# INDEX

<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message from the President</td>
<td>3</td>
</tr>
<tr>
<td>Board of Directors, Revision Committee and PCB Team</td>
<td>4</td>
</tr>
<tr>
<td>Timeline</td>
<td>6</td>
</tr>
<tr>
<td>Statistics 2015 / Bidding for Prague, Bidding to Win</td>
<td>15</td>
</tr>
<tr>
<td>Sales and Marketing Activities</td>
<td>16</td>
</tr>
<tr>
<td>Overview of participation in events</td>
<td>17</td>
</tr>
<tr>
<td>Site Inspections / Statistical Overview of Sales Activities</td>
<td>18</td>
</tr>
<tr>
<td>Marketing Tools</td>
<td>20</td>
</tr>
<tr>
<td>Marketing Communication</td>
<td>21</td>
</tr>
<tr>
<td>Overview of Advertising in 2015 / Overview of Media that Released Articles on Prague Based on PCB's Outputs in 2015</td>
<td>22</td>
</tr>
<tr>
<td>Membership / Events with PCB Members / Special Events</td>
<td>24</td>
</tr>
<tr>
<td>Economic Result for 2015</td>
<td>26</td>
</tr>
<tr>
<td>PCB in the Upcoming Years</td>
<td>27</td>
</tr>
<tr>
<td>Our Partners / Memberships</td>
<td>28</td>
</tr>
</tbody>
</table>
Dear friends and colleagues,

2015 was a challenging, nevertheless a successful year for the Prague Convention Bureau, yet. Until March, Prague Convention Bureau had no management, and therefore it had to be managed by the PCB Board. Following the February elections, Mrs. Lenka Jarošová became the new Director embracing the position of “Executive Director”.

In spite of the turbulent period, the PCB team was able to follow the goal set: to return Prague to the TOP 10 world congress destinations. The cooperation with the City of Prague, Prague City Tourism, Czech Convention Bureau and other partner institutions succeeded in a significant improvement of Prague’s reputation as a congress destination and to strengthen its position in the international congress field.

Let me mention some of the major activities and achievements we managed to accomplish in the past year:

- **In cooperation with the Prague Information Service - Prague City Tourism we managed to introduce a unique exhibition stand representing Prague at two major European trade fairs focused on incentive and congress tourism - IMEX in Frankfurt and IBTM World in Barcelona.**

- The limit set for the association congresses applying for the support of the City of Prague was reduced twice last year. First, the limit was reduced to 1,000 delegates (compared with the original limit of 1,200 delegates) in the 2nd round of 2015 grants. Subsequently, following the resolution of the Prague City Council no. 2932 on 1st December 2015, there was a further limit reduction to 700 delegates for the grants awarded in 2016.

- **In addition to the usual support provided to the PCO and DMC companies, PCB team acquired 56 events generating 53,035 room nights for Prague in 2015.**

- **Prague ranked 10th in the 2014 world rating of cities according to the amount of association meetings held in the destination compiled by International Congress and Convention Association (ICCA), which is one position better than in the previous year.**

- We presented a new destination presentation of Prague at the IMEX fair in Frankfurt.

- We also released a new Prague Meeting Planner’s Guide, which was produced in cooperation with the Prague City Tourism and C.O.T. magazine. The new MPG design reflects on the new Prague Convention Bureau branding and visuals of Prague corresponding with the compact presentation of the destination. The catalogue is a presentation tool containing information about Prague’s potential in the field of congress tourism.

- **Prague won Meeting Star 2015 award of the Slovenian Congress Magazine, which focuses on congress tourism in Central and Southeastern Europe. Prague strengthened its position within the region and became the second most popular congress destination for the second year in a row.**

- Organizing a presentation at the Academy of Sciences was a major milestone of the year’s activities within the Ambassador program. The aim of the first ever seminar was to acquaint its participants with specific options they can use for their candidacy for an international event to be potentially held in Prague.

- We organized the 4th international educational seminar on “Keeping pace in MICE - from knowledge to skills”, which brought a number of quality presentations and renowned MICE professionals such as André Kaldenhoff, director of the Leipzig Congress Centre, Pierre Fernandez, Director of the European Meeting Professionals International headquarters, and prof. MD. Jana Hercogová, PhD., former President of the European Academy of Dermatology and Venereology (EADV).

Finally, I would like to thank all the members of the Prague Convention Bureau for their trust and support of our activities.

Thanks go also to the whole team and the Board of the PCB and all those who contribute their valuable time to many of our projects.

Finally, I would also like to thank to the City of Prague, especially the Office of the Mayor, Prague City Tourism, CzechTourism, Czech Convention Bureau, Prague Airport and Czech Airlines for their support of many of our activities.

Sanjiv Suri
Prague Convention Bureau President
### Board of Directors and Revision Committee

**until 4/2015**  
Sanjiv Suri President of the Board  
Martin Lehký Vice President of the Board  
Martin Žídek Vice President of the Board  
Miroslav Bukva Member of the Board  
Luca Crocco Member of the Board  
Jiří Hollan Member of the Board  
Ivo Miksa Member of the Board  
Roman Muška Member of the Board  
Milan Švára Member of the Board  
Zdeněk Giormani Revision Committee Member  
Francois Mary Revision Committee Member  
Jonathan Pace Revision Committee Member

**from 5/2015**  
Sanjiv Suri President of the Board  
Roman Muška Vice President of the Board  
Michael Specking Vice President of the Board  
Silvie Neves Member of the Board  
Martin Lehký Member of the Board  
Jiří Hollan Member of the Board  
Martin Sekyra Member of the Board  
Petr Marhoul Member of the Board  
Martin Žídek Member of the Board  
Miroslav Bukva Revision Committee Member  
Jan Kubinec Revision Committee Member  
Milan Švára Revision Committee Member

### PCB TEAM

#### Employees

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lenka Jarošová</td>
<td>Executive Director</td>
<td>from 3/2015 to 12/2015</td>
</tr>
<tr>
<td>Roman Muška</td>
<td>Managing Director</td>
<td>from 1/2016</td>
</tr>
<tr>
<td>Kamila Bakotová</td>
<td>Office Manager</td>
<td>to 3/2015</td>
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<tr>
<td>Klára Petříková</td>
<td>Office Manager</td>
<td>from 8/2015</td>
</tr>
<tr>
<td>Dagmar Brožová</td>
<td>Association Meetings</td>
<td>(maternity leave from 10/2014)</td>
</tr>
</tbody>
</table>

#### Contractual Representatives

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rita Juklová</td>
<td>Association Meetings</td>
<td>to 2/2015</td>
</tr>
<tr>
<td>Tzveta Kambourova</td>
<td>Association Meetings</td>
<td></td>
</tr>
<tr>
<td>Markéta Růtová</td>
<td>External Relations Manager</td>
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</tr>
<tr>
<td>Barbora Vopěňková</td>
<td>Corporate Meetings &amp; Incentives</td>
<td>to 7/2015</td>
</tr>
<tr>
<td>Barbora Hrubá</td>
<td>Corporate Meetings &amp; Incentives</td>
<td>from 8/2015</td>
</tr>
<tr>
<td>Martina Fundaro</td>
<td>Representation North America</td>
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</tbody>
</table>

Prague City Tourism’s employee Lucie Horáková is a part of PCB team working as Marketing & PR Manager.
### TIMELINE

#### JANUARY
- **January 13–15** Press trip for representative of the French magazine “MeeT and TRaVeL MaG”
- **January 15** Board of Directors meeting
- **January 21** A training on statistical data input and work with CRM system

#### FEBRUARY
- **February 12** Board of Directors meeting
- **February 25** Attendance of PCB at PartyFest in USA

#### MARCH
- **March 5** Networking breakfast with PCB members
- **March 12** Board of Directors meeting
- **March 18** Educational seminar “Keeping Pace in MICE: From Knowledge to Skills”
- **March 24–26** Attendance at SalesBlitz Mnichov

#### APRIL
- **April 9** Board of Directors meeting
- **April 14** General Assembly meeting
- **April 22** Board of Directors meeting
- **April 22-23** Site inspection of Pamida International
- **April 23** Attendance at MPI D/FW Technology Summit in Dallas

#### MAY
- **May 13** 6th Ambassador Awards Evening
- **May 14** Board of Directors meeting
- **May 16–18** Attendance at ICCA Association Expert Seminar
- **May 18–20** Site Inspection of MNP LLP 2015
- **May 19–21** Attendance at IMEX Frankfurt 2015
- **May 21–25** Post IMEX FAM Trip 2015

#### JUNE
- **June 2** Attendance at the meeting of the Leadership Committee of MPI
- **June 2** Board of Directors meeting
- **June 5–7** Attendance at the Retreat of Board of Directors of MPI D/FW
- **June 12** Attendance at award event for certified meeting professionals in Texas
- **June 17** A training on statistical data input and work with CRM system
- **June 24** Networking breakfast with PCB members
- **June 25** Attendance at the Awards of Excellence 2015
<table>
<thead>
<tr>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 13</td>
<td>August 1–4 Attendance at WEC 2015</td>
<td>September 2 A seminar for the Academy of Sciences</td>
<td>October 7–9 Attendance at Promotional Sales Trip in London</td>
<td>November 1–4 Attendance at ICCA Congress 2015 in Buenos Aires</td>
<td>December 2 Attendance at MICE Expo</td>
</tr>
<tr>
<td>July 20</td>
<td>August 4–6 Site inspection of ESO-ESTRO</td>
<td>September 9 The ICCA Working Group 2017 Meeting</td>
<td>October 9 PCB Strategic Meeting</td>
<td>November 10–12 Sales Blitz in D/FW Area</td>
<td>December 10 Board of Directors meeting</td>
</tr>
<tr>
<td>The ICCA Working Group 2017 Meeting</td>
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<td>September 10 Board of Directors meeting</td>
<td>October 13–15 Attendance at IMEX America 2015 in Las Vegas</td>
<td>November 11–13 Attendance at the conference “Tourism Forum” in Pilsen</td>
<td>December 16 Training on statistical data input and work with CRM system</td>
</tr>
<tr>
<td>July 29</td>
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<td>September 10 Networking breakfast with PCB members</td>
<td>October 14 An lunch with the patrons and partners of the Ambassador Program</td>
<td>November 12 Board of Directors meeting</td>
<td></td>
</tr>
<tr>
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<td>August 26 Site inspection of International Society on Thrombosis and Hemostasis</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>August 26–28 ICCA Central European Chapter Summer Meeting 2015</td>
<td>September 23 A training on statistical data input and work with CRM system</td>
<td>October 16–23 Roadshow USA 2015</td>
<td>November 23 The ICCA Working Group 2017 Meeting</td>
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<td>October 21 Attendance at the conference of University of Hospitality</td>
<td>November 25 PCB lecured on “Prague Congress Destination” at Lucerna cinema hall</td>
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<td>October 27 Board of Directors meeting</td>
<td>November 25 Breakfast with PCB members</td>
<td></td>
</tr>
</tbody>
</table>
JANUARY

January 13–15
Press trip for representative of the French magazine “MeeT and TRaVeL MaG”
From 13th to 15th January 2015, Prague Convention Bureau in cooperation with Prague City Tourism and selected PCB members organized an individual press trip to Prague for a representative of the French magazine MeeT and TRaVeL MaG.

January 15
Board of Directors meeting
On Thursday 15th January, the meeting of Prague Convention Bureau’s Board took place in PCB Office.

January 21
A training on statistical data input and work with CRM system
Prague Convention Bureau has prepared training on statistical data input and work with CRM system.

FEBRUARY

February 12
Board of Directors meeting
At the meeting on Thursday 12th February, which took place at Hilton Old Town Hotel, PCB’s Board of Directors made their final decision on the new director of Prague Convention Bureau. Based on the tender, they decided to name Lenka Jarošová as PCB’s Executive Director. She took up her new post on 1st March 2015.

February 25
Attendance at PartyFest 2015
On 25th February, the representative of the Prague Convention Bureau in the USA Martina Fundaro participated in PartyFest tradeshow in Dallas.

MARCH

March 5
Networking breakfast with PCB members
On Thursday 5th March, another networking breakfast with PCB members took place at TOP Hotel Prague. The event was also attended by the new PCB’s Executive Director, Ms. Lenka Jarošová. At this informal meeting members were informed about PCB’s activities and accomplishments, as well as planned activities for upcoming months.

March 12
Board of Directors meeting
On Thursday 12th March, the meeting of Prague Convention Bureau’s Board took place at PCB’s office.

March 18
Educational seminar “Keeping Pace in MICE: From Knowledge to Skills”
On Wednesday 18th March, Prague Convention Bureau organized another international educational seminar entitled “Keeping Pace in MICE: From Knowledge to Skills”. The seminar was attended by more than 120 MICE professionals.

March 24–26
Attendance at SalesBlitz Mnichov
From 24th to 26th March, Prague Convention Bureau together with Hungarian Convention Bureau and DMC Microcosmos attended a sales trip to Munich and Augsburg organized by the company “tmf dialogue marketing”.

APRIL

April 9
Board of Directors meeting
On Thursday 9th April, the meeting of Prague Convention Bureau’s Board took place at the Art Nouveau Palace Hotel Prague.

April 14
General Assembly meeting
On 14th April, another General Assembly meeting took place in Radisson Blu Hotel, connected with the elections for the Board of Directors of PCB.

April 22
Board of Directors meeting
On Wednesday 22nd April, the first meeting of Prague Convention Bureau’s new Board took place at the Hilton Prague Old Town hotel. The Board elected Mr. Sanjiv Suri their president and Mr. Michael Specking and Mr. Roman Muška their vice presidents.
April 22–23
Site inspection of Pamida International
From 22nd to 23rd April, a site inspection was organized for the company Pamida International which will have a confirmed scientific conference for 350–500 participants in Prague in autumn 2016 took place.

April 23
Attendance at MPI D/FW Technology Summit in Dallas
On Thursday 23rd April, PCB together with the hotel Marriott Prague attended the Technology Summit of Meeting Professionals International, Dallas/Fort Worth section, where they had the opportunity to meet up to 150 meeting professionals from Dallas and Fort Worth area.

MAY

May 13
6th Ambassador Awards Evening
The sixth year of the Ambassador Awards Evening was held in Prague’s Žofín Palace on Wednesday 13th May.

May 14
Board of Directors meeting
On 14th May, the meeting of Prague Convention Bureau’s Board took place at the V Zátiší Restaurant.

May 16–18
Attendance at ICCA Association Expert Seminar
From 16th to 18th May, the ICCA Association Expert Seminar took place in Frankfurt am Main. A three-day seminar was focused on questions of mutual cooperation between the association clients and ICCA member suppliers.

May 18–20
Site inspection of MNP LLP 2015
From 18th to 20th May 2015, a site inspection for a representative of corporate company MNP LLP and Invenia Incetives company from Canada took place in Prague with the aim to introduce the city as a potential destination for hosting MNP LLP Annual Partner Meeting for up to 1,600 pax in 2018.

May 19–21
Attendance at IMEX Frankfurt 2015
From 19th to 21st May, Prague Convention Bureau attended the international trade show IMEX in Frankfurt am Main. PCB was exhibiting on the brand new stand of Prague designed thanks to close cooperation with Prague City Tourism.

May 21–25
Post IMEX FAM Trip 2015
From 21st to 25th May following the IMEX Trade Show in Frankfurt Prague Convention Bureau organized a FAM Trip in Prague for 6 hosted buyers from USA and 1 buyer from Australia. Within their stay, the guests visited 6 hotels and 5 venues. During the workshop which was also a part of the program participants met with 4 representatives of member hotels, 1 member venue and 2 representatives of member DMCs/PCOs.

JUNE

June 2
Board of Directors meeting
On Tuesday 2nd June, the meeting of Prague Convention Bureau’s Board took place at the hotel Hilton Prague.

June 5–7
Attendance at the Retreat of Board of Directors of MPI D/FW
On weekend from 5th to 7th June, Martina Fundaro attended the Retreat of Board of Directors of MPI D/FW. As of 1st July, Fundaro will serve on the Board as a Director of Communication and Marketing for the 2015/2016 term.

June 12
Attendance at award event for certified meeting professionals in Texas
On Friday 12th June, PCB attended Recognition of CMP and CMM (Certified Meeting Professional and Certified in Meeting Management). The event was held in the Hall of State in Dallas, Texas, and was attended by over 150 meeting professionals from Texas.

June 17
A training on statistical data input and work with CRM system
Prague Convention Bureau has prepared another training on statistical data input and work with CRM system.

Martina Fundaro hosted a meeting of the Leadership Committee of MPI (Meeting Professionals International) D/FW (Dallas/Fort Worth) Chapter, which was attended by 15 people, mostly meeting planners from the region.
June 24
Networking breakfast with PCB members
On Wednesday 25th June, another networking breakfast with PCB members took place at Villa Richter. At this informal meeting, members were informed about PCB’s activities and accomplishments, as well as planned activities for upcoming months. There were also presented the activities of Prague City Tourism.

June 25
Attendance at the Awards of Excellence 2015
On Thursday 25th June, North American Representative of Prague Convention bureau Martina Fundaro received the Rising Star of the Year Award during the Awards of Excellence 2015 Gala Ceremony. She became a part of the Board of Directors for the Meeting Professionals International Dallas/Fort Worth Chapter as a Director of Communication & Marketing.

JULY

July 13
Attendance at SITE Texas Meeting
On Monday 13th July, PCB attended networking event of SITE (Society of Incentive Travel Executives) Texas in The Colony. Present at the event were about 60 meeting and incentive travel professionals from different areas of Texas.

July 13–15
Attendance at ICCA Research, Sales and Marketing Programme
From 13th to 15th July, Prague Convention Bureau attended educational event ICCA Research & Marketing Programme which took place in Amsterdam. The event ICCA RSMP is a gathering of professionals from the area of the MICE industry who are active in the process of searching for association conferences, generating new leads, marketing or business.

July 20
The ICCA Working Group 2017 Meeting
On Monday 20th July, the first ICCA congress 2017 local preparatory meeting was held. Participants were local members of the association ICCA (International Congress and Convention Association), PCB members and supporters of the ICCA congress candidacy. The purpose of the meeting was to start the preparations for the congress, which Prague has won for the year 2017.

July 29
Site inspection of European Stroke Organisation
On Wednesday, 27th July, a site inspection for representatives of the European Stroke Organisation, a representative of Core PCO and including participation of local ambassador took place in Prague with the aim to introduce the city as a potential destination for hosting European Stroke Conference for up to 3,000 pax in 2017.

AUGUST

August 1–4
Attendance at WEC 2015
Prague Convention Bureau attended WEC 2015 (World Education Congress) of MPI (Meeting Professionals International), which hosted nearly 3,000 attendees from all around the world from 1st to 4th August in San Francisco.

August 3
Second Scoliosis Research Society site inspection
On Monday 3rd August, a second site inspection of the Association Scoliosis Research Society took place. The SRS congress is confirmed to Prague in the year 2016.

August 4–6
Site inspection of ESO-ESTRO
From 4th to 6th August, a site inspection for the representatives of two associations organizing together one event named ESO-ESTRO took place in Prague. The representatives of both associations form Switzerland and Belgium visited several PCB member hotels for their event.

August 12–14
Site inspection of European Pultrusion Technology Association
From 12th to 14th August, a site inspection for 2 representatives of the European Pultrusion Technology Association from Germany took place in Prague. Prague together with other European cities candidate to host the World Pultrusion Conference. In the final round, Prague was chosen as the host city of the conference, which should take place in March 2016.

August 20
Site inspection of WorldWide Events
On 20th August, the second site inspection for the representative of WorldWide Events took place in Prague. The SI was related to the organization of the European M&I Forum which is planned for 2016. Hilton Prague was chosen as the meeting venue. The aim of the visit was to gain a general impression of venues suitable for an evening program, and to discuss a possible support from CVB.
August 26
Site inspection of International Society on Thrombosis and Hemostasis
Prague is bidding for the 64th Annual Meeting of the ISTH association. On Wednesday 26th August came the association’s Director of Meetings to visit potential venues and accommodation spaces of the meeting in 2018.

August 26–28
ICCA Central European Chapter Summer Meeting 2015
Prague Convention Bureau attended annual ICCA Central European Chapter Summer Meeting which was held from 26th to 28th August in Warsaw, Poland. Three-day program was organized by EXPO XXI in cooperation with Warsaw Convention Bureau and other local partners.

SEPTEMBER

September 2
A seminar for the Academy of Sciences
Prague Convention Bureau in cooperation with the Academy of Sciences organized a seminar for the representatives of scientific institutes of the Academy on Wednesday 2nd September. The seminar, held within the frame of the PCB Ambassador program, was historically first of its kind, and its aim was to present the specific assistance resources the attendees can use for their potential candidature to host an international event in Prague.

September 3
Meeting with members participating in the US Roadshow 2015
PCB organized, on Thursday 3rd September, meeting with members who were participating in the October Roadshow in North American cities.

September 9
The ICCA Working Group 2017 Meeting
On Wednesday 9th September, a working group meeting of the ICCA Congress 2017 was held at ZOOM restaurant in the Congress Centre Prague. Members of the PCB and/or ICCA association interested in taking part in the preparations for the congress attended the meeting. The participants discussed for example a possible involvement of the University of Economics and its students, ideas for the congress logo or brainstormed the “Out of the box sessions”.

September 10
Networking breakfast with PCB members
On Thursday 10th September, another networking breakfast with PCB members took place at the Majestic Plaza Prague. At this informal meeting the members were informed about PCB’s activities and accomplishments, as well as planned activities for upcoming months.

September 16
Site inspection for a German Corporate Client
Site inspection for a German Corporate Client
On Wednesday 16th September, the Senator Meetings & Incentives organized a site inspection for a corporate client from Germany. The client has been interested in organizing an event for 1500 delegates in January 2016. Prague had been in competition with Frankfurt.

September 23
A training on statistical data input and work with CRM system
Prague Convention Bureau has prepared another training on statistical data input and work with CRM system.

OCTOBER

October 7–9
Attendance at Promotional Sales Trip in London
From 7th to October 9th October, PCB attended promotional sales trip in London with the aim to promote Prague as a first-rate conference and incentive destination. We organized 7 individual meetings and also participated in the MICE Networking Event where 35 qualified buyers from the MICE sector were invited.

September 8–11
Press Trip for German Media
From 8th to 11th October, the Tourist Authority of South Bohemia in cooperation with the Prague Convention Bureau organized a Press Trip for 4 German journalists focusing on MICE and leisure media.
September 9  
PCB Strategic Meeting  
On Friday 9th October, the strategic meeting of Prague Convention Bureau’s Board took place at Hilton Prague.

September 13–15  
Attendance at IMEX America 2015 in Las Vegas  
From 13th to 15th October, Prague Convention Bureau attended the international fair IMEX America 2015 in Las Vegas. The total amount of 31 meetings resulted in 15 potential inquiries and bids, 3 of them being concrete RFPs.

September 14  
An informal lunch with the patrons and partners of the Ambassador Program  
On Wednesday 14th October, Prague Convention Bureau organized an informal lunch of concerned board members with the patrons and partners of the Ambassador Program at the Bellevue restaurant. The aim of this reunion was to discuss a further development of the Ambassador Program and also the support of Prague during candidacies for international congresses.

September 15  
PCB Strategic Meeting  
On Thursday 15th October, another PCB’s Strategic meeting took place at Hilton Prague Old Town hotel.

September 16–23  
Roadshow USA 2015  
Martina Fundaro from North American PCB office was joined by representatives of Corinthia Hotel Prague, Hilton Prague, La Bohéme, Prague Congress Centre and VI Hotels & Resorts, and together with CzechTourism organized events for meeting planners in Los Angeles, Houston, Dallas and Toronto.

September 21  
Attendance at the conference of University of Hospitality  
On 21st October, PCB participated in the conference “Hotel Management, Tourism and Education”, organized by the University of Hospitality.

September 27  
Board of Directors meeting  
On Tuesday 27th October, Board of Directors meeting took place at Bellevue restaurant.

NOVEMBER

November 1–4  
Attendance at ICCA Congress 2015 in Buenos Aires  
From 1st to 4th November, Prague Convention Bureau participated in the ICCA Congress in Buenos Aires. With the participation of nearly 800 delegates from 66 countries the congress was historically the most successful US Congress.

November 5–7  
Press trip for Foreign Journalists  
From 5th to 7th November 2015, Prague Convention Bureau in cooperation with selected PCB members organized a press trip to Prague for two foreign journalists writing for selected media within MICE sector.

November 10–12  
Sales Blitz in D/FW Area  
From 10th to 12th November, representative of PCB in North America Martina Fundaro participated in Sales Blitz in Dallas/Fort Worth area, organized by organization MPI (Meeting Professionals International).

November 11–13  
Attendance at the conference “Tourism Forum” in Pilsen  
Prague Convention Bureau took part in the conference Tourism Forum held from 11th to 13th November in Pilsen. The topic was “Destination Marketing and Public Support”.

November 12  
Board of Directors meeting  
On Thursday 12th November, Board of Directors meeting took place at Prague Marriott Hotel.

November 17–19  
Attendance at IBTM World 2015 in Barcelona  
From 17th to 19th November, Prague Convention Bureau attended the international trade show IBTM World in Barcelona. PCB was exhibiting in cooperation with Prague City Tourism on the stand of Prague for the second time.

November 23  
The ICCA Working Group 2017 Meeting  
On Monday 23rd November, another meeting of the ICCA congress 2017 Working Group was held at the Prague Congress Centre.
November 25
PCB lecture on “Prague Congress Destination” at Lucerna cinema hall
On Wednesday 25th November, Prague Convention Bureau lectured on “Prague as Congress Destination” at the Lucerna cinema hall. The lecture was intended for 200 students of Event Management of TIO University Netherlands. The students were informed about the up to date news from Prague congress industry as well as about the activities of Prague Convention Bureau.

25. 11. Breakfast with PCB members
On Wednesday 25th November, another regular PCB members’ meeting took place at Diplomat Hotel. The meeting had a form of informal networking breakfast. Besides the presentation of PCB activities, there was an interesting presentation by David Vitásek, Area Sales Manager, about the Czech Airlines current and upcoming news.

DECEMBER

December 2
Attendance at MICE Expo
On 2nd December, Prague Convention Bureau attended the MICE Expo event held at the Hotel International Prague. The PCB representatives met 18 potential buyers focusing on congress industry and thus introduced Prague as a great congress destination.

December 4–6
Educational FAM Trip for European Buyers
From 4th to 6th December, Prague Convention Bureau organized educational FAM trip for 4 European Buyers. During these three intensive days, they had a great opportunity to experience Prague as a suitable congress destination for their future events.

December 10
Board of Directors meeting
On Thursday 10th December, this year’s last Board of Directors meeting took place at Hilton Prague hotel.

December 10
Advent Cocktail for Congress Ambassadors
On 10th December, Prague Convention Bureau in cooperation with Prague Congress Centre acknowledged the congress ambassadors and partners for their support and cooperation in 2015 while organizing an advent gathering. The event was held at the ZOOM restaurant and was attended by many important guests from not only academic sector.

December 16
Training on statistical data input and work with CRM system
Prague Convention Bureau has prepared training on statistical data input and work with CRM system.
According to the statistics provided by 29 PCB members, 1,564 meetings with the average duration of 1.99 day were held in Prague in 2015. Almost 67% of them were corporate meetings, other business meetings and association congresses and conferences. Almost 68% of all events were meetings hosting 10–49 participants and 50–149 participants. Meetings with local participants (59%) prevailed over international events (41%). Most meeting participants came from the Czech Republic, United Kingdom, Germany, USA and Switzerland. The most frequent subjects of meetings were IT and telecommunications, medical sciences, industry and pharmacy.

Due to the collection of statistical data for 2015, PCB managed to send to the ICCA a list of 116 events meeting criteria set by this association, i.e. the same number as in 2014. Only 39 of all meetings in the list were included based on the data provided by PCB members; the remaining events were searched by PCB Team members. The final position of Prague in the ICCA ranking will be announced in summer 2016.

Last year was moderately successful for Prague in terms of the number of confirmed events. Due to Prague Convention Bureau’s activities 56 congresses, conferences and other events were confirmed to Prague, altogether hosting more than 22,000 delegates and generating over 53 thousand roomnights. These include both corporate and international association congresses and conferences.

<table>
<thead>
<tr>
<th>NAME OF EVENT</th>
<th>DATE OF EVENT</th>
<th>ESTIMATED NUMBER OF PARTICIPANTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incentive Corporate event 2015</td>
<td>2015</td>
<td>800</td>
</tr>
<tr>
<td>Gala Corporate Event 2015</td>
<td>2015</td>
<td>700</td>
</tr>
<tr>
<td>Meeting of the European Glaucoma Society 2016</td>
<td>2016</td>
<td>2,500</td>
</tr>
<tr>
<td>Association Conference November 2016</td>
<td>2016</td>
<td>700</td>
</tr>
<tr>
<td>European Customer Event 2016</td>
<td>2016</td>
<td>1,000</td>
</tr>
<tr>
<td>Novartis - Joint Kick Off Day + wokshops 2016</td>
<td>2016</td>
<td>1,500</td>
</tr>
<tr>
<td>International Corporate Event 2016</td>
<td>2016</td>
<td>1,500</td>
</tr>
<tr>
<td>Corporate Convention 2016</td>
<td>2016</td>
<td>1,000</td>
</tr>
<tr>
<td>Herbalife Event 2016</td>
<td>2016</td>
<td>2,300</td>
</tr>
<tr>
<td>Annual meeting of RNA Society 2017</td>
<td>2017</td>
<td>1,000</td>
</tr>
<tr>
<td>European Stroke Congress 2017</td>
<td>2017</td>
<td>3,000</td>
</tr>
<tr>
<td>PAMIDA International Conference 2017</td>
<td>2017</td>
<td>400</td>
</tr>
<tr>
<td>Annual Congress of European College of Sport Science 2019</td>
<td>2019</td>
<td>2,500</td>
</tr>
</tbody>
</table>
TRADESHOWS AND FAM / PRESS TRIPS

In 2015, Prague Convention Bureau attended, organized or participated in 39 sales and marketing events on which they spent the total of 89 days.

<table>
<thead>
<tr>
<th>TYPE OF EVENT</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fairs/Forums</td>
<td>7</td>
<td>7</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Workshops</td>
<td>4</td>
<td>7</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>Sales Trips</td>
<td>7</td>
<td>6</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Fam Trips</td>
<td>6</td>
<td>2</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Press Trips</td>
<td>4</td>
<td>5</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Educational Conferences/Conferences</td>
<td>4</td>
<td>6</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>
# OVERVIEW OF PARTICIPATION IN EVENTS

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
<th>PLACE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 13–15</td>
<td>Press Trip for MeetAndTravel Mag Editors</td>
<td>Prague, Czech Republic</td>
</tr>
<tr>
<td>February 25</td>
<td>PartyFest</td>
<td>Dallas, TX, USA</td>
</tr>
<tr>
<td>March 18</td>
<td>Educational Seminar</td>
<td>Prague, Czech Republic</td>
</tr>
<tr>
<td>March 24–26</td>
<td>Sales Calls Germany</td>
<td>Munich, Germany</td>
</tr>
<tr>
<td>April 23</td>
<td>DiFW MPI April Technology Summit</td>
<td>Dallas, TX, USA</td>
</tr>
<tr>
<td>May 13</td>
<td>Ambassador Award Evening</td>
<td>Prague, Czech Republic</td>
</tr>
<tr>
<td>May 17–19</td>
<td>Association Expert Seminar (AES)</td>
<td>Frankfurt, Germany</td>
</tr>
<tr>
<td>May 19–21</td>
<td>IMEX Frankfurt</td>
<td>Frankfurt, Germany</td>
</tr>
<tr>
<td>May 21–25</td>
<td>Post IMEX Fam Trip for American Planners</td>
<td>Prague, Czech Republic</td>
</tr>
<tr>
<td>May 27–29</td>
<td>Incentive Trip by MPI for VIP planners of Disney World and Universal Studios</td>
<td>Orlando, FL, USA</td>
</tr>
<tr>
<td>June 25</td>
<td>MPI DFW Awards Gala</td>
<td>Dallas, TX, USA</td>
</tr>
<tr>
<td>July 12–15</td>
<td>ICCA Research, Sales and Marketing Program</td>
<td>Amsterdam, Netherlands</td>
</tr>
<tr>
<td>July 13</td>
<td>SITE Texas</td>
<td>Colony, USA</td>
</tr>
<tr>
<td>August 1–4</td>
<td>WEC 2015</td>
<td>San Francisco, USA</td>
</tr>
<tr>
<td>August 19–21</td>
<td>Sales Trip Chicago + MPI Chicago Chapter Meeting</td>
<td>Chicago, USA</td>
</tr>
<tr>
<td>August 26–28</td>
<td>ICCA Central European Chapter</td>
<td>Warsaw, Poland</td>
</tr>
<tr>
<td>September 10</td>
<td>German Press Trip - Baumann</td>
<td>Prague, Czech Republic</td>
</tr>
<tr>
<td>October 6–10</td>
<td>Global Connect</td>
<td>London, GB</td>
</tr>
<tr>
<td>October 13–15</td>
<td>IMEX America</td>
<td>Las Vegas, NV, USA</td>
</tr>
<tr>
<td>October 15–22</td>
<td>Post IMEX America Roadshow 2015</td>
<td>LA, Houston, Dallas, USA</td>
</tr>
<tr>
<td>November 5–7</td>
<td>Press Trip</td>
<td>Prague, Czech Republic</td>
</tr>
<tr>
<td>November 1–4</td>
<td>ICCA Congress</td>
<td>Buenos Aires, Argentina</td>
</tr>
<tr>
<td>November 17–19</td>
<td>EIBTM</td>
<td>Barcelona, Spain</td>
</tr>
<tr>
<td>December 4–6</td>
<td>Fam Trip for European buyers</td>
<td>Prague, Czech Republic</td>
</tr>
<tr>
<td>December 10</td>
<td>Cocktail with Ambassadors</td>
<td>Prague, Czech Republic</td>
</tr>
</tbody>
</table>
SITE INSPECTIONS / STATICAL OVERVIEW OF SALES ACTIVITIES

SITE INSPECTIONS
In 2015, PCB realized 12 site inspections for clients with whom they spent the total of 25 days.

<table>
<thead>
<tr>
<th>DATE</th>
<th>NAME OF CLIENT</th>
<th>Total number of updated contacts in the database</th>
<th>Total number of inquiries</th>
<th>Total number of confirmed inquiries</th>
<th>Total number of inquiries still TBD</th>
<th>Total number of roomnights in MICE and corporate segments*</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 28</td>
<td>Society for Experimental Biology</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>April 22-23</td>
<td>Pamida International</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 16-18</td>
<td>MNP LLP 2015</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May 18-24</td>
<td>Experient - A Maritz Travel</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>July 29</td>
<td>European Stroke Organization</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 3</td>
<td>Scoliosis Research Society</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 4-6</td>
<td>ESO-ESTRO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 12-14</td>
<td>European Pultrusion Technology Association</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 20</td>
<td>WorldWide Events</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>August 26</td>
<td>International Society on Thrombosis and Hemostasis</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>September 16</td>
<td>Site inspection for German Corporate Client</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PCB received and processed 49 applications for administrative support and mediation of public transport tickets for free.

* Generated and assisted roomnights

STATISTICAL SUMMARY OF PROJECT MANAGEMENT ACTIVITIES

- Total number of updated contacts in the database: 15,750
- Total number of inquiries: 89
- Total number of confirmed inquiries: 40
- Total number of inquiries still TBD: 16
- Total number of roomnights in MICE and corporate segments*: 17,520
- Total number of Bids: 80
- Total number of confirmed Bids: 16
- Total number of confirmed Bids assisted by PCB: 5
- Total number of Bids still TBD: 28
- Total number of roomnights in association segment*: 35,515
MARKETING TOOLS

New catalogue PRAGUE MEETING PLANNER´S GUIDE
At the beginning of may 2015, we released in cooperation with Prague City Tourism a new Prague Meeting Planner´s Guide for the period 2015–2016.

The new form of MPG follows the new branding of Prague Convention Bureau and Prague visuals so as to preserve a uniform presentation of the destination. The catalog is a presentation tool containing information possibilities of Prague in the field of congress tourism.

The complex catalog of congress destination belongs among necessary tools for gaining congress and conference events and for the development of congress and incentive tourism in Prague. New MPG is available for download in the section “Promotion materials” on the website of the Prague Convention Bureau. The printed version was released in an edition of 500 pieces.

New destination presentation of Prague
In accordance with the new branding of PCB, in the middle of May was also created a new destination presentation of Prague, which was first presented at the IMEX Frankfurt.

The own Prague exhibition at MICE professional tradeshows
In cooperation with the Prague City Tourism, we created separate stand of Prague which serves to promote our city as a congress destination at selected MICE tradeshows. Prague was presented for the first time in 2015 at the IMEX Frankfurt and the IBTM World Barcelona as an independent congress destination. The exhibition was received positively by operators in the Prague congress field. Both tradeshows are attended, next to the PCB and PCT, by many of Prague’s hotels, conference centers and event organizers, who were presented in a new stand of Prague. Prague Convention Bureau was co-organizer of the Prague exhibition.
In 2015, marketing communication was focused mainly on foreign MICE media and used especially the following instruments: regular sending of press releases and e-newsletters, direct communication with journalists and collaborating on articles about Prague as a congress destination. Part of the communication on the local market was the media partnership with C.O.T. Publishing and regular article in the C.O.T. Business magazine. The total value of media outputs was quantified at 6.5 million CZK.

**LISTING OF ALL MARKETING COMMUNICATION OUTPUTS**

<table>
<thead>
<tr>
<th>Type of Output</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Czech E-Newsletters</td>
<td>12</td>
</tr>
<tr>
<td>English E-Newsletters</td>
<td>6</td>
</tr>
<tr>
<td>Press Releases</td>
<td>9</td>
</tr>
<tr>
<td>PR Articles</td>
<td>190 (129 international, 61 domestic)</td>
</tr>
<tr>
<td>Advertisements</td>
<td>2</td>
</tr>
</tbody>
</table>
Sa beauté la protégerait-elle ? Sortie indomptée de la Seconde guerre mondiale comme de la grisaille de l’époque communiste, Prague est une miraculée. Un merveilleux rêve Renaissance et baroque qui se projette aujourd'hui dans des futuristes réalisations. Périphérique et conquérante, la capitale tchèque reste la star du Mice en Europe Centrale.
## OVERVIEW OF ADVERTISING

### List of Advertising in 2015:

**International:**
- RedCap Catalogue (South Korea)
- CVENT (online presentation)

**LIST OF MEDIA THAT RELEASED ARTICLES ON PRAGUE BASED ON PCB’S OUTPUTS IN 2015:**

### DOMESTIC

- COT Business
- E15
- epravo.cz magazine
- Euro
- Event & promotion
- event-promotion.cz
- e-vsudybyl.cz
- FeedIT.cz
- Gastro & Hotel
- trendyhotelnictvi.blogspot.cz
- iicot.cz
- iHned.cz
- Lidové noviny
- lidovky.cz
- medicina.cz
- Parlamentniisty.cz
- Prague Events Calendar
- Smart Meetings
- TTG
- TTG e-news
- ttg.cz
- Všudybyl
- Zdravotnictvi a medicina

### INTERNATIONAL

- Association Meetings International
- Cimunity.com
- c-mw.net
- Conference + Meetings World
- Conference + Meetings World newsletter
- ConventionPlanit.com
- Czech Travlogue
- Deplacements Pros Newsletter
- deplacementspros.com
- EIN Newsdesk & EIN Presswire
- eTurboNews e-newsletter
- eTurboNews.com
- European Best Event Awards - EuBEA
- EventTurkiye
- exhibitionworld.co.uk
- Focus on Travel News
- Focus on Travel News e-newsletter
- GMiportal.com
- IMEX Daily Paper
- IMEX Show Preview
- Incentive Travel & Corporate Meetings (ITCM)
- incentivetravel.co.uk
- Inovacentrum - Magazine of Technology transfer at CTU
- International Meetings Review
- International Meetings Review Newsletter
- Kongres - Central and South East Europe Meetings Industry Magazine
- Kongres Magazine Newsletter
- Magazine Réunir
- MEET and TRAVEL mag
- MeetingsInternational.com
- meetpie.com
- mep - Marketing Event Praxis
- MICE INDIA
- MICE-BTN online
- MPI Dallas/Fort Worth Chapter Newsletter
- MPI Dallas/Fort Worth Chapter Web
- National News Wire
- PoslovniTurizam.com
- praguepost.com
- Strategic Meetings Solutions e-newsletter
- tmf dialogue marketing
MEMBERSHIP
In 2015, the number of PCB members slightly decreased. The membership base was formed by 60 members - 18 being Platinum, 27 Gold and 15 Silver. Within the member categories, the largest group was formed by hotels (28 members), meeting organizers (13 members), convention centres and venues (7 members), catering and restaurants (5 members) and other services (7 members).

EVENTS WITH PCB MEMBERS
In 2015, 12 regular meetings of PCB’s Board of Directors were held. Moreover, the General Annual Meeting was held and subsequently 4 networking breakfasts with all PCB members and Christmas Get-Together.

SPECIAL EVENTS
- International Educational Seminar “Keeping Pace in MICE: From Knowledge to Skill”
- Ambassador Awards Evening
- Breakfast for Ambassadors
- Lunch with patrons of the Ambassador Program
- Advent Cocktail for Congress Ambassadors
ECONOMIC RESULTS FOR THE YEAR 2015

BUDGET

In 2015 there was, in contrast to 2014, an increase in income within the project management and a slight increase in income from the member and marketing fees. However, from a global perspective, there was an overall decrease in the income part caused mainly by drawing the financial amount of 2.25 million CZK from the Prague City Tourism compared with the 3,000,000 CZK received in 2014. Another partner, who financially supported the PCB, was the CzechTourism agency. The CzechTourism, through the Czech Convention Bureau, supported the development of the Ambassador Program, the project development and the online marketing campaigns in 2015. A key part of the PCB activities financing are the aforementioned partners. One of the most important is Prague Airport, which, on the basis of an annual contract allows the PCB to use the funds to develop its marketing activities. PCB reciprocally allows Prague Airport to use PCB marketing tools for their promotion. Thanks for the financial support in 2015 belong also to the ČSA. Within the expenditure side there was a significant change in the HR items and in the project management, due to a different internal reporting of costs for external associates. Overall PCB budgetary management ended after reported losses in 2014 and 2013 in profit.

<table>
<thead>
<tr>
<th>2015</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Income (excl. DPH)</td>
<td>7,578,855,00 CZK</td>
</tr>
<tr>
<td>Membership and marketing fees</td>
<td>3,243,900,00 CZK</td>
</tr>
<tr>
<td>CzechTourism /CzCB</td>
<td>531,492,00 CZK</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>652,223,00 CZK</td>
</tr>
<tr>
<td>Prague City Tourism (The City of Prague)</td>
<td>2,250,000,00 CZK</td>
</tr>
<tr>
<td>Project Management</td>
<td>896,530,00 CZK</td>
</tr>
<tr>
<td>Other income</td>
<td>4,710,00 CZK</td>
</tr>
<tr>
<td>Expenditures</td>
<td>7,358,329,00 CZK</td>
</tr>
<tr>
<td>HR</td>
<td>3,828,861,00 CZK</td>
</tr>
<tr>
<td>Administration</td>
<td>762,506,00 CZK</td>
</tr>
<tr>
<td>Marketing</td>
<td>656,877,00 CZK</td>
</tr>
<tr>
<td>Project Management</td>
<td>1,859,237,00 CZK</td>
</tr>
<tr>
<td>Membership</td>
<td>247,851,00 CZK</td>
</tr>
<tr>
<td>Other</td>
<td>2,997,00 CZK</td>
</tr>
<tr>
<td>Profit / Loss</td>
<td>220,526,00 CZK</td>
</tr>
</tbody>
</table>
In 2016, the PCB will continue to strive to fulfill its strategic goals for the future, which remain unchanged:

1. **Build the image of Prague as the world’s top MICE destination**

2. **Increase the number of international MICE events held in Prague**

3. **Raise the awareness of the importance of the Prague congress industry at national level**

In the 2016–2018, however, we expect a number of challenges:

- Ensure long-term stable Prague Convention Bureau funding;
- Prepare Prague and the Prague Congress Centre for the ICCA 2017 Congress;
- Relentlessly promote the PCB Ambassador Program, both among scientists and doctors, and among corporate entities;
- Have the MICE studies included in the educational program of the University of Economics;
- Develop and implement a digital marketing strategy;
- Fully systematize the statistical data collection;
- Achieve significant improvement in communication with our members;
- Have the MICE industry included in the 2030/2040 strategic plan of the competitiveness of the Czech Republic.
OUR PARTNERS / MEMBERSHIPS

OUR PARTNERS
- MINISTRY OF REGIONAL DEVELOPMENT CZ
- CzechTourism
- PRAGUE CITY TOURISM
- Prague Airport
- CSA CZECH AIRLINES
- THE ACADEMY OF SCIENCES OF THE CZECH REPUBLIC

OUR MEMBERSHIPS
- Czech Convention Bureau
- Charles University in Prague
- THE CZECH ASSOCIATION OF HOTELS AND RESTAURANTS
- EFA PCO
- MEMBER
- MPI

MEDIA PARTNERS
- COT
- EVENT
- THE PRAGUE POST