach | 2017 | 700-1000 | TBD | Specific BID - local PCO |

SITE INSPECTIONS

| Month | Date | Other Details |
|---------|-------|---|
| June | 3-4 | CTOS, conference for 500 pax in 2012, WON |
| July | 3-4 | ISDA, conference for 700 pax in 2011, WON |
| July | 25-27 | IMA, conference for more than 300 pax in 2011, WON |
| October | 7-8 | WCI, conference for more than 700 pax, decision TBD |

STATISTICAL SUMMARY

| | |
|---|--------|
| Total number of updated contacts in BDD database: | 11 511 |
| Total numbers of Inquires achieved directly through BDD: | 95 |
| Total number of Inquires Won by PCB Members: | 22 |
| Total Number of Bids: | 38 |
| Total Number of Bids Won: | 10 |
| Total number of Bids still in TBD: | 10 |
| Total number of room nights secured for Prague: (Generated and Assisted Rooms) | 36 700 |
| Total number of Site Inspections: (IMA, ISDA, EAIE, ATOUT, WCI) | 5 |

TRADESHOWS and FAM/PRESS Trips

The Prague Convention Bureau attended four tradeshows, four Workshops/Sales Trips, hosted 4 Fam/Press trips from our top destinations. PCB also attended the ICCA Sales, Marketing & Research Seminar in Vilnius, Lithuania, the ICCA European Chapter meeting and the ICCA Congress in Hyderabad, India



| Month | Date | Event Type | Place |
|--------------------|---------|--|-----------|
| February | 23 - 25 | CONFEX | London |
| February | 24 | London MICE Workshop | London |
| March | 16 - 17 | Press Trip Cat Publication | Prague |
| March | 23 - 26 | Sales Trip France | France |
| March | 24 - 25 | MEEDEX | Paris |
| April | 8 - 10 | Press Trip Business Traveller | Prague |
| May | 25 - 27 | IMEX | Frankfurt |
| June, July | 30 - 3 | International Fam Trip | Prague |
| June | 10 - 12 | ICCA European Chapter meeting | Prague |
| July | 15 - 17 | ICCA Sales, Marketing & Research Seminar | Vilnius |
| October | 6 - 7 | Roadshow Germany | Germany |
| October | 21 | Brussels MICE Workshop | Brussels |
| October | 23 - 27 | ICCA Congress | Hyderabad |
| November | 25 - 27 | European Fam Trip | Prague |
| November, December | 30 - 2 | EITM Barcelona | Barcelona |

ADVERTISING

Focus on media domestic and abroad in 2010 had following objectives:

Domestic:

- Establish our expertise among our peers, the press, and our potential clients
- Build goodwill among our clients and suppliers
- Create and reinforce our brand and professional corporate image
- Inform and create good perceptions regarding our company and services

Abroad:

- Assist in introducing a new service or product
- Generate traffic to our on-line request form
- Mitigate of negative publicity and corporate crisis

List of Advertising in 2010:

- COT
- TTG
- Strategie
- AHR Forum
- Hotel & Spa Management
- Všudybyl
- Podnikatel
- Be the BEST
- Komora
- Czech Business Weekly
- Voyage et Strategie
- Conference & Incentive Travel
- Meetings & Incentive Travel
- Partance magazine
- I&MI media
- Convention and Incentive Catalogue (CzechTourism)
- Czech Travelogue



SPECIAL EVENTS

- PCB's First Annual Ambassador Evening
- Christmas PCB Get-Together with members
- Member's Lunch in Zofin Garden
- General Meeting Spring 2010



2010 BUDGET SUMMARY

| Revenue (without VAT) | 2010 (Kč) |
|-----------------------------|------------------|
| Surplus from previous years | 622 797 |
| Membership Fees General | 3 037 208 |
| CzechTourism | 2 490 000 |
| Sponsorship | 400 000 |
| City of Prague | 300 000 |
| Project Management | 230 000 |
| Other Income | 3 313 |
| Total | 7 083 319 |

| Expenses | 2010 (Kč) |
|-------------------------------|------------------|
| HR | 3 396 980 |
| Administration | 1 150 958 |
| Marketing | 1 391 598 |
| Project Management | 1 150 659 |
| Miscellaneous Expenses | 130 592 |
| Miscellaneous Expenses | 7 220 787 |

Substantial Increase in Revenue

2010 was a pivotal year for the Prague Convention Bureau. PCB increased its membership base to over 70 members, being 54% Hotels, 31% Meeting organizers, 4% Conference facilities, 4% Catering and restaurants, 7% Services. PCB was able to acquire over 2 million CZK partnership contract with CzechTourism. In addition to this, PCB received sponsorship from one of Czech Republic's most recognized brands, Pilsner Urquell. Prague Convention Bureau also received support from the City of Prague. Unfortunately, PCB didn't manage to achieve the originally projected revenues, and therefore it had to adequately reduce expenses in the second half of the year. Despite the slight loss, we managed to stabilize the entire financial situation quite successfully. By working with members and partners, such as CSA, we managed to reduce marketing costs and activities associated with the whole project management, and therefore the HR expenses appear to be the highest budget item. And yet we can say that the financial resources of the organization have been fully utilized to promote the destination. We would like to sincerely thank all the members and partners for their support and we hope that we will succeed the budget increase in the coming years.



PCB YEARS AHEAD

After looking into all aspects of our business we defined the main goals for PCB in 2011 - 13:

MARKETING & PR GOALS

- Coordinate marketing campaign with Czech Authorities
- Create destination marketing and PR tools in order to stimulate positive image of Prague as MICE destination
- Become recognized partner for all media (local/international) and spokesman of congress tourism in Prague
- Develop social media presence: LinkedIn, Facebook, Twitter, Youtube

PROJECT DEVELOPMENT GOALS

- Increase number of MICE participants by 15% (aprox. 22 000 pax), position in ICCA statistics: in first 10 (10 more meetings)
- Ambassador program: increase the number of ambassadors in the „Awards“ evening, gain 10 new ambassadors yearly

GOVERNMENTAL AND OTHER GOALS

- Fundraise extra 6-10 million CZK to PCB budget through different sources (Prague City Hall, sponsors, members etc.)
- Membership: 110 members in 2011, 150 members in 2013
- Systematically collect statistical data about MICE industry in Prague

