



# Wow

Prague,  
the City of Congresses

**Annual Report 2016**

**Wow**  
Prague  
Convention  
Bureau



## INDEX

<b>Message from the Director</b>	<b>3</b>
<b>Board of Directors, Revision Committee and PCB Team</b>	<b>5</b>
<b>Timeline</b>	<b>7</b>
<b>Statistics 2016 / Bidding for Prague, Bidding to Win</b>	<b>18</b>
<b>Sales and Marketing Activities</b>	<b>19</b>
<b>Ambassador Program</b>	<b>20</b>
<b>Overview of Participation in Events</b>	<b>21</b>
<b>Site Inspections / Statical Overview of Sales Activities</b>	<b>22</b>
<b>Marketing Tools</b>	<b>24</b>
<b>Marketing Communication</b>	<b>25</b>
<b>Overview of Advertising in 2016 / Overview of Media That Released Articles About Prague Based on PCB's Output in 2016</b>	<b>26</b>
<b>Membership / Events with PCB Members / Special Events</b>	<b>29</b>
<b>Economic Result for the Year 2016</b>	<b>31</b>
<b>PCB Years Ahead</b>	<b>32</b>
<b>Our Partners / Memberships</b>	<b>33</b>

## MESSAGE FROM THE DIRECTOR

Dear friends and colleagues,

I joined the Prague Convention Bureau (PCB) as Managing Director in January 2016, and I knew we had a lot of work ahead of us.

The primary task was to consolidate the PCB team, which was not only transformed, but also expanded considerably. In particular, the key positions of Office Manager - Petra Karásková, Marketing & PR Manager - Hana Krejbichová, Association Meetings Manager - Michaela Baracová, and Corporate Meetings & Incentives Manager - Barbora Skálová were newly occupied. At the same time, with regards to the upcoming ICCA Congress, the team was joined by a new Project & Marketing Manager - Lucie Landsmanová.

With the strengthened team, it was possible to start focusing on activities that would support the long-established strategic goals of PCBs, as the return of Prague to the TOP 10 world congress destinations remains on the list of our goals.

Let me mention some important activities and steps we managed to accomplish in the past year:

- Based on cooperation with foreign consultants from the SoolNua company, we prepared a **new social networks promotion and communication strategy**. The strategy focuses on presentation on those social networks, which are key for the meetings industry and it also sets a comprehensive communication style across all the

selected channels. The strategy also includes proposed communication plan with regards to the ICCA Congress due to be held in Prague in November 2017.

- In cooperation with the C.O.T. Media publishing house, WMP World Media Partners and with the support of Prague Information Services - Prague City Tourism **we launched the Prague Meeting Planners Guide**, available for free for smartphones with Android, iOS and Windows.
- **In cooperation with the Prague Information Service - Prague City Tourism we participated in the top MICE trade fairs again to promote our capital city as a congress destination.** Since 2015, Prague has been presented as an independent congress destination at IMEX trade fairs in Frankfurt and ibtm world in Barcelona. Apart from the Prague Convention Bureau and Prague Information Services - Prague City Tourism, many other meeting industry entities (above all from the membership base) took part in both exhibitions: mainly hotels, conference facilities and event organizers.
- **Prague Convention Bureau became a member of the Czech Confederation of Commerce and Tourism (SOCR CR).** The organisation will, taking advantage of the cooperation, focus on the solution of the current topics and the promotion of common interests in the field of tourism.
- The City of Prague also allocated CZK 10 million for the year 2016 to support association congresses and,

at the same time, **it has also reduced the support threshold minimum number of participants to 700 delegates.**

- In addition to the regular support, that is provided to PCO and DMC companies, the PCB team acquired in 2016 48 events generating 65,644 roomnights for Prague.
- Prague, as a congress destination, **occupied the 11<sup>th</sup> place in the ICCA 2015 world ranking, published in 2016.** Although dropping down by one position, **the number of the reported events in Prague increased from 118 to 123.**
- We organized the 5<sup>th</sup> International Educational Seminar on "Heading to the Top MICE Digital Era", bringing a number of quality presentations by renowned MICE professionals and experienced ambassadors, such as **prof. MUDr. Julius Špičák, CSc.**, Head of Clinic of Hepatogastroenterology at IKEM, the former president of the Czech Gastroenterology Society and the Patron of Ambassador Program; **Michael Foreman**, Director of Verve4 and Kindology, or ICCA's Executive Director **Martin Sirk**.
- **In late September 2016, PCB launched a series of lectures at the University of Economics, a part of the "Event Management" studies.** The aim of the course, currently one of its kind in the Czech Republic, is to provide students with theoretical and practical knowledge and skills in the area of meetings industry needed when organizing various congresses, conferences, sport and other events. This project

is a result of three-year long collaborative preparations of PCB and selected VŠE members. The autumn semester was focused on the presentation of 2017 ICCA Congress and related projects.

- **The Prague Convention Bureau team together with the Local Host Committee** consisting of the international congress association ICCA members and supporters **attended the 55<sup>th</sup> ICCA Congress** held in Kuching, Malaysia. **The task of the Czech expedition at the congress was to, above all, introduce the metropolis as the next organizing destination and to officially invite the participants to Prague.**
- **Within the Ambassador Program we successfully organized another seminar at the Academy of Sciences of the Czech Republic.** The aim of the seminar was to get the present representatives of the Academy institutes acquainted with the specific resources they can use for international congress candidatures for Prague.
- A great success of the year 2016 was **the launch of cooperation with the Charles University**, when, in late December, the historical Karolinum premises **hosted two Ambassador Program events:** an educational seminar on "Why and how to run a candidacy for an international congress or conference in Prague" and the Advent meeting of congress ambassadors and partners of the Prague Convention Bureau Ambassador Program. **The seminar took place under the leadership of prof. MUDr. Vladimír Tesař, DrSc., MBA, FERA, FASN,** Head of the Department of Nephrology at 1<sup>st</sup> Faculty of Medicine, Charles University and VFN in Prague,

who was awarded for his lifetime contribution to the meetings industry at the 2016 Ambassador Awards Evening.

- **Prague received the Meeting Star Award - TOP MEETING DESTINATION 2016 as the best Congress destination.** The prize is awarded annually by the Slovenian Kongres Magazine focusing on the meetings tourism in Central and Southeast Europe. Thus, Prague repeated its successes from the previous years, when it had occupied the 1<sup>st</sup> place in 2013 and the 2<sup>nd</sup> place in 2014 and 2015.

Finally, I would like to thank all the members of our "new" PCB team who were working intensely throughout the year to meet the strategic goals determined by the PCB Board of Directors, to which my thanks go for supporting our work.

Great thanks also belong to all the members of Prague Convention Bureau for their trust, cooperation and active participation in our projects.

Last but not least, I would very much like to thank the Prague City Hall, Prague City Tourism, CzechTourism agency and the Czech Convention Bureau - its independent department, Prague Airport and CSA for supporting our activities.



Roman Muška

Prague Convention Bureau Managing Director

## BOARD OF DIRECTORS, REVISION COMMITTEE AND PCB TEAM

### Board of Directors and Revision Committee

Sanjiv Suri	President of the Board
Sylvie Neves	Vice President of the Board
Michael Specking	Vice President of the Board
Miroslav Bukva	Member of the Board
Martin Lehký	Member of the Board
Jiří Hollan	Member of the Board until 9/2016
Lenka Žlebková	Member of the Board until 9/2016
Martin Sekyra	Member of the Board
Petr Marhoul	Member of the Board
Martin Žídek	Member of the Board
Karolína Semecká	Revision Committee Member from 6/2016
Jan Kubinec	Revision Committee Member
Milan Švára	Revision Committee Member

### PCB TEAM

#### Employees

Roman Muška	Managing Director from 1/2016
Petra Karásková	Office Manager from 1/2016
Dagmar Brožová	Association Meetings Manager (maternity leave from 10/2014)
Barbora Skálová	Corporate Meetings & Incentives Coordinator from 7/2016
Hana Krejbichová	Marketing & PR Manager from 3/2016
Lucie Landsmanová	Marketing & Project Coordinator from 10/2016

#### Contractual Representatives

Tzveta Morawski Kambourova	Association Meetings Manager
Michaela Baracová	Association Meetings Manager from 9/2016
Markéta Růtová	External Relations Manager - Ambassador Program
Barbora Hrubá	Corporate Meetings & Incentives Manager until 6/2016
Martina Fundaro	Representation North America

Prague City Tourism's employee Lucie Horáková is a part of PCB team working as Marketing Specialist.









## TIMELINE

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>January 13</b> Networking breakfast for Congress Ambassadors	<b>February 9–11</b> PCB hosted MPI Foundation Meeting	<b>March 7</b> Meeting of PCB members about "MICE Program to Schools"	<b>April 7–9</b> PCB attending MPI Chapter Business Summit	<b>May 9–11</b> PRESS trip for European journalists	<b>June 7</b> Ambassador Award Evening
<b>January 18</b> The ICCA Working Group 2017 Meeting	<b>February 10</b> Board of Directors meeting	<b>March 8</b> Site inspection for 13 <sup>th</sup> Conference of the European Association for Clinical Pharmacology and Therapeutics	<b>April 13</b> Board of Directors meeting	<b>May 11</b> PCB attending MPI DFW Chapter Meeting	<b>June 8</b> General Assembly meeting
<b>January 18</b> PCB Participating at the MICE Studies Development at the University of Economics (VSE)	<b>February 17</b> PCB attending the Destination Branding 2016 Conference	<b>March 16–18</b> Site inspection for ICCA representatives	<b>April 13–18</b> FAM trip for Mexican Buyers	<b>May 16–19</b> PCB attending Roadshow USA	<b>June 11–14</b> PCB attending WEC 2016
<b>January 20</b> PCB attending the SOCR meeting of experts in Tourism Industry	<b>February 23</b> ICCA 2017 Congress Local Host Committee Meeting	<b>March 16</b> Educational seminar "Heading to the Top in MICE Digital Era"	<b>April 16–18</b> Site inspection for Flashcom Group	<b>May 17</b> Networking breakfast with PCB members	<b>June 14–17</b> Site inspection for Sovereign Alliance
<b>January 25</b> Site inspection for FIRST.Org	<b>February 25</b> Networking breakfast with PCB members	<b>March 23</b> Training on statistical data input and work with CRM system	<b>April 19–21</b> PCB attending IMEX Frankfurt 2016	<b>May 26</b> PCB attending MPI DFW Chapter Meeting	<b>June 23</b> PCB attending MPI Dallas/ Fort Worth Chapter Awards Gala
<b>January 28</b> PCB attending MPI DFW Chapter Meeting	<b>February 25</b> PCB attending MPI DFW Chapter Meeting	<b>March 24</b> PCB attending MPI DFW Chapter Meeting	<b>April 22–25</b> Site inspection for Flawless Moments	<b>May 27–28</b> Site inspection for Infinera	
	<b>February 29</b> The ICCA Working Group 2017 Meeting		<b>April 28</b> PCB attending MPI DFW Chapter Meeting	<b>May 30</b> The ICCA Working Group 2017 Meeting	
				<b>May 30–June 4</b> Site inspection for Wellington Group	

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>July 4–6</b> HelmsBriscoe European Leadership Meeting and Fam trip	<b>August 5</b> Site inspection for International Skeletal Society	<b>September 16</b> Site inspection for the 2019 Meeting of International Society for Behavioral Nutrition and Physical Activity	<b>October 3</b> The ICCA Working Group 2017 Meeting	<b>November 2</b> Lunch with patrons of Ambassador Program	<b>December 7</b> Seminar and advent cocktail for Congress Ambassadors
<b>July 18</b> Site inspection for Progress User Group Netherlands	<b>August 10</b> Board of Directors meeting	<b>September 14–17</b> Site inspection for Jeunesse Global	<b>October 4</b> A training on statistical data input and work with CRM system	<b>November 5</b> Site inspection for Cambridge Innovation Institute	
<b>July 18</b> Site inspection for Parliament of the World’s Religions	<b>August 17</b> Attendance of PCB at MPI DFW Chapter Meeting	<b>September 19</b> The ICCA Working Group 2017 Meeting	<b>October 11</b> Board of Directors meeting	<b>November 8–9</b> Attendance of PCB at ECM Association Workshop in Brussels	
<b>July 20</b> Attendance of PCB at SITE Texas	<b>August 26</b> Site inspection for World Automatic Congress	<b>September 19</b> Site inspection for European Council of International Schools	<b>October 12</b> Seminar for Academy of Science	<b>November 13–16</b> Attendance of PCB at ICCA Congress in Kuching	
	<b>August 27–31</b> Attendance of PCB at ECM Summer School in Zagheb	<b>September 20</b> Networking breakfast with PCB members	<b>October 18</b> Site inspection for European College of Sport Science	<b>November 18–20</b> Attendance of PCB at MICE Workshop in Rome	
		<b>September 22</b> Attendance of PCB at MPI DFW Chapter Meeting	<b>October 18–20</b> Attendance of PCB at IMEX America 2016	<b>November 29–December 1</b> Attendance of PCB at IBTM Barcelona	
		<b>September 22</b> Site inspection for TOLL – Innate Immunity Conference 2018	<b>October 31</b> The ICCA Working Group 2017 Meeting		
		<b>September 26</b> PCB lectured about MICE industry in University of Economics Prague	<b>October 31–November 2</b> European PRESS trip		
		<b>September 26–30</b> Attendance of PCB at M&I Forum			



## **JANUARY**

### **January 13**

#### **Networking Breakfast for Congress Ambassadors**

Next in the series of educational and networking breakfasts within the Prague Convention Bureau Ambassador Programme took place at the Clarion Congress Hotel Prague on Wednesday, 13<sup>th</sup> January, 2016. Patron of the Ambassador Programme Prof. MD. Julius Špičák, PhD, Head of the Hepatogastroenterology Department of the Institute of Clinical and Experimental Medicine in Prague shared his experience in organizing international congresses and conferences with more than 30 Czech scientists, doctors, and other experts.

### **January 18**

#### **The ICCA Working Group 2017 Meeting**

On Monday 18<sup>th</sup> January at the University of Economics a meeting of the ICCA 2017 Congress working group took place.

### **January 18**

#### **PCB Participating at the MICE Studies Development at the University of Economics (VSE)**

On Monday 18<sup>th</sup> January at the University of Economics (VSE) a meeting of PCB representatives and of PCB members with the VSE experts took place. Together they discussed the details of an accreditation and implementation project of a study programme focusing on MICE at the VSE.

### **January 20**

#### **Networking Breakfast for Congress Ambassadors**

A meeting of tourism experts organized by the Confederation of Commerce and Tourism in cooperation with the Ministry of Industry and Transport and the Ministry for Regional Development took place on Wednesday 20<sup>th</sup> January. The central point of the agenda was the use of EU structural funds, especially the inclusion of tourism in the Operational Programme Enterprise and Innovation for Competitiveness. PCB was represented by Markéta Růtová.

### **January 25**

#### **Site inspection for FIRST.Org**

25<sup>th</sup> of January, site inspection for representatives of international organization FIRST.Org took place. They are looking for venue and accommodation for FIRST Conference on Computer Security Incident Handling for 1,000–2,000 participants. PCB was representing by Tzveta Kambourova.

## **FEBRUARY**

### **February 9–11**

#### **PCB Hosted MPI Foundation Meeting**

9–11 February, Prague Convention Bureau and its partners were hosting MPI Foundation Global Board of Trustees Meeting in Prague, joined by members of International Board of Directors of MPI (Meetings Professionals International). Amongst 30 attendees were Managing Director of HelmsBriscoe for Europe, CEO of One Smooth Stone event agency, VP of Starwood hotels and SVP of Hyatt Hotels, CEO of MPI, SVP of Giants Enterprises and others. PCB was represented by Martina Fundaro.

### **February 10**

#### **PCB Hosted MPI Foundation Meeting**

February 10<sup>th</sup>, this year first Board of Directors meeting took place in PCB Office.

### **February 17**

#### **PCB Hosted MPI Foundation Meeting**

On February 17, the Destination Branding 2016 Conference was held in the Chamber of Deputies of the Czech Parliament, under the auspices of Minister for Regional Development Karla Šlechtová, in cooperation with the World Tourism Organization (UNWTO). PCB was represented by Tzveta Kambourová and Markéta Růtová.

### **February 23**

#### **ICCA 2017 Congress Local Host Committee Meeting**

Another ICCA 2017 Congress Local Host Committee was held on Tuesday, 23 February at the Bellevue restaurant. The latest news about the Congress planning activities, details of the planned ICCA representatives' inspection were presented at the meeting, together with the design of the event's logo.

### **February 25**

#### **Networking Breakfast with PCB members**

On Thursday 25 February, a networking breakfast with Prague Convention Bureau members was held at the Barceló Prague. PCB director Roman Muška informed the participants about the PCB's recent activities and presented the news, changes and upcoming events with opportunities for members' participation. Jirina Jenčková from the University of Economics presented a new study course "Introduction to Event Management".

The course was developed and will be taught with active participation of PCB. Markéta Janatová introduced the Barceló hotels network and, especially, the possibilities offered by the conference and accommodation capacities in their Prague hotels.

## **February 29**

### **The ICCA Working Group 2017 Meeting**

Fourth ICCA Working Group Meeting was held on Monday, 29<sup>th</sup> February at the Prague Congress Centre. Participants discussed the details of the planned site inspection of ICCA representatives, which will take place from March 16<sup>th</sup> to 18<sup>th</sup>. Discussion also continued to specific tasks, on which the working group has been working. PCB was represented by Roman Muška and Dagmar Brožová.

## **MARCH**

### **March 7**

#### **Meeting of PCB Members on "MICE Program to Schools"**

On Monday, March 7, a meeting of the PCB members participating in the "MICE program to schools" with the representatives of University of Economics took place at the University. The participants discussed the details of project, intended for accreditation as a part of the "Introducing to the event management" program.

### **March 8**

#### **Site inspection for 13<sup>th</sup> Conference of the European Association for Clinical Pharmacology and Therapeutics**

On 8<sup>th</sup> March, a site inspection for two representatives of Tilesa Kenes Spain took place. Clients were looking

for a social venue for dinner with 200 attendees of the confirmed 13<sup>th</sup> Conference of the European Association for Clinical Pharmacology and Therapeutics due to take place in Prague in June 2017. PCB assisted the clients with the destination support and social venues search. The site inspection was coordinated by Tzveta Kambourova.

### **March 16–18**

#### **Site Inspection for ICCA Representatives**

ICCA (International Congress and Convention Association) CEO Martin Sirk and Director of Events Mieke van Loenen visited Prague on March 16–18. The aim of their visit was an inspection of hotels and social venues selected by ICCA 2017 Working Group, and also discussions on specific activities and steps towards the successful execution of the ICCA 2017 Congress. PCB was represented by Roman Muška and Dagmar Brožová.

### **March 16**

#### **Educational seminar "Heading to the Top in MICE Digital Era"**

More than 100 participants attended the international educational seminar with the title "Heading to the Top in MICE Digital Era". They discussed digital innovations and the Prague position as a congress destination in Corinthia Hotel Prague on 16<sup>th</sup> March. Among the speakers was also Martin Sirk, CEO at ICCA. Padraic Gilligan, Managing Partner at SoolNua, hosted the whole event.

### **March 23**

#### **Training on Statistical Data Input and Work with CRM System**

The training on statistical data input and work with

CRM system was held in PCB's office at Rytířská 26 on Wednesday 23<sup>rd</sup> March from 10 am to 11.00 am. Trainings are intended mainly for persons responsible for entering data into the statistical section of the web, inquiries and the administration of your company profile on the PCB website.

## **APRIL**

### **April 7–9**

#### **PCB Attending MPI Chapter Business Summit**

On April 7–9, representative of PCB in North America Martina Fundaro attended the Chapter Business Summit in Plano, Texas. Approximately 200 leaders of Meeting Professionals International (MPI) from all around the world met at the event. During three days of workshops, seminars and networking events, PCB established new contacts with the representatives of distinctive companies such as Mastermind Events, Events Exhilarate, Bold Hospitality Events & Consulting and others. From July, Martina Fundaro who represents PCB on the Board of Directors of the fourth largest MPI chapter - Dallas / Fort Worth, will take up the position of Vice President for Communication & Marketing of the chapter.

### **April 13**

#### **Board of Directors meeting**

A meeting of the PCB Board of Directors took place at the Grandior Hotel Prague on Wednesday, April 13, from 9 a.m.

### **April 13–18**

#### **FAM trip for Mexican Buyers**

Prague Convention Bureau participated in the



organization of the Fam Trip of CzechTourism agency and its Mexican representation from 13<sup>th</sup> to 18<sup>th</sup> April 2016. Program for 12 buyers from Mexico, organized with the contribution of PCB, included visits to partner hotels, meeting and conference facilities and restaurants. PCB was represented by Barbora Hrubá.

#### **April 16–18**

##### **Site inspection for Flashcom Group**

Prague Convention Bureau organized site inspection in Prague connected to the tradeshow IMEX Frankfurt. Prague hosted the President of The Flashcom Group from Chicago, who had 3 potential inquiries for Prague in 2017 and 2018.

#### **April 19–21**

##### **PCB Attending IMEX Frankfurt 2016**

The 14<sup>th</sup> edition of IMEX fair took place in the second half of April in Frankfurt. Prague stand, organized by Prague City Tourism, welcomed more than 350 visitors from 19<sup>th</sup> to 21<sup>st</sup> April. Prague Convention Bureau obtained 21 RFPs, of which 10 were from associations and 11 from corporate sphere, based on 52 meetings with hosted buyers. CzechTourism/Czech Convention Bureau in cooperation with Prague City Tourism and Prague Convention Bureau held a networking cocktail for invited hosted buyers on Wednesday 20<sup>th</sup> April, where the winners of a raffle were announced. Prague Convention Bureau was represented by Roman Muška, Tzveta Kambourova, Barbora Hrubá and Hana Krejbichová.

#### **April 22–25**

##### **Site inspection for Flawless Moments**

Prague Convention Bureau organized a site inspection in

Prague connected to the tradeshow IMEX Frankfurt. Prague hosted the Flawless moments company's owner from Dallas, who considered Prague for 2 incentive programs in 2017.

#### **MAY**

#### **May 9–11**

##### **Press Trip for European Journalists**

Prague Convention Bureau together with our members and partners organized a three-day long press trip for four representatives of foreign media focusing on MICE segment from UK, France, Italy and Netherlands. Between 9<sup>th</sup> and 11<sup>th</sup> May, the journalists explored the beauties of Prague and visited many member hotels, restaurants and venues. Prague Convention Bureau was represented by Hana Krejbichová.

#### **May 16 – 19**

##### **PCB Attending Roadshow USA**

From 16<sup>th</sup> to 19<sup>th</sup> May, the foreign representations of Prague Convention Bureau and CzechTourism in the USA, in cooperation with the Hungarian National Tourist Office and Delta Airlines held a MICE Roadshow in four US cities - New York City, Washington D.C., Minneapolis and Chicago. With the participation of PCB members and Hungarian suppliers networking events were organized, where the Czech Republic and Hungary were presented as ideal conference and incentive destinations. In total, attendees had the opportunity to meet with 140 clients from corporations, associations, incentive and meeting agencies.

#### **May 17**

##### **Networking breakfast with PCB members**

Members of the PCB gathered for a networking breakfast at the Bohemia Rhapsody boat on Tuesday, 17<sup>th</sup> May. Director Roman Muška introduced six new PCB members and then informed the participants about the PCB's recent activities: above all the participation in the IMEX Frankfurt, fam trips, press trip and the road show. Among the upcoming activities he highlighted the June General Meeting and the Ambassador Awards Evening.

#### **May 27–28**

##### **Site inspection for Infinera**

From 27 to 28 of May, site inspections for Infinera Corporation representative took place in Prague who was looking for suitable premises in Prague for the conference in 2017, generating a total of 341 roomnights. PCB assisted with finding suitable hotel space and DMC companies. Site inspection was coordinated by Martina Fundaro.

#### **May 30**

##### **The ICCA Working Group 2017 Meeting**

On Monday, May 30<sup>th</sup> in Prague Congress Centre another meeting of the ICCA 2017 Congress Working Committee took place. The latest information were presented, obtained at the first working visit of representatives of the ICCA association: CEO Martin Sirk and Director of events Mieke van Loenen. Meeting participants were acquainted with the final congress logo designed by a student of Jedlicka Institute, with whom we plan to cooperate within the ICCA Congress. PCB was represented by Roman Muška and Dagmar Brožová.

## **May 30–June 4**

### **Site inspection for Wellington Group**

From May 30 to June 4, site inspections for president of The Wellington Group of the US was held, who was looking for hotels, unique meeting facilities, restaurant and DMC services for seven days of the President Awards program in May 2017. About 20 pairs of USA will be participating in it. PCB assisted to the client with persuasion of meetings and finding suitable premises. Site inspection was coordinated by Martina Fundaro.

## **JUNE**

### **June 7**

#### **Ambassador Award Evening**

The Ambassador Awards Evening ceremonial presentation, part of the Prague Convention Bureau's Ambassador Program, took place on the premises of The Residence of the Mayor of Prague on 7<sup>th</sup> June. For 2015, following Ambassadors were awarded: RNDr. Vladimír Čermák, DrSc., prof. MUDr. Julius Špičák, CSc., doc. MUDr. Petra Tesařová, CSc., prof. Florian Lordick, MD, prof. MUDr. Vladimír Tesař, DrSc., MBA, FERA, FASN and prof. MUDr. Jan Betka, DrSc. FCMA.

### **June 8**

#### **General Assembly meeting**

The Annual General Meeting of Prague Convention Bureau members was held at the Hilton Prague Hotel on Wednesday 8<sup>th</sup> June. The AGM approved the PCB 2015 Annual Report and the 2016 Budget. After the approval of new PCB statutes the election of a new Revisory Committee member followed, and Karolína Semecká from Vienna House was elected.

### **June 11–14**

#### **PCB Attending WEC 2016**

Prague Convention Bureau attended WEC 2016 (World Education Congress) organised by MPI (Meeting Professionals International) in Atlantic City, New Jersey (USA). The event hosted more than 2,000 meeting professionals from all around the world on June 11–14. During the congress, PCB met with dozens of corporate and association planners at educational sessions, networking events and the Chapter Leaders Forum – an all-day event for MPI leaders from 60 countries. PCB is represented by Martina Fundaro who was also elected a Vice President of the Dallas/Fort Worth Chapter of MPI.

### **June 14–17**

#### **Site inspection for Sovereign Alliance**

From 14 to 17 June, two site inspections were held for the representative of Sovereign Alliance from USA, who was looking for hotels, meeting facilities for banquets and conference and transport companies. The company planned several tours and conferences in Prague for the years 2017 and 2018, generally for about 4,300 people. PCB assisted clients with acquisition of meetings and finding of space. The site inspection was coordinated by Martina Fundaro.

### **June 23**

#### **PCB Attending MPI Dallas/Fort Worth Chapter Awards Gala**

On Thursday 23<sup>rd</sup> June the Annual Awards Gala Evening of the fourth largest section of the Meeting Professionals International in the world - Dallas/Fort Worth Chapter - was attended by nearly 200 members

of this organization. During the event, North American Representative of Prague Convention Bureau Martina Fundaro was installed to the position of Vice President for communications and marketing for 2016–2017 term.

## **JULY**

### **July 4–6**

#### **HelmsBriscoe European Leadership Meeting and Fam trip**

Prague Convention hosted the European Leadership Meeting of the largest global purchaser in the meetings and events industry - HelmsBriscoe. The meeting took place on July 4<sup>th</sup>–6<sup>th</sup> in Radisson Blu Alcron Hotel Prague, and its participants had an opportunity to experience Prague during the incentive program including two events. We would like to thank all the participants and the PCB members who contributed towards the Meeting and provided their services. Project Manager of this event representing the Prague Convention Bureau was Martina Fundaro.

### **July 18**

#### **Site inspection for Progress User Group Netherlands**

On Monday, July 18, a site inspection for representative of the PUG Netherlands, a representative of IG Conference Services took place in Prague with the aim to introduce the city as a confirmed destination for hosting EMEA PUG Challenge Conference for up to 500 pax in 2017. The clients visited the Clarion Congress Hotel Prague, Prague Congress Centre, Corinthia Hotel Prague, Žofín Palace and National House of Vinohrady. PCB has been represented by Roman Muška and Barbora Skálová.



## **July 18**

### **Site inspection for Parliament of the World's Religions**

On July 18<sup>th</sup>, PCB organized a site inspection for representatives of Parliament of the World's Religions, who were looking for a suitable destination for Parliament of the World's Religions Assembly for 400 pax in 2018. Besides Prague, Vienna was also considered. Prague Convention Bureau was represented by Roman Muška.

## **July 20**

### **PCB Attending SITE Texas**

Martina Fundaro, PCB representative for North America, attended a networking event organized by SITE Texas (Society for Incentive Travel Excellence) on July 20, where she met organizers of incentive programs such as the new clients from WorldWide Incentives, Dr Pepper, Snapple Group and Exxon Mobile.

## **AUGUST**

## **August 5**

### **Site inspection for International Skeletal Society**

On Friday, August 5<sup>th</sup>, PCB organized a site inspection for representatives of the International Skeletal Society looking for a suitable destination for their 2018 annual conference for 500 pax. Apart from Prague, Berlin was also considered. Prague Convention Bureau was represented by Roman Muška and Barbora Skálová.

## **August 10**

### **Board of Directors meeting**

August 10<sup>th</sup>, the next Board of Directors meeting took place in PCB Office.

## **August 26**

### **Site inspection for World Automatic Congress**

On Friday, August 26<sup>th</sup>, PCB organized a site inspection for the representative of the World Automation Congress looking for a suitable conference and social venues for their 2018 biannual conference for 200 participants. The site inspection was coordinated by Martina Fundaro and Tzveta Morawski Kambourova.

## **August 27–31**

### **PCB Attending ECM Summer School in Zagreb**

Prague Convention Bureau participated in the jubilee 30<sup>th</sup> edition of the European Cities Marketing Summer School, which took place between 27<sup>th</sup> and 31<sup>st</sup> August 2016, in Zagreb, Croatia. PCB was represented by Barbora Skálová and Hana Krejbichová.

## **SEPTEMBER**

## **September 14–17**

### **Site inspection for Jeunesse Global**

On September 14<sup>th</sup>–17<sup>th</sup> a site inspection for the Jeunesse Global representative took place in Prague with the aim to introduce the city as a suitable destination for hosting an incentive trip for up to 3,000 pax in 2017. Apart from Prague, Vienna and Budapest were also considered. The client visited 17 hotels and a couple of venues. PCB was represented by Barbora Skálová and Roman Muška.

## **September 16**

### **Site inspection for the Meeting of International Society for Behavioral Nutrition and Physical Activity 2019**

Local Ambassador candidates for the Annual Meeting

of the International Society for Behavioral Nutrition and Physical Activity in 2019. The candidacy was prepared in cooperation with PCB. Local Ambassador inspected the mostly preferred proposed venue - Clarion Congress Hotel Prague which is suitable to accommodate the conference for 1,000–1,200 participants. Prague Convention Bureau was represented by Tzveta Morawski Kambourova.

## **September 19**

### **The ICCA Working Group 2017 Meeting**

The ICCA 2017 Congress Working Group meeting was held at the Prague Congress Centre on Monday, 19 September. The latest news from the PCC, details of the planned Prague's presentation at the ICCA 2016 Congress in Kuching, and the further steps in 2017 Congress planning were presented and discussed at the meeting.

## **September 19**

### **Site inspection for European Council of International Schools**

A site inspection for the representative of the Conference Direct Company, who is looking for suitable meeting venues and accommodation for 1,000 participants took place last week. Prague is the preferred destination for the autumn conference in 2018 or for the spring conference in 2019. PCB was represented by Tzveta Morawski Kambourova.

## **September 20**

### **Networking breakfast with PCB members**

The third PCB Networking Breakfast of the year was held on Tuesday 20<sup>th</sup> September 2016 from 8.30 a.m., this time at the Clarion Congress Hotel Prague. The program, apart

from the information on PCB's activities (statistics, social media, membership), included the Clarion Congress Hotel Prague presentation and news from the Czech Airlines.

#### **September 22**

##### **Site inspection for TOLL –**

##### **Innate Immunity Conference 2018**

PCB organised a site visit for the representatives of TOLL – Innate Immunity Conference and a representative of Tiesla Kenes Spain last week. The clients inspected suitable conference and social venues for up to 700 participants. Prague was in competition with Berlin and Porto. PCB was represented by Tzveta Morawski Kambourova and Michaela Baracová.

#### **September 26**

##### **PCB lectured about MICE industry in University of Economics Prague**

PCB launched a series of lectures on September 26 at the University of Economics, Prague. The lectures were a part of the "Introduction to the Event Management" course. Markéta Růtová who represented PCB introduced basic data about the MICE industry, tourism management in the EU, Czech Republic and Prague and also convention infrastructure of the capital. PCB was represented by Markéta Růtová.

#### **September 26–30**

##### **PCB Attending M&I Forum**

Prague Convention Bureau represented Prague at the M&I Forum that took place from September, 26 to September 30 in Hilton Prague hotel. The attendants of the forum had the opportunity to see Prague via virtual reality, they

could try to solve the typical Czech brainteaser called "Hedgehog in the Cage", or obtain maps and brochures. PCB was represented by Roman Muška, Tzveta Morawski Kambourova, Barbora Skálová, Michaela Baracová and Hana Krejbichová.

#### **OCTOBER**

#### **October 3**

##### **The ICCA Working Group 2017 Meeting**

On Monday, October 3 the meeting of the ICCA Congress 2017 Working Group took place at the Prague Congress Centre. Attention was focused mainly on the presentation of Prague at this year's Congress in Kuching, Malaysia, which will be held from November 13 to November 16.

#### **October 4**

##### **Training on Statistical Data Input and Work with CRM system**

The training on statistical data input and work with CRM system was held in PCB's office at Rytířská 26 on 4<sup>th</sup> October from 10 am to 11.00 am. Trainings are intended mainly for persons responsible for entering data into the statistical section of the web, inquiries and the administration of your company profile on the PCB website.

#### **October 11**

##### **Board of Directors meeting**

On October 11<sup>th</sup>, the Board of Directors meeting took place in Andel's by Vienna House Hotel.

#### **October 12**

##### **Seminar for Academy of Science**

The Seminar for the representatives of the Czech Academy of Sciences took place for the second time in a row on Wednesday, 12<sup>th</sup> October. The goal of the seminar was to introduce PCB activities and incentive support of the destination available in every stage of congress planning. PCB was represented by Roman Muška, Markéta Růtová, Tzveta Morawski Kambourova, Michaela Baracová and PCB intern Valerie Dimitrova.

#### **October 18**

##### **Site inspection for European College of Sport Science**

On October 18<sup>th</sup>, a site inspection for the two representatives of the European College of Sport Science and a representative of SporTool - their IT supplier - took place. Prague was seriously considered as a destination for the Annual Congress of the European College of Sport Science in 2019. The event is usually attended by 2,000–2,500 delegates not only from Europe but from all over the world. Site inspection attendees visited the Prague Congress Centre, several adjacent hotels and social venues. PCB was represented by Tzveta Morawski Kambourova.

#### **October 18–20**

##### **PCB Attending IMEX America 2016**

The international fair IMEX America took place from October 18 to October 20, in Las Vegas. At the Czech-Tourism stand, represented by Czech Convention Bureau, Prague Convention Bureau together with its members - Prague Congress Centre and Senator Meeting & Incentives promoted Prague as an ideal congress destination at the shared stand. PCB was represented by Roman Muška.



## **October 31**

### **The ICCA Working Group 2017 Meeting**

The main aim of the meeting was a rehearsal of Prague's destination presentation, which will take place on November 15<sup>th</sup>, the last day of the Congress in Kuching. The rehearsal was held in the Forum Hall of the Prague Congress Centre.

## **October 31–November 2**

### **European PRESS trip**

Prague Convention Bureau, together with its partners and members, organized the second press trip for three foreign journalists from European MICE media this year. Journalists from Great Britain, Germany and Spain visited Prague to discover the congress potential of the capital. During the three-day press trip held from October 31 to November 2, journalists from The MICE Blog, Eventplus Magazine and CIM – Conference & Incentive Management had an opportunity to visit accommodation and congress capacities and explore incentive activities.

## **NOVEMBER**

## **November 2**

### **Lunch with Patrons of the Ambassador Program**

Traditional informal meeting for patrons and partners of Prague Convention Bureau Ambassador Program took place on 2<sup>nd</sup> November. The aim of the program is to support Congress Ambassadors - representatives of international professional associations in Prague as well as in the Czech Republic. The topic of this year's meeting was the involvement of Congress Ambassadors

in the program of ICCA Congress due to be held in Prague in 2017. Motivation for bidding for international congresses was another topic discussed during the meeting. The event was attended by prof. Hercogová, prof. Pačes, prof. Špičák, prof. Tesař, Rector of the Charles University prof. Zima and representatives of PCB Board of Directors Mr. Suri, Lenka Žlebková, Aleš Pejzar (on behalf on Petr Marhoul) and Martin Sekyra. PCB was represented by Roman Muška and Markéta Růtová.

## **November 5–6**

### **Site inspection for Cambridge Innovation Institute**

On November 5<sup>th</sup>–6<sup>th</sup> a site inspection for the Cambridge Innovation Institute representatives took place in Prague with the aim to introduce the city and potential venues to host some of the European events. The clients visited Prague Congress Centre and Hilton Prague, InterContinental Prague, Prague Marriott Hotel and Corinthia Hotel Prague. PCB has been represented by Barbora Skálová.

## **November 8–9**

### **PCB Attending ECM Association Workshop in Brussels**

European Cities Marketing organized the ECM Meet Europe in Brussels on 8<sup>th</sup> November, 2016. Participants had the opportunity to meet with the association clients based in Brussels as well as with local DMCs during the workshop and the cocktail dinner. PCB attended also a seminar of the Brussels Convention Bureau on the topic "Crisis Destination Marketing". Prague Convention Bureau was represented by Tzveta Morawski Kambourova.

## **November 13–16**

### **PCB Attending ICCA Congress in Kuching**

PCB team together with the Local Host Committee representatives from among the International Congress and Convention Association (ICCA) members and supporters attended 55<sup>th</sup> ICCA Congress held in Kuching, Malaysia. Borneo Convention Centre Kuching hosted the event from 13<sup>th</sup> to 16<sup>th</sup> November and it was also the place where Czech team took over the congress flag and organization of the 2017 Congress.

## **November 18–20**

### **PCB Attending MICE Workshop in Rome**

Prague Convention Bureau together with the Italian office of the CzechTourism agency attended a MICE workshop focused on Italian clientele mainly of a corporate and incentive kind. The event took place in Rome from 18<sup>th</sup> to 20<sup>th</sup> November. During the workshop, PCB met in total 18 buyers. There was also a networking section linked with the event. PCB was represented by Tzveta Morawski Kambourova.

## **November 29–December 1**

### **PCB Attending MICE Workshop in Rome**

From 29<sup>th</sup> November to 1<sup>st</sup> December, 2016 edition of ibtm world fair was held in Barcelona, Spain. Prague Convention Bureau team (Roman Muška, Tzveta Morawski Kambourova, Barbora Skálová and Hana Krejbichová) presented MICE opportunities of Prague to the visitors through seven destination presentations and one-to-one meetings with hosted buyers. Prague Convention Bureau obtained 6 RFPs, of which 4 were from associations and 2 from corporate sphere, based on 31 meetings with hosted buyers. Prague stand, organized by Prague City Tourism,

welcomed more than 300 visitors. CzechTourism/Czech Convention Bureau in cooperation with Prague City Tourism and Prague Convention Bureau held a networking cocktail for invited hosted buyers on Wednesday 30<sup>th</sup> November, where the winners of a raffle were announced.

## **DECEMBER**

### **December 7**

#### **Seminar and Advent Cocktail for Congress Ambassador**

Prague Convention Bureau organized two networking meetings within the Ambassador Program on Wednesday 7<sup>th</sup> December in the historical premises of Karolinum in Prague. Educational seminar "Why and how to bid for an international congress or conference in Prague" was followed by informal Advent meeting of congress ambassadors and partners of the Prague Convention Bureau's Ambassador Program. The Educational seminar was led by experienced congress ambassador professor Tesař - Head of the Nephrology Clinic of the 1<sup>st</sup> Medical Faculty of the Charles University and the General University Hospital in Prague. Prague Convention Bureau was represented by: Roman Muška, Markéta Růtová, Petra Karásková, Veronika Marethová, Tzveta Morawski Kambourova a Michaela Baracová.







## STATISTICS 2016 / BIDDING FOR PRAGUE, BIDDING TO WIN

### STATISTICS 2016

According to the statistics provided by 38 PCB members, 2,528 meetings with the average duration of 2.22 days were held in Prague in 2016. Almost 69 % of them were corporate meetings, the rest were other business meetings and association congresses and conferences. Almost 78 % of all events were meetings hosting 10–49 participants and 50–149 participants. Meetings with local participants (51 %) prevailed over international events (49 %). Most meeting participants came from the Czech Republic, United Kingdom, Germany, USA and Italy. The most frequent subjects of meetings were pharmacy, IT and telecommunications, medical sciences and industry.



Prague attracted 541,412 delegates from all around the world.



540 K

1/3

More than one third of all events held in the Czech Republic took place in Prague.

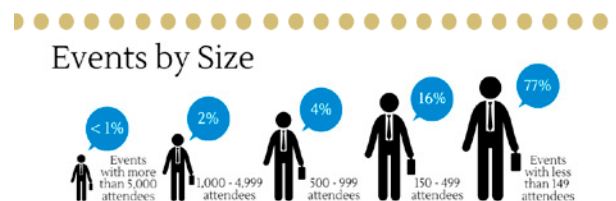
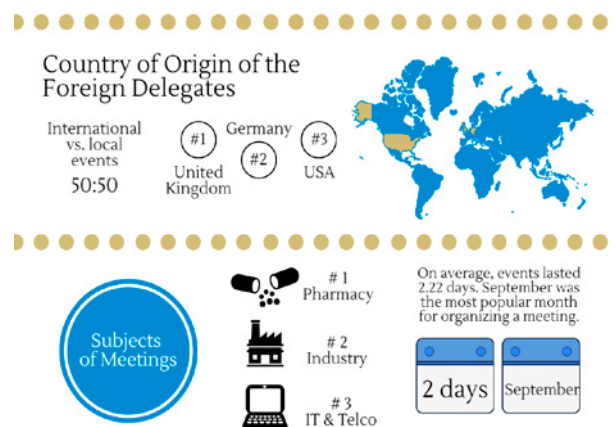
4,426 events were organized in the Czech capital.



4 K

### BIDDING FOR PRAGUE, BIDDING TO WIN!

Last year was moderately successful for Prague in terms of the number of confirmed events. Resulting from the Prague Convention Bureau's activities, 42 congresses, conferences and other events were confirmed to Prague, altogether hosting more than 14.5 thousand delegates and generating over 43.5 thousand roomnights. These include both corporate and international association congresses and conferences.



### SOME CONGRESSES AND EVENTS WON IN 2016

NAME OF EVENT	DATE OF EVENT	ESTIMATED NUMBER OF PARTICIPANTS
<b>WORLD SYSTEM BUILDERS Meeting 2016</b>	2016	700
<b>EMEA PUG Challenge 2017</b>	2017	500
<b>Print-On 2017</b>	2017	625
<b>APAC/Prague Incentive - Part 1</b>	2017	2,200
<b>IPE Conference and Award</b>	2017	650
<b>Conference of the International Society for the Advancement of Cytometry CYTO</b>	2018	1,550
<b>ICA 68<sup>th</sup> Annual Conference</b>	2018	2,300
<b>12<sup>th</sup> International Congress of Vertebrate Morphology</b>	2019	500
<b>Annual Meeting of the International Society for Behavioral Nutrition and Physical Activity</b>	2019	1,000

SALES AND MARKETING ACTIVITIES

TRADE FAIRS, FAM AND PRESS TRIPS

In 2016, Prague Convention Bureau attended, organized or participated in 28 sales and marketing events on which they spent the total of 68 days.

TYPE OF EVENT	2012	2013	2014	2015	2016
Fairs/ Forums	7	7	6	5	5
Workshops	4	7	11	15	12
Sales Trips	7	6	1	3	2
Fam Trips	6	2	4	2	2
Press Trips	4	5	3	3	2
Educational Conferences / Congresses	4	6	5	5	5



## AMBASSADOR PROGRAM

### OVERVIEW OF THE PROGRAM ACTIVITIES TO SUPPORT THE CONGRESS AMBASSADORS - AMBASSADOR PROGRAM

- The program is designed to support the activities of representatives of international associations in Prague in their efforts for the candidature and organization of international congresses in Prague.
- The program provides an incentive support, which is the financial and non-financial support provided to the organizers of international congresses and conferences in Prague in cooperation with program partners.

#### Goals of program

- To increase the potential for congresses and conferences within Prague and the Czech Republic.
- To increase the competitiveness of our country abroad.
- To popularize major sectors of the Czech economy, including research and development.
- To link the commercial sector with experts.

### ACTIVITIES REALIZED IN 2016

<b>January</b>	Seminar for ambassadors attended by prof. MUDr. Július Špičák, CSc.
<b>June</b>	Ambassador Awards Evening – gala evening with the awards for congress ambassadors
<b>October</b>	Seminar for representatives of the Academy of Sciences of the Czech Republic
<b>November</b>	Lunch with partners and patrons of Ambassador Program Tesaře, DrSc., FERA, FASN
<b>December</b>	Seminar for ambassadors attended by prof. MUDr. Vladimír Tesař, DrSc., FERA, FASN
<b>December</b>	Advent cocktail and seminar for congress ambassadors

### PATRONS OF THE PROGRAM

- Prof. MUDr. Jana Hercogová, CSc.
- Prof. RNDr. Václav Pačes, DrSc.
- Prof. MUDr. Eva Syková, DrSc., FCMA
- Prof. MUDr. Vladimír Tesař, DrSc., MBA, FERA, FASN
- Prof. MUDr. Julius Špičák, CSc.





## OVERVIEW OF PARTICIPATION IN EVENTS

DATE	EVENT	CITY
January 13	Breakfast with Ambassadors	Prague, Czech Republic
February 23–25	Sales Calls Dallas	Dallas, Texas
February 25	Networking Breakfast with PCB Members	Prague, Czech Republic
March 16	5 <sup>th</sup> International Educational Seminar: "Heading to the Top in MICE Digital Era"	Prague, Czech Republic
April 7–9	MPI DFW Chapter Business Summit	Plano, Texas
April 13–18	Fam Trip for Mexican Buyers	Prague, Czech Republic
April 19–21	IMEX Frankfurt	Frankfurt, Germany
May 9–11	Press Trip for European Buyers	Prague, Czech Republic
May 16–19	Roadshow USA	USA
June 7	Ambassador Awards Evening	Prague, Czech Republic
June 11–14	World Education Congress	Atlantic City, New Jersey
June 23	MPI DFW Awards Gala	Dallas, Texas
July 4–6	Fam Trip for HelmsBriscoe	Prague, Czech Republic
July 20	Networking Event for SITE Texas	Texas, USA
August 27–31	European Cities Marketing Summer School	Zagreb, Croatia
September 20	Networking Breakfast with PCB Members	Prague, Czech Republic
September 26–30	M&I Forum	Prague, Czech Republic
October 12	Seminar for Representatives of the Academy of Sciences of the Czech Republic	Prague, Czech Republic
October 18–20	IMEX America	Las Vegas, Nevada, USA
October 31–November 2	Press Trip for European Buyers	Prague, Czech Republic
November 8–9	ECM Association Workshop	Brussels, Belgium
November 13–16	55 <sup>th</sup> ICCA Congress	Kuching, Malaysia
November 18–20	MICE Workshop	Rome, Italy
November 29–December 1	IBTM World Barcelona	Barcelona, Spain
December 7	Advent Cocktail for Congress Ambassadors	Prague, Czech Republic
December 7	Seminar for Congress Ambassadors	Prague, Czech Republic



## SITE INSPECTIONS / STATICAL OVERVIEW OF SALES ACTIVITIES

### SITE INSPECTIONS

In 2016, PCB carried out 17 site inspections for clients with whom they spent the total of 35 days.

DATE	NAME OF CLIENT
January 25	FIRST.Org
March 8	European Association for Clinical Pharmacology and Therapeutics
April 16–18	The Flashcom Group
April 22–25	Flawless Moments
May 27–28	Infinera
May 30–June 4	Wellington Group
June 14–17	Sovereign Alliance
July 18	Progress User Group Netherlands
July 18	Parliament of the World's Religions

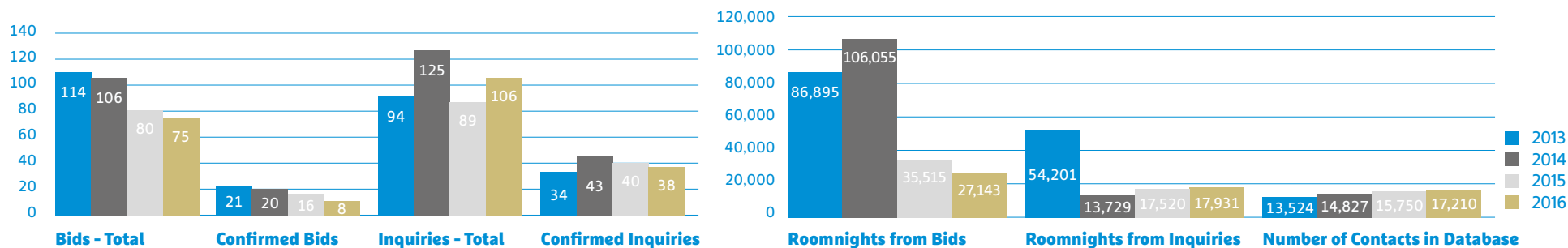
DATE	NAME OF CLIENT
August 5	International Skeletal Society
August 26	World Automation Congress
September 14–17	Jeunesse Global
September 16	International Society for Behavioral Nutrition and Physical Activity
September 19	European Council of International Schools
September 22	TOLL – Innate Immunity Conference
October 18	European College of Sport Science
November 5–6	Cambridge Innovation Institute

Total number of updated contacts in the database	17,210
Total number of inquiries	106
Total number of confirmed inquiries	38
Total number of inquiries still TBD	28
Total number of roomnights in MICE and corporate segments*	17,931
Total number of bids	75
Total number of confirmed bids	8
Total number of bids still TBD	30
Total number of roomnights in association segment*	27,143

PCB received and processed 68 applications for administrative support and mediation of public transport tickets for free.

\* Generated and assisted roomnights

### STATISTICAL SUMMARY OF PROJECT MANAGEMENT ACTIVITIES









## MARKETING TOOLS

### PRAGUE MEETING PLANNER'S GUIDE

#### Catalogue Updated

At the end of April 2016, we released an updated Prague Meeting Planners' Guide for the 2016–2017 period ("MPG"), in cooperation with the C. O. T. publisher. MPG catalogue is a presentation tool that contains information about possibilities of Prague in the field of congress tourism. A comprehensive catalogue of the congress destination belongs to the necessary tools for acquiring congress and conference events and for the development of congress and incentive tourism in Prague. The updated MPG is available for download with the promo materials on the Prague Convention Bureau website.

#### New Prague Meeting Planner's Guide Mobile App

Along with the updated Prague Meeting Planner's Guide printed catalogue, we prepared, and, in the second half of June 2016, launched a mobile application, in cooperation with the publishing C.O.T. media, WMP World Media Partners company and with the support of the Prague City Tourism, that helps the organizers of congresses, conferences and other events to plan their events in Prague. The Prague Meeting Planners' Guide is available for free for smartphones with Android, iOS and Windows Phone. The application is designed especially for foreign organizers who are looking appropriate facilities and service providers for their event in Prague. The application provides basic information about the capital city, various types of meeting spaces, an overview of hotels, restaurants, professional conference organizers (PCOs) and destination management companies (DMC) and other providers of ancillary services. The application

can be downloaded in the appropriate AppStore via QR code and content of the application is also visible on the website <http://guide.pragueconvention.cz/>.



#### Updated destination presentation of Prague

During 2016, we updated our destination presentation of Prague, to reflect the latest changes that took place in Prague congress industry. Destination presentation of Prague, which was presented in contemporary graphic form for the first time at the IMEX Frankfurt in 2015, can be downloaded on the PCB website, in the "Promo materials" section.

#### A new strategy to communication on social networks

In early September, we prepared a new strategy of promotion and communication on social networks, based on cooperation with an Irish consulting company SoolNua. The strategy focused on presentation on social networks which are of key importance for the congress industry, and it also established a coherent style across all selected communication channels. The strategy also included a draft of communication with consideration to the Congress of ICCA Association, due to be held in Prague in November 2017.

### The exposition of Prague at professional MICE trade fairs

In cooperation with the Prague City Tourism, we participate in major MICE trade fairs that serve to promote our city as a congress destination. Since 2015, Prague as a congress destination has been represented at specialized trade fairs: IMEX in Frankfurt and ibtm world in Barcelona. In addition to the Prague Convention Bureau and Prague City Tourism, many other entities operating in the convention industry, particularly hotels, conference centers and event organizers participated in both exhibitions.



Marketing communication was focused mainly on foreign MICE media in 2016 and used the following instruments: regular distribution of press releases and e-newsletters, direct communication with journalists and collaboration on articles about Prague as a congress destination. For communication on the local market, PCB also took advantage of the media partnership with C. O. T. Publishing and a regular column in the C. O. T. Business magazine. The total value of media outlets was estimated at 7.9 mil. CZK.

### LISTING OF ALL MARKETING COMMUNICATION OUTPUTS

Czech E-Newsletters	12
English E-Newsletters	6
Press Releases	8
PR Articles	297 (192 international, 105 domestic)
Advertisements	5



### DECEMBER 2016

#### PF 2017



Dear business partners and friends, we would like to thank you for your cooperation in 2016 and we wish you a pleasant Christmas and a successful start of the new year! Looking forward to seeing you again in 2017!  
Your PCB team

#### What is happening in Prague

#### Prague Will Host the Congress of Congresses



PCB team together with the Local Host Committee representatives from among the International Congress and Convention Association (ICCA) members and supporters attended 55th ICCA Congress held in Kuching, Malaysia. Borneo Convention Centre Kuching hosted the event from 13th to 16th November, and it was also the place where Czech team took over the congress flag and organization of the 2017 Congress. Next year in November, MICE experts from all over the world will gather in Prague for 56th ICCA Congress.

[More >](#)



**BFF**  
GROUP

YOUR PARTNER FOR MICE



## 26



**Wow**  
**Prague**  
Convention  
Bureau



Per apprezzare al meglio la sua silhouette, stretta com'è tra case medievali costruite a ridosso, è meglio recarsi sulla Torre del Vecchio Municipio, alta 70 metri, da cui si gode una bella vista del **centro storico**, dal **1992 dichiarato Patrimonio dell'Umanità dall'UNESCO**.

La torre è nota anche per il suo orologio astronomico e per le statue di legno dei 12 apostoli che, allo scandire di ogni ora, si affacciano da due finestre, quasi a salutare la grande folla che per l'occasione si assembrava sotto la sua mole.

Anzi, si dice che alla chiesa di Santa Maria di Tyn, nella Piazza della Città Vecchia, si sia ispirato Walt Disney proprio per creare il castello della Bella Addormentata.

46 → REPORTAGE

INSPIRATION  
UND BRÜCKENBAU

Als eine der schönsten Metropolen Europas begeistert Prag Meetingplaner. Sie finden moderne Fazilitäten, Sicherheit und Top-Anregung für Incentives.

[illegible]

Ein Schmuckstück soll nicht  
zu dem Mann passen, sondern  
zu ihm passen", berichtet  
Paris Dancé.

[illegible][illegible]

Decía Kafka que Praga nunca te deja ir... esa querida y pequeña madre con garras afiladas. Y debe ser así, porque la pequeña Praga, además de inspiración de artistas y científicos de otra época y a una de movimientos vanguardistas, no conoce la "temporada baja". Atrás festivales de cine, eventos, incentivos, millones de turistas, cada año acoge el festival internacional de música La Primavera... y tiene una larga tradición en reuniones internacionales. Por Praga ha pasado la reunión anual del FMI, una cumbre de la OTAN, el congreso ERA-EDTA... y este 2017 será sede del congreso anual de ICCA.

La ciudad está bien conectada con transporte terrestre y aéreo, no en vano está en el corazón de Europa! Es rica en patrimonio cultural y en lugares de interés histórico. Praga es moderna y dinámica, dinámica y relajada. Lo mismo te puedes tomar una pista en una cervesería tradicional checa que disfrutar de una cena en un restaurante con encanto. Si te gusta el cine, ¡tienes aquí todo! Puedes encontrar más movimiento vanguardista, espacios multimedios y arte a orillas del Moldava; te puedes pasear en un tranvía histórico, moverte en transporte moderno y eficiente o recorrer a pie las calles serpenteantes del barrio judío impregnadas de la leyenda de Golem; puedes organizar un evento en un ambiente único y disfrutar de la vida nocturna.



El Palacio de Congressos  
junta de ser uno con los  
mejores vinos, y es que  
desde la vides de uno  
sus lados se contemplan  
los torres oficiales de la  
ciudad. 12 columnas de  
espadas, 50 salas y 20  
hoteles con capacidad han  
para 3.000 delegados.  
Será sede de 50°  
congreso anual de ICC

## Pět věcí, které vás zajímají o pražském kongresu ICCA

Přesed zasedání vlády Kongresové centrum Praha neorganizovali kongresovou akci na zvlášť. Ve dnech 10.-15. listopadu 2017 bude hostit špičkové kongresy Mezinárodního sdružení států (OECS), Místního se ga pro jeho výpomoc předsídlí „kongres kongresů“. Budou ale KČP mohl a jeho infrastruktura na takto silnějších a do značné míry připravených? Nejistota je. Proto ostává a jako význam pro metropolitní a celou Českou republiku bude tato silnější? Tyto a další otázky si kladle nejeden profesionál v oboru MICE. Odpovědi na ně hledal také účastník zasedání OVČHube usnadněn.

[illegible]

ni Arhiva PM, niti nam razpisne dni na portalu e-portal. Čeprav smo na portalu e-portal objavili tudi pregledni seznam izvedenih in prihodnjih razpisov, ni to portal, na katerem bi se lahko informirali, ali je bil razpis izveden ali ne. Če razpis izvedemo, objavimo na portalu e-portal tudi pregledni seznam izvedenih razpisov, na katerih smo bili izbrani za izvedbo. Če razpis ne izvedemo, objavimo na portalu e-portal tudi pregledni seznam razpisov, ki niso bili izvedeni. Če razpis ne izvedemo, objavimo na portalu e-portal tudi pregledni seznam razpisov, ki niso bili izvedeni. Če razpis ne izvedemo, objavimo na portalu e-portal tudi pregledni seznam razpisov, ki niso bili izvedeni.

## 2. Bude pigrovanje KPT?

Uprkos svim navedenim argumentima, treba biti oprezna u izdavanju zaključaka. Uprkos činjenici da je KPT u Srbiji uveliko prihvaćena, ne treba očekivati da će se u potpunosti prihvatiti i u drugim zemljama. Uprkos činjenici da je KPT u Srbiji uveliko prihvaćena, ne treba očekivati da će se u potpunosti prihvatiti i u drugim zemljama. Uprkos činjenici da je KPT u Srbiji uveliko prihvaćena, ne treba očekivati da će se u potpunosti prihvatiti i u drugim zemljama.



trch dělávali už v 19. století a přesto jim nepřišlo na mysl, že by se mohli vydat na cestu do země křesťanské, do země, kde by se mohli stát občany, kteří by mohli být rovněž občany naší republiky. Já jsem přitom v komunistické době, v době, kdy jsem byl v zahraničí, viděl, jak se lidé chovají v zemi, kde jsou občany, jak se lidé chovají v zemi, kde jsou občany, jak se lidé chovají v zemi, kde jsou občany.

[illegible][illegible]



## OVERVIEW OF ADVERTISING

### OVERVIEW OF ADVERTISING 2016 Advertising List

#### International

- CVENT (online banner presentation)
- Euro (print presentation in the Chinese edition of the Czech magazine Euro)
- Kongres Magazine Meetologue (print and online presentation)
- ICCA Statistics Report 2015 (online presentation in ICCA ranking of top meeting destination)
- Tendance Nomad (print presentation)

### LIST OF MEDIA THAT RELEASED ARTICLES ABOUT PRAGUE BASED ON PCB'S OUTPUTS IN 2016

#### DOMESTIC

avcr.cz
Be the Best
BusinessInfo.cz
COT Business
Euro
Euro.cz
e-vsudybyl.cz
FeedIT.cz
Firemniakce.cz
Gastro & Hotel
Gastroahotel.cz
Hospodářské noviny
icot.cz
iHned.cz
iProsperita.cz
Lidové noviny

MAM - Marketing&Media
MAM - Marketing&Media Online
Moderniobec.cz
Pandatron.cz
Prague Events Calendar
Praha TV
PrahaTV.cz
Prazskenovinky.cz
Pražský patriot
Prvnizpravy.cz
Stavbaweb.cz
Strategie
Svět gastro & Svět hotel
TTG
ttg.cz
Všudybyl
Zpravodaj COT Business

## OVERVIEW OF ADVERTISING

### INTERNATIONAL

[AAFTucson](#)  
[AllMyTrips.net](#)  
[CIM - Conference & Incentive Management](#)  
[Cimunity.com](#)  
[c-mw.net](#)  
[Conference + Meetings World](#)  
[Conference + Meetings World newsletter](#)  
[Daytrip.tv](#)  
[deplacementspros.com](#)  
[Destination MICE Magazine](#)  
[EFAPCO](#)  
[EIBTM Show Daily](#)  
[EIN Newsdesk & EIN Presswire](#)  
[ETB travel news](#)  
[ETOA.org](#)  
[eTurboNews e-newsletter](#)  
[eTurboNews.com](#)  
[European Best Event Awards - EuBEA](#)  
[eventoplus.com](#)  
[exhibitionworld.co.uk](#)  
[Expreso](#)  
[Focus on Travel News](#)  
[Focus on Travel News e-newsletter](#)  
[Genioso Event Magazine](#)  
[GMIportal.com](#)  
[Gmiportal.com Newsletter \(The Global Meetings Industry Portal\)](#)  
[Host City](#)  
[HostCity.com](#)

[ICCA](#)  
[impactpub.com.au](#)  
[incentivetravel.co.uk](#)  
[International Meetings Review](#)  
[intravelreport.blogspot.com](#)  
[Kongres - Central and South East Europe Meetings Industry Magazine](#)  
[Kongres Magazine Newsletter](#)  
[Magazine Réunion](#)  
[MDC The Meeting Planner's Magazine](#)  
[MEET and TRAVEL mag](#)  
[Meeting Magazine.nl](#)  
[Meeting Media Group](#)  
[Meeting Media Newsletter](#)  
[Meetings and Conventions](#)  
[Meetings International](#)  
[MEETUNIQUE.COM](#)  
[MICE INDIA](#)  
[Mice Media Marketing](#)  
[MICE Poland](#)  
[mice-cee.com](#)  
[MICEtalk](#)  
[micetraveladvisor.com](#)  
[MICExchange.com](#)  
[Newsdog.today](#)  
[Odyssey Media Group](#)  
[On the Road](#)  
[padraicino.com](#)  
[Palacity.net](#)  
[Paradise Travel](#)

[Prague Events Calendar](#)  
[Qualitytravel](#)  
[SeeBTM.com](#)  
[Skift](#)  
[The MICE Blog](#)  
[The Nibbler](#)  
[The Prague Post](#)  
[tmf dialogue marketing](#)  
[tmf dialogue marketing e-newsletter](#)  
[Tourism-Insider](#)  
[Tourism-Insider e-newsletter](#)  
[Travel Agent Central](#)  
[Travel and Tour World](#)  
[Travel Daily News International](#)  
[Travel Daily News International newsletter](#)  
[Travel News Digest](#)  
[Travel Trade Outbound Scandinavia](#)  
[travelandtourworld.com](#)  
[TravelNewsGuide.com](#)  
[TravelWeekly.com](#)  
[TTG MENA](#)  
[TTG mice](#)  
[Tucson.com](#)  
[www.kongres-magazine.eu](#)  
[www.rustourismnews.com](#)  
[Xenios Tourism & Business Travel Magazine](#)  
[Xeniosworld.com e-magazine](#)



## MEMBERSHIP / EVENTS WITH PCB MEMBERS / SPECIAL EVENTS

### MEMBERSHIP

In 2016, the number of PCB members slightly decreased, although we welcomed 10 new members. The membership base was formed by 58 members - 14 being Platinum, 22 Gold and 21 Silver. Within the member categories, the largest group was formed by hotels (24 members), meeting organizers (12 members), convention centres and venues (6 members), catering and restaurants (5 members) and other services (11 members).

### EVENTS WITH PCB MEMBERS

In 2016, 6 regular meetings of PCB's Board of Directors were held. Moreover, the General Annual Meeting was held, subsequently 3 networking breakfasts with all PCB members, and the Christmas get-together.

### SPECIAL EVENTS

- International Educational Seminar: "Heading to the Top in MICE Digital Era"
- Ambassador Awards Evening
- Breakfast for Ambassadors
- Providing sponsorship for the Ambassador Program from the Academy of Sciences and Charles University
- In 2016, the PCB became a member of the Association of Commerce and Tourism









## ECONOMIC RESULT FOR THE YEAR 2016

### BUDGET

In 2016, compared with 2015, there was a significant revenue increase within the project management, as well as a slight revenue increase from the member and marketing fees. One of the main sources of financing, along with the member and marketing fees, was receiving CZK 3,000,000 from the Prague City Tourism tender. Another partner, who financially supported PCB activities, was the CzechTourism agency.

It, through the Czech Convention Bureau, supported the development of the Ambassador Program, educational seminar and several others projects again in 2016. Important contributors in financing PCB activities are its other partners, including the Airport Prague, which enables PCB, on the basis of an annual contract, to develop its marketing activities. Reciprocally, PCB provides the Airport Prague several opportunities to use PCB marketing tools to promote the Airport. Our gratitude for the financial support in 2016 goes also to ČSA. Total PCB financial management ended, as it did in the previous year, in profit.

2016	
<b>Income (excl. DPH)</b>	<b>9,356,300 CZK</b>
Membership and marketing fees	3,347,153 CZK
CzechTourism /CzCB	802,927 CZK
Sponsorship	594,852 CZK
Prague City Tourism (The City of Prague)	3,000,000 CZK
Project Management	1,609,987 CZK
Other income	1,381 CZK
<b>Expenditures</b>	<b>8,952,272 CZK</b>
HR	4,461,381 CZK
Administration	745,581 CZK
Marketing	859,472 CZK
Project Management	2,565,793 CZK
Membership	238,557 CZK
Other	81,488 CZK
<b>Profit / Loss</b>	<b>404,028 CZK</b>

2017 is a very important year for Prague as a meetings destination.

**On November 12–15, Prague will host the 56<sup>th</sup> ICCA (International Congress and Convention Association) international association congress.**

The ICCA Congress will be, after 15 long years, held in a European capital again, which contributes to the great interest of regional ICCA member entities and, therefore, we can expect the highest attendance in history that could achieve 1,200 delegates. On the other hand, expectations from the Prague congress by delegates are immense. However, I firmly believe that, thanks to support and cooperation of all the interested parties, we will succeed to present Prague at its best and thus, support meeting of our long-term strategic objectives that remain unchanged:

- 1. Create a picture of Prague as the world's top MICE destination**
- 2. Increase the number of international MICE events held in Prague**
- 3. Raise awareness of the importance of Prague meetings industry at the national level.**



## OUR PARTNERS / MEMBERSHIPS

### OUR PARTNERS



MINISTRY  
OF REGIONAL  
DEVELOPMENT CZ



**Czech**Tourism



PRAGUEEVENTSCALENDAR

### OUR MEMBERSHIPS



### MEDIA PARTNERS

