



# Wow Prague InSpires

**Annual Report 2014**

**Wow**  
Prague  
Convention  
Bureau



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## MESSAGE FROM THE PRESIDENT

Dear friends & members,

Thank you very much for all your support. 2014 has been a turbulent year with 2 changes at the head of PCB but with your support, we have been able to achieve the following at a macro level:

Prague won the bid for hosting ICCA 2017 – thanks to the Mayor of Prague, Deputy Mayor, the bidding committee and the PCB team represented by Lenka Žlebková and Dagmar Brožová.

The City of Prague through Prague City Tourism has allocated almost 9 million CZK to support Prague congress tourism in the following 3 years (2014-2016) via contract with PCB which makes PCB more stable.

The Prague Congress Center is now debt free thanks to 2 billion CZK allocated by the Ministry of Finance in early 2014.

The city of Prague has allocated 800 million CZK for renovation of the Prague Congress Center taking place during the next 2.5 years to be ready for ICCA 2017 with a new exhibition space of over 5,000 m<sup>2</sup>.

The City of Prague has an annual incentive budget of 10 million CZK for association congresses over 1,200 persons and we are now negotiating with the city to reduce this number to 600-800.

**On the micro level, thanks to the PCB team, we also achieved:**

Prague maintained its 11th position in international ICCA ranking published in 2014 compared to 19th position published in 2011.

119,784 room nights were generated directly by PCB in 2014 besides the assistance provided to PCO's and DMC's.

We have a new branding “Wow Prague InSpires” for MICE segment.

We have completely new web pages and our web visits have increased by over 30% to 78,351 in 2014. We also have a completely new MICE video of Prague.

We organized 3rd International Educational Seminar, this time on “Trends and Key Drivers for Success in the Meeting Industry” delivering high quality level of speeches by great TOP MICE International speakers such as Martin Sirk, CEO of ICCA, Matthias Schultze, Managing Director of German Convention Bureau or Christian Mutschlechner, Director of Vienna Convention Bureau.

**As we move towards the future, we have a few challenges in 2015-2017:**

Get MICE to the strategic plan for competitiveness of the Czech Republic 2030/2040.

Prepare Prague and the Prague Congress Center for hosting ICCA 2017 including exhibition space of over 5,000 m<sup>2</sup>, as well as ensuring that all funds are invested in a simply smart way.

Fully implement and promote the Ambassador Program both for scientists and doctors as well as Corporates.

Get our statistics collection fully systematized.

And last but not the least, we need to substantially improve our communication with our members.

In closing, I would like to thank our very special team that went through some turbulent times in 2014 as well as

Lenka Žlebková, who lead PCB from 2010 till August 2014. Thanks belong also to Martin Židek and Martin Lehký, vice-presidents of PCB, who managed PCB during the period of absence of Managing Director.

I would also like to give a special “Thank you” to the City of Prague especially the Mayor's office, Prague City Tourism, Czech Tourism, Czech Convention Bureau, Prague Airport, CSA and Pilsner Urquell for supporting all our activities.

Thanks to our board of directors & all of you who have graciously contributed your precious time for so many of the projects.

A very “BIG THANK YOU” for your continued support and together I am convinced we will achieve our goal of getting to the top 5 international ICCA ranking by 2020 and Congresses and Conventions will become the gateway and a crucial and integral part of the vision of Czech Competitiveness 2030/2040 😊

Sanjiv Suri

President of  
Prague Convention Bureau



## BOARD OF DIRECTORS, REVISION COMMITTEE AND PCB TEAM

### Board of Directors and Revision Committee from April 2013

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
Soňa Bolcková	Revision Committee Member
Francois Mary	Revision Committee Member
Jonathan Pace	Revision Committee Member

### PCB TEAM

#### Employees

Lenka Žlebková	Managing Director to 8/2014
Aleš Hozdecký	Managing Director from 9/2014 to 11/2014
Kamila Bakotová	Office Manager
Dagmar Brožová	Association Meetings (maternity leave from 10/2014)

### Contractual Representatives

Rita Juklová	Association Meetings
Tzveta Kambourova	Association Meetings
Markéta Růtová	Corporate Meetings & Incentives
Barbora Vopěnková	Corporate Meetings & Incentives
Martina Fundaro	Representation North America

Prague City Tourism's employee Lucie Rajdlová is a part of PCB team working as Marketing & PR Manager.









## TIMELINE

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>January 9</b> Board Meeting	<b>February 6–7</b> Site Inspection – ISPGR 2015	<b>March 10–11</b> Site inspection ICCA 2017	<b>April 1</b> Presentation on Prague Congress Tourism	<b>May 1–2</b> Site inspection APEX 2015	<b>June 5</b> PCB Members Meeting
<b>January 7–9</b> Site Inspection – IATA HCS 2014	<b>February 13</b> Board Meeting	<b>March 10</b> Site Inspection Barceló Congressos	<b>April 6–9</b> CzechTourism FAM Trip USA	<b>May 14–16</b> 12th Global Forum of Tourism Statistics	<b>June 10–12</b> AIBTM Orlando
<b>January 14</b> CRM Training	<b>February 18</b> Site Inspection – SIOG 2015	<b>March 11</b> Educational Seminars	<b>April 8</b> MPI D/FW Leadership Committee Meeting and L3	<b>May 15–16</b> Site inspection ESPGHAN 2017	<b>June 12</b> Board Meeting
<b>January 16</b> DFW MPI Networking Event 2014	<b>February 25–26</b> Second Site Inspection – ITEC 2015	<b>March 13</b> Board Meeting	<b>April 8–10</b> Site Inspection – RTC 2015	<b>May 19</b> Prague Won the 2017 ICCA Congress	<b>June 19</b> Breakfast with Congress Ambassadors
<b>January 17–18</b> EFAPCO Congress 2014	<b>February 25</b> Site Inspection Paragon Group	<b>March 14–15</b> Press Trip for Meetings & Incentive Travel Magazine	<b>April 9–10</b> Site inspection on ISBT 2017	<b>May 20–22</b> IMEX Frankfurt 2014	<b>June 22–24</b> Press Trip for European MICE Media
<b>January 20–21</b> Site Inspection – Transform 2014		<b>March 17</b> Meeting with PCOs	<b>April 10</b> Board Meeting	<b>May 26–27</b> Site Inspection WASM	<b>June 24</b> Statistics and CRM Training
<b>January 21–23</b> Conventa 2014		<b>March 18–20</b> SalesBlitz Germany	<b>April 16</b> PCB Presentation at Richland College in Dallas, Texas	<b>May 26–27</b> Site Inspection AWAA 2016/2017	<b>June 26–28</b> ICCA Sector Destination Marketing International Client/Supplier Business Workshop
<b>January 26–28</b> Site Inspection – ITEC 2015		<b>March 20</b> ICCA 2017 Working Group Meeting	<b>April 17</b> Ambassador Awards Evening		<b>June 27</b> Site Inspection – Kenes
<b>January 28–29</b> Luncheon for Meeting Planners in Houston and Dallas		<b>March 24–25</b> Site inspection NATA Symposium 2015	<b>April 29</b> 2014 Annual Meeting and Election to the Board of Directors		<b>June 27–29</b> FAM Trip Europe
<b>January 30</b> PCB Members Meeting		<b>March 27</b> PCB Members Meeting			
		<b>March 27</b> MPI D/FW Monthly Chapter Meeting			



JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>July 2–5</b> ICCA Research, Sales & Marketing Programme	<b>August 2–5</b> MPI WEC 2014	<b>September 4</b> PCB Members Meeting	<b>October 13–15</b> IMEX America 2014	<b>November 1–5</b> ICCA Congress 2014	<b>December 4</b> MICE Workshop Paris
<b>July 7–14</b> Roadshow in USA	<b>August 10–14</b> FAM Trip USA	<b>September 9</b> Lunch with Patrons of Ambassador Program	<b>October 16–18</b> Press Trip for European MICE Media	<b>November 3</b> PCB at the Collin County College in Texas	<b>December 9</b> Ambassador Cocktail and Concert
<b>July 8–10</b> The Meetings Show London		<b>September 9</b> Board Meeting	<b>October 20</b> Site inspection IEEE Wireless Standards Working Groups 2016/2018	<b>November 12–13</b> Site Inspection EWEA 2015	<b>December 10</b> Christmas Get-Together with PCB Members
<b>July 10</b> Board Meeting		<b>September 10</b> Working Group Meeting	<b>October 20–23</b> Mini Roadshow Texas	<b>November 13</b> Board Meeting	<b>December 11</b> Board Meeting
<b>July 15</b> Statistics and CRM Training		<b>September 18</b> Presentation for Top MICE Clients of CSA Germany	<b>October 27–29</b> Site inspection IMS 2016	<b>November 13</b> PCB Members Meeting	
<b>July 24</b> 2018 IUGA Bid Presentation		<b>September 25</b> Site inspection IMS 2016	<b>October 30–November 4</b> CzechTourism FAM Trip Latin America	<b>November 16–19</b> Site inspection ISHRS Society 2017	
		<b>September 29–30</b> Site inspection RNA Society 2017		<b>November 18–20</b> EIBTM Barcelona 2014	
				<b>November 20</b> Site inspection AYC 2018	
				<b>November 27</b> Board Meeting	

## **JANUARY**

### **January 9 Board Meeting**

On Thursday 9th January, the meeting of Prague Convention Bureau's Board was held in PCB's office.

### **January 7–9 Site Inspection – IATA HCS 2014**

From 7th – 9th January, a site inspection for a representative of WorldTek took place. The PCO was looking for a convenient destination for the IATA (International Air Transport Association) and its conference IATA Human Capital Global Aviation Human Capital Summit in November 2014 for 150–200 delegates. During the site inspection the client visited 6 member hotels and 5 member venues.

### **January 14 CRM Training**

Prague Convention Bureau prepared training on the work with CRM system.

### **January 16 DFW MPI Networking Event 2014**

On Thursday January 16, PCB attended a networking event of Dallas/Fort Worth Chapter of Meeting Professionals International.

### **January 17–18 EFAPCO Congress 2014**

From January 17 to 18, Prague Convention Bureau attended the 6th EFAPCO Congress in Malaga, Spain.

### **January 20–21 Site Inspection – Transform 2014**

From 20 – 21 January, a site inspection for a representative of Photizo Group who was seeking a destination for their Transform conference took place. The conference was held in October 2014 and hosted 300 delegates.

### **January 21–23 Conventa 2014**

From 21 to 23 January, PCB attended Conventa Trade Show in Ljubljana, Slovenia. The trade show is focused on South East European meetings, events and incentive travel.

### **January 26–28 Site Inspection – ITEC 2015**

From 26th – 28th January, a site inspection for the organizer of the ITEC exhibition and conference planned for May 2015 took place. The purpose of the visit was to find a suitable location for the event which should host about 3000 delegates. The site inspection was organized by PCB in cooperation with La Bohème DMC & Incoming Tour Operator.

### **January 28–29 Luncheon for Meeting Planners in Houston and Dallas**

On January 28 and January 29, representation of Prague Convention Bureau in U.S.A. in cooperation with representatives of Canadian Tourism Commission, Los Angeles Tourism & Convention Board, Sonoma County Tourism and Visit Huntington Beach organized two luncheons in Houston and Dallas for meeting planners.

### **January 30 PCB Members Meeting**

On January 30, this year's first networking breakfast with PCB members took place at the hotel Prague Marriott. At this informal meeting, members were informed about PCB's activities and accomplishments, as well as planned activities for upcoming months including the cooperation with the project Pracezeny.cz which was also presented at the meeting.

## **FEBRUARY**

### **February 6–7 Site Inspection – ISPGR 2015**

From 6th – 7th February, a site inspection for the representative of the International Society for Postural and Gait Research (ISPGR) took place. The purpose of the visit was to find a suitable location for the ISPGR conference which should host about 600 delegates. The site inspection was organized by PCB in cooperation with Sixth Sense Incentives.

### **February 13 Board Meeting**

On Thursday 13th February, the meeting of Prague Convention Bureau's Board was held in PCB's office.

### **February 18 Site Inspection – SIOG 2015**

On the 18th of February, a site inspection for a representative of MCI and association ISGO - International Society of Geriatric Oncology took place. The clients were looking for a convenient destination for the annual congress planned for November 2015, which will host 350 – 400 delegates.



## **February 25–26**

### **Second Site Inspection – ITEC 2015**

From 25th – 26th February, the second site inspection for the event organizer and operations manager of exhibition and conference ITEC who were seeking a suitable destination for their event in 2015 took place. This international event is planned for May 2015 and will host about 3 000 delegates. Site inspection was organized in cooperation with La Bohème DMC & Incoming Tour Operator.

## **February 25**

### **Site Inspection Paragon Group**

On Tuesday February 25, a visit of the VP & Partner of the International PCO agency Paragon Group took place. Client wanted to arrange support of PCB in terms of maps, use of Residence of the Mayor and related services. PCB recommended 3 pre-selected DMC agencies based on client's requirements and catering companies with whom the client had got in touch directly.

## **MARCH**

## **March 10–11**

### **Site inspection ICCA 2017**

From 10th to 11th March, Prague Convention Bureau organized a site inspection for CEO of the ICCA Mr. Martin Sirk. In two days, PCB in cooperation with its members prepared an interesting program., Mr. Sirk also participated as a speaker in the 3rd International Educational Seminar which was held on Tuesday March 11. Mr. Sirk also met supporters of the candidature during a joint lunch.

## **March 10**

### **Site Inspection Barceló Congressos**

On Monday March 10, a visit of Juan José García, representative of Barceló Congressos, international PCO from Spain, took place in Prague. Juan José García is also the 1st Vice President of the ICCA and one of the speakers at the PCB Educational seminar. Juan José was mainly interested in the venues which can host 1000 + delegates.

## **March 11**

### **Educational Seminar**

On Tuesday, 11th March 2014, the third International Educational Seminar on “Trends and Key Drivers for Success in the Meeting Industry” took place in Designhotel Elephant. The seminar hosted more than 120 attendees – PCB members, regional politicians, representatives of regional convention bureaus, universities and other subjects active in the field of tourism and MICE industry.

## **March 13**

### **Board Meeting**

On Thursday 13th March, the meeting of Prague Convention Bureau's Board, which also included nominations for 2013 Ambassador Awards, was held in Art Nouveau Palace Hotel.

## **March 14–15**

### **Press Trip for Meetings & Incentive Travel Magazine**

From 14th to 15th March, Prague Convention Bureau in cooperation with Prague Information Service organizes a Press Trip for a British journalist who is preparing an article on Prague for Meetings & Incentive Travel Magazine.

## **March 17**

### **Meeting with PCOs**

On Monday March 17, a meeting with member PCOs and DMCs took place in Prague Congress Centre with the aim to present the new concept of Strong Bidding Teams a Strong Inquiries Teams. After the meeting, members were invited to a site inspection of PCC.

## **March 18–20**

### **SalesBlitz Germany**

From 18 to 20 March, Prague Convention Bureau together with Florence Convention Bureau and World Trade Centre Barcelona attended a sales trip to Germany organized by the company tmf dialogue marketing. Within 3 days PCB visited Cologne, Ratingen, Bonn and Dusseldorf.

## **March 20**

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

On Thursday 20th March, the Working Group for the 56th ICCA Congress held in 2017 met in PCB's office.

## **March 24–25**

### **Site inspection NATA Symposium 2015**

From 18 to 20 March, Prague hosted an inspection trip of representatives of the Association NATA - Network for Advancement of Transfusion Alternatives. The association is considering Prague for their annual Symposium in 2015. Client visited the Prague Congress Centre and surrounding hotels as well as several venues suitable for holding their social event for up to 150 delegates.

## **March 27**

### **PCB Members Meeting**

On March 27, another networking breakfast with PCB members took place at hotel andels's.

At this informal meeting, members were informed about PCB's activities and accomplishments, as well as planned activities for upcoming months. They were also presented the activities of the Academy of Sciences of the Czech Republic who is a partner of PCB's Ambassador Programme.

## **March 27**

### **MPI D/FW Monthly Chapter Meeting**

On Thursday March 27, representative of PCB in North America Martina Fundaro attended a special all-day networking meeting of Dallas/Fort Worth Chapter of MPI in Addison, Texas.

## **APRIL**

## **April 1**

### **Presentation on Prague Congress Tourism**

On Tuesday 1 April, Prague Convention Bureau gave a lecture on Prague congress tourism to a group of British students of event management from London. Presentation, which took place in Žofín Garden restaurant, was held within the educational trip to Prague organized by the company Prague Event Solutions.

## **April 6–9**

### **CzechTourism FAM Trip USA**

From 6 to 9 April, a FAM Trip for 4 hosted buyers from USA and Canada, which was organized by CzechTourism and its Foreign Representation in New York in cooperation with

Prague Convention Bureau Fam Trip, took place in Prague. The guests visited 6 member hotels and 5 venues including the premises of the Prague Castle and Nelahozeves castle, and met one representative of a member DMC.

## **April 8**

### **MPI D/FW Leadership Committee Meeting and L3**

On Tuesday April 8, North American representative Martina Fundaro attended the Leadership Committee of MPI D/FW Chapter in Dallas, Texas, and became a Chair of the Mentor Program of the Chapter.

## **April 8–10**

### **Site Inspection – RTC 2015**

From 8th – 10th April, a site inspection for the 2 chief representatives of Revit Technology Conference, who were seeking a suitable destination for the event in 2015, took place. This international event is planned for the autumn 2015 and will host about 330 delegates.

## **April 9–10**

### **Site inspection ISBT 2017**

From 9th – 10th April, Prague hosted an inspection trip for representatives of MCI which is the PCO Company for the International Society of Blood Transfusion. Prague has been shortlisted for their regional congress in 2017. During their quick visit, the clients visited the Prague Congress Centre.

## **April 10**

### **Board Meeting**

On Thursday 10th April, the meeting of Prague Convention Bureau's Board took place in PCB office.

## **April 16**

### **PCB Presentation at Richland College in Dallas, Texas**

On Wednesday, April 16th, PCB representative in North America Martina Fundaro had a presentation in the Event Design and Production class at the Richland College in Dallas, Texas.

## **April 17**

### **Ambassador Awards Evening**

On Thursday April 17th, the Ambassador Awards Evening took place in the Mayor's Residence for the fourth time.

## **April 29**

### **2014 Annual Meeting**

On Tuesday April 29, 2014, PCB's General Assembly was held at the NH Prague hotel.

## **MAY**

## **May 1–2**

### **Site inspection APEX 2015**

From 1st to 2nd May, Prague hosted an inspection trip of a meeting planner from Kellen Meetings responsible for the conference of Airline Passenger Experience Association (APEX). Prague is a confirmed destination for their event TV Market Conference in 2015 which usually hosts 200 delegates.

## **May 14–16**

### **12th Global Forum of Tourism Statistics**

From 14th to 16th May, Prague Convention Bureau is attending the 12th Global Forum of Tourism Statistics in Prague which is organised jointly by the Ministry of Regional Development of the Czech Republic, Czech Statistical Office, CzechTourism, EUROSTAT and OECD.



### **May 15–16**

#### **Site inspection ESPGHAN 2017**

From 15th to 16th May, Prague hosted an inspection trip of MCI who is the core PCO for the congress of Meeting of the European Society of Pediatric Gastroenterology, Hepatology and Nutrition. Client visited PCC and adjacent hotels at this stage and met agency GUARANT International.

### **May 19**

#### **Prague Won the 2017 ICCA Congress**

On Monday 19th May, Prague was announced as the winning destination to host the 56th Congress of the International Congress and Convention Association - ICCA.

### **May 20–22**

#### **IMEX Frankfurt 2014**

From 20 to 22 May, Prague Convention Bureau attended the international IMEX in Frankfurt.

### **May 26–27**

#### **Site Inspection WASM**

On 26th and 27th May 2014, a site inspection for the World Association of Sleep Medicine - WASM and World Sleep Federation – WSF took place in Prague. Clients visited or met 12 PCB members including potential meeting venues, hotels, social venues and 3 agencies that would provide DMC services.

### **May 26–27**

#### **Site Inspection AWAA 2016/2017**

From 26th – 27th May, a site inspection for a representative of HPN Global, who was seeking a suitable destination for her client to organize an international event with the

expected attendance of about 430 delegates in July 2016 or 2017, took place in Prague.

## **JUNE**

### **June 5**

#### **PCB Members Meeting**

On June 5, the second networking breakfast with PCB members took place at Corinthia Hotel Prague. At this informal meeting the members were informed about the BOD activities and accomplishments, as well as planned activities for upcoming months.

### **June 10–12**

#### **AIBTM Orlando**

On June 10-12, PCB attended AIBTM in Orlando, USA. On June 10, PCB's representative in North America Martina Fundaro served as ICCA Consultancy Expert at the International Consultancy Session with international meeting planners hosted by Martin Sirk, where Prague was announced as a winning destination for ICCA Congress in 2017.

### **June 12**

#### **Board Meeting**

On Thursday 12th June, the meeting of Prague Convention Bureau's Board took place in PCB office.

### **June 19**

#### **Breakfast with Congress Ambassadors**

On Thursday 19th June, another educational and networking breakfast for potential congress ambassadors on „Why and how to bid for an international congress to Prague“ took place at InterContinental Prague Hotel.

### **June 22–24**

#### **Press Trip for European MICE Media**

From 22 to 24 June, Prague Convention Bureau in cooperation with Prague Information Service organized a Press Trip for representatives of European MICE.

### **June 24**

#### **Statistics and CRM Training**

On Tuesday 15th June, Prague Convention Bureau prepared trainings on statistical data input and work with CRM system.

### **June 26–28**

#### **ICCA Sector Destination Marketing International Client/Supplier Business Workshop**

From 26 to 28 June, PCB's representative Dagmar Brožová attended the International Workshop organized by the ICCA in Berlin, Germany.

### **June 27**

#### **Site Inspection – Kenes**

On Friday 27th June, a site inspection for the representative of the international PCO Kenes, took place in Prague. During one day inspection she visited PCC and 6 hotels and then joined the European Fam Trip organized by PCB.

### **June 27–29**

#### **FAM Trip Europe**

From 27 to 29 June, a FAM Trip for 7 hosted buyers from European countries took place in Prague. During their stay, the guests visited several member hotels and venues and meet representatives of two member DMCs.

## **JULY**

### **July 2–5**

#### **ICCA Research, Sales & Marketing Programme**

From 2nd to 5th July, Prague Convention Bureau attended the ICCA Research, Sales & Marketing Programme which again took place in Amsterdam. ICCA RSMP is a gathering of professionals from the areas of research, sales and marketing taking place every year in various destinations.

### **July 7–14**

#### **Roadshow in USA**

From 7 to 14 July, Prague Convention Bureau and CzechTourism organized their first joint MICE & Leisure Roadshow in Western USA.

### **July 8–10**

#### **The Meetings Show London**

From 8th to 10th July, Prague Convention Bureau for the first time attended the international travel fair The Meetings Show in London, UK.

### **July 10**

#### **Board Meeting**

On Thursday 10th July, the meeting of Prague Convention Bureau's Board took place in PCB office.

### **July 15**

#### **Statistics and CRM Training**

On Tuesday 15th, Prague Convention Bureau prepared trainings on statistical data input and work with CRM system.

## **July 24**

### **2018 IUGA Bid Presentation**

For the second time, Prague Convention Bureau participated in the candidacy for the IUGA - International Urogynecological Association – congress. Four destinations presented their bids here – London, Vienna, Amsterdam and Prague.

## **AUGUST**

### **August 2–5**

#### **MPI WEC 2014**

On August 2-5, Martina Fundaro represented Prague Convention Bureau at more nearly 30 workshops, educational and networking sessions and social events during the World Education Congress 2014 in Minneapolis, USA, organized by Meeting Professionals International.

### **August 10–14**

#### **FAM Trip USA**

From 10 to 14 August, Prague Convention Bureau in cooperation with Delta Air Lines organized a FAM Trip in Prague for 11 hosted buyers from USA. Within their stay, the guests visited 7 hotels and 6 venues and met 10 representatives of member hotels and 4 representatives of member DMCs.

## **SEPTEMBER**

### **September 4**

#### **PCB Members Meeting**

On 4th September, another networking breakfast with PCB members took place at Forum Karlín. Main topic of this regular informal meeting was „Content Marketing“

which was presented by PCB's special guest Mr. Gorazd Čad, editor of the Slovenian Kongres magazine, and Mr. Miha Kovačič, director of Slovenian Convention Bureau and organizer of Conventa tradeshow.

### **September 9**

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

On Tuesday, September 9, Bellevue restaurant hosted an informal lunch for the Patrons of PCB's Ambassador Program on “How to improve the competitiveness of Prague and the country through congresses and conferences”.

### **September 9**

#### **Board Meeting**

On Tuesday, September 9, the meeting of Prague Convention Bureau's Board took place at Bellevue restaurant.

### **September 10**

#### **Working Group Meeting**

On Wednesday, September 10, PCB office hosted a meeting of a Working Group composed of representatives of hotels and PCOs. Purpose of the meeting was to discuss the proposal of a unified hotel contract which would be applicable in case of city-wide congresses held in Prague.

### **September 18**

#### **Presentation for Top MICE Clients of CSA Germany**

At the request of the Foreign Representation of CSA in Frankfurt, Germany, Prague Convention Bureau organized a destination presentation of Prague for German Top Clients of CSA which took place in the Old Town Hall Chapel on Thursday 18th September.



## **September 25**

### **Site inspection IMS 2016**

On September 25th, a site inspection for the International Menopause Society which has a confirmed congress with expected attendance of 3 000 delegates in Prague in October 2016.

## **September 29–30**

### **Site inspection RNA Society 2017**

From 29th – 30th September, a site inspection for representatives of the RNA Society and the congress PCO - Simple Meetings, who were looking for the destination for the Annual Meeting of RNA Society for about 1200 delegates, took place in Prague. The meeting is planned for June 2017.

## **OCTOBER**

## **October 13–15**

### **IMEX America 2014**

From October 13th to 15th, Prague Convention Bureau attended the international fair IMEX America 2014 in Las Vegas.

## **October 16–18**

### **Press Trip for European MICE Media**

From 16th to 18th October, Prague Convention Bureau in cooperation with Prague City Tourism and PCB's members organized a press trip for 2 representatives of Travel Daily News International a Incentive Travel and Corporate Meetings.

## **October 20**

### **Site inspection IEEE Wireless Standards Working Groups 2016/2018**

On October 20th, a site inspection for the international association IEEE Wireless Standards Working Groups which is currently seeking a destination for their event for 300 participants in 2016/2018 took place.

## **October 20–23**

### **Mini Roadshow Texas**

Prague Convention Bureau in cooperation with the foreign representation of CzechTourism in Los Angeles attended receptions and mini trade shows in Texas on October 20th - 23rd.

## **October 27–29**

### **Site inspection IMS 2016**

From 27th until 29th October, a site inspection for the top representatives of the International Menopause Society and the representative of their international PCO took place. International Menopause Society has a confirmed congress for 2 500 participants in Prague in 2016.

## **October 30–November 4**

### **CzechTourism FAM Trip Latin America**

From 30 October to 4 November, CzechTourism and its Foreign Representation in Mexico in cooperation with Prague Convention Bureau organized a FAM Trip for 6 hosted buyers from Mexico and 1 from Argentine. In Prague, the guests visited 7 hotels and 3 venues, and together with 3 representatives of member DMCs they attended an event in a brewery and a tour of Prague Castle.

## **NOVEMBER**

## **November 1–5**

### **ICCA Congress 2014**

From 1st to 5th November, Prague Convention Bureau attended the 53rd World Congress of the ICCA in Antalya, Turkey.

## **November 3**

### **PCB at the Collin County College in Texas**

On Monday, November 3rd, PCB's representative in North America Martina Fundaro spoke management at the meeting of Meeting Professionals International (MPI) Collin College Student Club, the only student chapter of MPI in Texas.

## **November 12–13**

### **Site Inspection EWEA 2015**

From 12th – 13th November, a site inspection for two representatives of the European Wind Energy Association, who were seeking a suitable destination for their two-day workshop in 2015, took place in Prague. This international event is planned for the late spring/ early summer 2015 and will host about 225 delegates.

## **November 13**

### **PCB Members Meeting**

On 13th November, another networking breakfast with PCB members took place at OREA Pyramida Hotel. At this informal meeting members were informed about PCB's activities and accomplishments, as well as planned activities for upcoming months. They were also informed about the news within the project Pracezeny.cz in which PCB participates.

**November 13**  
**Board Meeting**

On Thursday, November 13, the meeting of Prague Convention Bureau's Board took place in Art Nouveau Palace Hotel.

**November 16–19**  
**Site inspection ISHRS Society 2017**

From 16th – 19th November, a site inspection for representatives of the Society of Hair Restoration Surgery - ISHRS, who were looking for the destination for their Annual Meeting for about 550 delegates, took place in Prague. The meeting is planned for October 2017.

**November 18–20**  
**EIBTM Barcelona 2014**

From November 18th to 20th, PCB attended this year's EIBTM in Barcelona. This year, PCB team won the Marketing & PR Award for their promo activities within the fair.

**November 20**  
**Site inspection AYC 2018**

On the 20st November, a site inspection for representatives of the Seventh-day Adventists Church, who are looking for a destination for the Seventh-Day Adventist Church Inter-European Division conference for about 3000 delegates, took place in Prague. The meeting is planned for July 2018.

**November 27**  
**Board Meeting**

On Thursday, November 27, the meeting of Prague Convention Bureau's Board took place in V Zátíší restaurant.

**DECEMBER****December 4**  
**MICE Workshop Paris**

On Thursday, December 4th, PCB attended a workshop with French buyers at the Czech Embassy in Paris. The cocktail workshop was organized in cooperation with the Foreign Representation of CzechTourism in France.

**December 9**  
**Ambassador Cocktail and Concert**

Prague Convention Bureau and Prague Congress Centre organized the second Pre-Christmas Meeting with congress ambassadors held within its Ambassador Program which took place in the restaurant ZOOM of Prague Congress Centre on 12th December. After the official part of the meeting the guests were invited to the BIZET GALA concert.

**December 10**  
**Christmas Get-Together with PCB Members**

On Wednesday 10th December, Christmas Get-together with PCB members took place in Musée Grévin.

**December 11**  
**Board Meeting**

On Thursday, December 11, the meeting of Prague Convention Bureau's Board took place in PCB Office.







## STATISTICS 2014 / BIDDING FOR PRAGUE, BIDDING TO WIN

### STATISTICS 2014

According to the statistics provided by 32 PCB members 1289 meetings with the average duration of 2 days were held in Prague in 2014. More than 70 % of them were corporate meetings, other business meetings and association congresses and conferences. Almost 70 % 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, U.S.A., and Austria. The most frequent subjects of meetings were IT and telecommunications, medical sciences, education and commerce.

Due to the collection of statistical data for 2014 PCB managed to send to the ICCA a list of 116 events meeting criteria set by this association, i.e. by 11 events more than in 2013. Only 40 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 2015.

### BIDDING for PRAGUE, BIDDING to WIN!

Last year was successful for Prague in terms of the number of confirmed events. Due to Prague Convention Bureau's activities 37 congresses, conferences and other events were confirmed to Prague, altogether hosting more than 28,000 delegates and generating over 119 thousand roomnights. These include both corporate and international association congresses and conferences.

The most important achievement in 2014 was successful candidacy for ICCA's 56th World Congress which will take place in Prague in 2017.

Last year, Prague already hosted 6 of these confirmed meetings and 8 of them will be held here this year. The remaining events will be held in 2016, 2017 and 2020.

### LARGER CONGRESSES AND EVENTS WON IN 2014

NAME OF EVENT	DATE OF EVENT	ESTIMATED NUMBER OF PARTICIPANTS
<b>52nd Annual Congress of the International Association of Young Lawyers (AIJA)</b>	2014	500
<b>3rd International Congress on Personalized Medicine</b>	2014	350
<b>IATA Slot Conference</b>	2014	1000
<b>16th Annual NATA Symposium</b>	2015	700
<b>SIOG 2015 Annual Conference</b>	2015	500
<b>The International Forum for the Military Training, Education And Simulation Sectors – ITEC 2015</b>	2015	3000
<b>12th European Congress on Epileptology</b>	2016	3500
<b>IALD Enlighten Europe 2016</b>	2016	375
<b>EENA Conference 2016</b>	2016	400
<b>Annual Meeting of the European Society for Paediatric Gastroenterology, Hepatology and Nutrition (ESPGHAN)</b>	2016/2017	3500
<b>EUROCORR 2017</b>	2017	800
<b>International Conference on Eating Disorders</b>	2017	900
<b>56th ICCA Congress</b>	2017	1000
<b>World Sleep 2017</b>	2017	2000
<b>25th Annual Scientific Meeting</b>	2017	300
<b>25th IUCr Congress</b>	2020	2500

# SALES AND MARKETING ACTIVITIES

## TRADESHOWS AND FAM/PRESS TRIPS

In 2014, Prague Convention Bureau attended, organized or participated in 30 sales and marketing events on which they spent the total of 82 days.

TYPE OF EVENT	2011	2012	2013	2014
Fairs/ Forums	7	7	7	6
Workshops	3	4	7	11*
Sales Trips	7	7	6	1
Fam Trips	5	6	2	4
Press Trips	4	4	5	3
Educational Conferences / Congresses		4	6	5

\*4 workshops within the Roadshow USA – West Coast, 4x workshops within Travel Trade Shows in Texas, USA, 1x ICCA Supplier Workshop, 1x B2B Workshop at the Czech Embassy in Paris, France



## OVERVIEW OF PARTICIPATION IN EVENTS

DATE	EVENT	PLACE
January 17–18	EFAPCO Congress	Málaga, Spain
January 22–23	CONVENTA	Ljubljana, Slovenia
March 14–15	Press Trip Europe	Prague, Czech Republic
March 18–20	Sales Calls Germany (Düsseldorf, Cologne)	Germany
April 6–9	CzechTourism + PCB FAM Trip USA	Prague, Czech Republic
May 20–22	IMEX Frankfurt	Frankfurt, Germany
June 10–12	AIBTM	Orlando, FL, USA
June 22–24	Press Trip Europe	Prague, Czech Republic
June 26–28	ICCA Supplier Workshop	Berlin, Germany
June 27–29	FAM Trip Europe	Prague, Czech Republic
July 2–5	ICCA Research, Sales and Marketing Program	Amsterdam, Netherlands
July 6–15	Roadshow USA – West Coast	USA
July 8–10	The Meeting Show	London, UK
August 2–5	World Education Congress 2014	Minneapolis, MN, USA
August 10–14	FAM Trip USA	Prague, Czech Republic
August 27–29	ICCA Central European Chapter	Belgrade, Serbia
October 14–16	IMEX America	Las Vegas, NV, USA
October 16–18	Press Trip Europe	Prague, Czech Republic
October 20–23	Travel Trade Shows in Texas cities	Texas, USA
Oct. 30–Nov. 4	FAM Trip Latin America	Prague, Czech Republic
November 1–5	ICCA Congress	Antalya, Turkey
November 18–20	EIBTM	Barcelona, Spain
December 4	B2B Workshop at Czech Embassy	Paris, France





## SITE INSPECTIONS / STATICAL OVERVIEW OF SALES ACTIVITIES

### SITE INSPECTIONS

In 2012, PCB realized 26 site inspections for clients with whom they spent the total of 66 days.

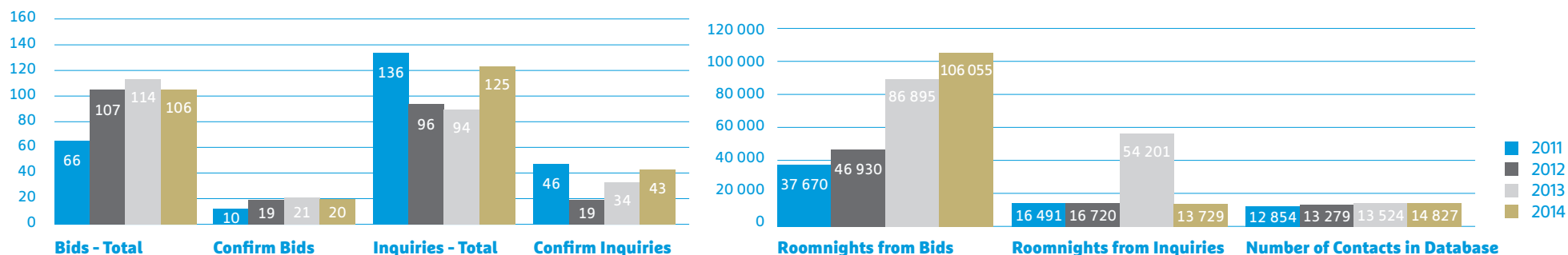
DATE	NAME OF CLIENT
January 6–10	International Air Transport Association
January 19–22	Photizo Group
January 26–28	Clarion Events
February 6–7	De Armond Management
February 18	MCI Geneva / International Society for Geriatric Oncology
February 25	Paragon Group
February 25–26	Clarion Events
March 10	Barceló Congressos
March 10–12	International Congress and Convention Association
March 24–25	K.I.T. Group GmbH / Network for Advancement of Transfusion Alternatives
April 6–8	International Association of Lighting Designers
April 8–10	RTC Europe Foundation
April 9–10	MCI Amsterdam

DATE	NAME OF CLIENT
April 10	MCI Amsterdam / World Glaucoma Association
May 1–2	Airline Passenger Experience Association
May 15–16	MCI UK
May 23–26	Informed Sources, Inc.
May 23–27	HPN Global USA
May 25–27	World Association of Sleep Medicine
June 5–6	OIC srl / European Glaucoma Society
June 27–29	Kenes
September 25	Menopause Society
September 29–30	RNA Society / Simple Meetings
October 19–21	IEEE 802 Wireless Working Groups
October 27–29	Menopause Society / Biomedical Technologies
November 5–7	International League Against Epilepsy/ International Bureau for Epilepsy

Total number of updated contacts in the database:	14 827
Total number of inquiries:	125
Total number of confirmed inquiries:	18
Total number of confirmed inquiries assisted by PCB:	25
Total number of inquiries still TBD:	22
Total number of roomnights in MICE and corporate segments*:	13 729
Total number of Bids:	106
Total number of confirmed Bids:	19
Total number of confirmed Bids assisted by PCB:	1
Total number of Bids still TBD:	38
Total number of roomnights in association segment*:	106 055
Total number of generated roomnights:	119 784

In case of other 35 congresses Prague Convention Bureau provided administrative assistance and free public transport tickets as an intermediate.

### STATISTICAL SUMMARY OF PROJECT ACTIVITIES MANAGEMENT



\* Generated and assisted roomnights





## MARKETING TOOLS

### New website

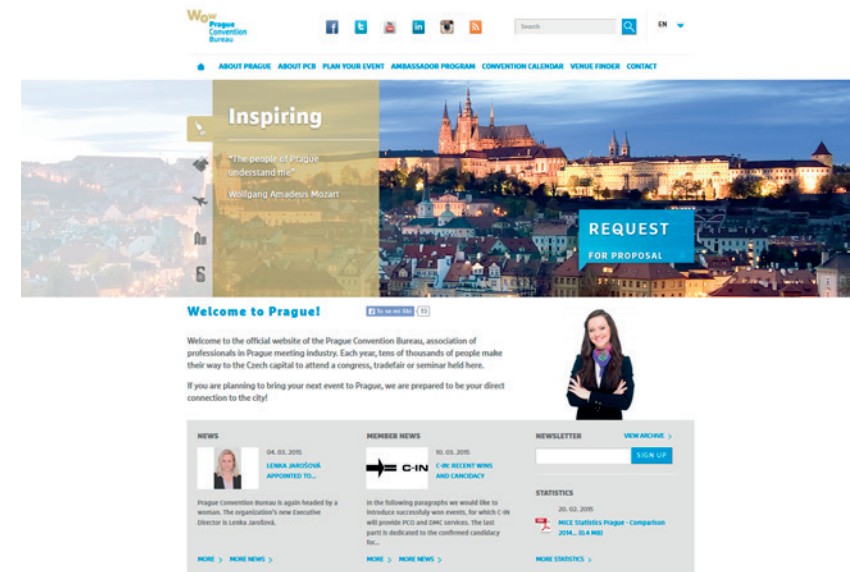
At the beginning of the year we launched a new website which is partly connected to our CRM system from where the updated data on all members as well as other significant Prague venues are regularly uploaded. This enables members to update their profiles on the web through the CRM system. The new website also offers the venue finder which helps users find suitable premises for their congresses and conferences held in Prague that fit their criteria. During the year the design of the website was adapted to the new visual style of Prague Convention Bureau.

### New MICE video of Prague

Last spring a new destination video called „Prague Makes You Shine“ focusing on MICE segment was created to promote Prague as a congress destination. The aim of the new tool is to present Prague as a dynamic destination which is the perfect place for events of various types. It highlights the city's strong points, such as good transport accessibility, wide range of accommodation and conference facilities, excellent infrastructure, long congress history, or academic background. The video is available for free on Prague Convention Bureau's website.

### Prague Convention Bureau's newsletters

In accordance with PCB's rebranding and its new website, a new design of PCB's monthly and bimonthly e-newsletters was created as well.



In 2014, marketing communication focused especially on foreign MICE media and we used above all the following tools: regular distribution of press releases and e-newsletters, direct communication and cooperation with journalists in features on Prague as a MICE destination. Communication on the local market included media partnership with COT Publishing and a regular section in their magazine COT business, as well as media partnership with Event & Promotion and The Prague Post and the following presentation within these publications. The total value of media coverage was estimated at **14,4 million CZK**.

### LISTING OF ALL MARKETING COMMUNICATION OUTPUTS

Czech E-Newsletters	12
English E-Newsletters	6
Press Releases	15
PR Articles	429 (336 international, 93 domestic)
Advertisements	3



Newsletter of Prague Convention Bureau

### DECEMBER 2014

#### PCB's future events

##### Best of Events International



From 21st to 22nd January, 2015, Prague Convention Bureau will be attending the Best of Events International in Dortmund, Germany. Prague as a meeting destination will be represented by Tzvetia Kambourova and Lucie Rajdlová.  
[More >](#)

#### What is happening in Prague

##### Prague Convention Bureau Supports the Employment of Women



In the beginning of the year, Prague Convention Bureau became a partner of the expert job portal [pracezeny.cz](#) whose purpose is to help women find employment. The portal is operated by the company AGENDER s.r.o. who aims to improve the conditions of disadvantaged groups in the labour market, i.e. women with small children and people over 50 years.  
[More >](#)



## OVERVIEW OF ADVERTISING IN 2014 / OVERVIEW OF MEDIA THAT RELEASED ARTICLES ON PRAGUE BASED ON PCB'S OUTPUTS IN 2014

## Boomtown mit enormer MICE-Vielfalt

Der Sage nach wurde Prag von Fürstin Libuše gegründet (tatsächliche Gründung: um 870), die die Stadt ihre Berühmtheit im Orakel prophezeite. Sie sollte recht behalten: Nach der politischen Wende Anfang der 90-er Jahre ist um so genannten Ost-, eigentlich aber Mitteleuropa, hat sich die Hauptstadt (rd. 1,3 Mio. Einw.) der Tschechischen Republik in einem rasanten Tempo zur internationalen Businessmetropole gewandelt. Längst haben globale Konzerne in Prag ihre Standorte errichtet und die Wirtschaft brummt. Das gut erhaltene historische Stadtbild und die schöne Lage an der Moldau tun touristisch

ein Übriges. Viel wurde in die Infrastruktur investiert und das Allermeiste – Chapeau! – hat man aus eigener Kraft gestemmt.

Der Pay-off geschieht in Form großer Erreichbarkeit. Nicht nur mit dem PKW, seitdem die AG durchgehend von Nürnberg nach Prag verläuft. Zweieinhalb Stunden angenehme Fahrt dauert es mit dem IC-Bus vom Nürnberger zum Prager Hauptbahnhof.

Ab Dezember 2014 soll der flotte ritzige der ÖBB zwischen Wien und Prag verkehren. Noch schneller geht's natürlich mit dem Flegler. Der internationale Terminal am Václav Havel Airport Prag steht auch in puncto Shogun

ping Möglichkeiten seinen Wettbewerbern in nichts nach und bietet sogar speziellen VIP-Service im Club Continental, zu durchaus vertretbaren Preisen. Dafür genießt man feine Club-Atmosphäre inklusive Snacks, persönlicher Gepäckbeförderung und individuellem Check-in – die Alternative zum Massenwarteschlangen. Auf Wunsch sogar mit Limousinen-Service und Meeting-Möglichkeiten!  
[www.prg.aero](http://www.prg.aero)

Ist der Blick u.a. auf den 13. Kongress der European Veterinary Emergency and Critical Care Society (EVECCS) gerichtet, der vom 12. bis 15. Juni 2014 an die Moldau kommt. Nach an unserer Branche ist das 3. internationale Seminar über Trends und Erfolgsfaktoren im Meeting Business, das am 11. März im neuen Designhotel Elephant tagte und von GCB-Geschäftsführer Matthias Schultze mit der Zukunftsstudie eröffnet wurde. Organisiert wurde es vom Prag Convention Bureau (PCB) – professioneller Ansprechpartner für Informationen, Anfragen und Kontakte. Der Service ist gut und zügig. Das gesamte Portfolio der Prag-Spezialisten findet man auf: [www.pragconvention.cz](http://www.pragconvention.cz)

## FOCUS

FIRTM / KONGRESSE

## Der Reiz der Goldenen Stadt

Prag hat sich in den letzten Jahren als internationale Kongressdestination positioniert. Dazu haben Renovierungsarbeiten beigetragen, die 2002 nach der Jahrhundertflut begonnen wurden.

**A**les Hozdecký ist seit Mitte August frisch gebogener Geschäftsmann des Prager Kongressbüros, das auf der EIBTM 2016 ausstellt. Sein neues Amt macht ihm Spaß, denn er hat ein gut bestelltes Haus übernommen. Vorgängerin Lenka Zlobkova hatte viele Jahre lang intensiv die Werberossmann für Prag als internationale Kongressstadt geführt. Zuletzt war er ihr und ihrem Team gelungen, das jährliche Treffen der International Congress and Convention Association (ICCA) für das Jahr 2017 nach Prag zu holen. Aber auch beim Bürgermeistern und dem Stadtparlament hat sie sich nachdrücklich für die Belange der MICE-Branche eingesetzt. Selbst im Rathaus konnten beide Gruppen mit rund 1.000 Teilnehmern vor historischer Kulisse tanzen.

Für 2015 sind bereits zahlreiche Veranstaltungen im Prager Kalendrier gelistet – darunter größere Ereignisse wie der Kongress der Europäischen Gesellschaft für Gynäkologie mit rund 2.500 Teilnehmern oder das jährliche Treffen der Gesellschaft zur Förderung der Gynäcologie. Dabei wird unter den 3.500 Wissenschaftlern der renommierte „Goldsmith Award“ vergeben. Die Preisverleihung findet im größten Veranstaltungskomplex der Stadt, dem Kongresszentrum statt. Der Bau aus den frühen Achtzigerjahren diente der Kommunistischen Partei der Tschechoslowakei einst als Bühne zur Inszenierung ihrer Parteitage. „Wir sind gerade dabei, einen umfassenden Umbau zu planen“, kündigt Verkaufsmannager Irena Obazková an. Zum Überblick verweist sie ihre Glas-



Quasi als „Hoflieferant“ des Kongresszentrums arbeitet auch die Zatisi-Gruppe. Um die tschechische Küche international sa-

## CONVENTA AWARDS

## CONVENTA Daily

**MEETING STAR AWARD 2014**



For the third year in the row, **Kongress Magazine** called a tender for Meetings Star award, award for outstanding contributions in the field of marketing communication of destinations, congresses, events and meetings industry suppliers in South East Europe. The award is a visible recognition of creativity, knowledge and work based on team-work and experiences that brought clear and measurable results.

Cities were divided into two categories:

- Large and medium sized cities with more than 150,000 inhabitants
- Smaller regional and local towns with less than 150,000 inhabitants

## TOP DESTINATIONS 2013

Among larger cities in first places the

## CONVENTION CENTRES & HOTELS 2014

<b>TOP CONVENTION CENTRE 2013</b>	
- CANKARJEV DOM, Cultural and Congress Centre	4,8
<b>TOP CITY MEETING HOTEL 2013</b>	
- LUXURY Metropoli Palace Belgrade	4,7
- PREMIUM Kempinski hotel Zoografski	4,4
<b>TOP RESORT MEETING HOTEL 2013</b>	
- LUXURY Kempinski Palace	4,7
- PREMIUM Hotel Dubrovnik Palace	4,4

 Marlin Distribution Group

industry and additional knowledge of hospitality management. Required skills and competences to ensure objectivity are:

- Min. 15 years of international experience in the hotel business;
- Knowledge of Slovenian and international standards with specific knowledge of control of standards (DIN (Deutsche Industrie Norm) DEHOGA and others);
- Knowledge of trends in the meetings industry in the domestic and international

# PRAGA, LA CIUDAD MÁGICA

**E**l centro histórico de Praga es desde 1992 Patrimonio Cultural de la UNESCO, tanto por su belleza como por su importante valor histórico, dos puntos clave utilizados como reclamo del turismo residencial y el de inconformismo y de Congresos. Una ciudad que esconde en cada esquina un secreto. El compositor Richard Wagner dijo: "El antiguo esplendor y la belleza de Praga, una ciudad inimitable, dejó una impresión imborrable en mi imaginación". Una frase que haga mella.

Gracias a Czech Airlines viajar hasta el Václav Havel Airport que se encuentra a unos 40 minutos por coche a Praga, aunque si viajas en el

Praga ciudad empedrada, la de las Cien Torres y encrucijada de varias culturas europeas. Una ciudad marcada por las leyendas de Golem y de Fausto que conforman su historia milenaria. Bañada por el río Moldava y capital de la República Checa, inspiró a grandes escritores como Franz Kafka o a genios de la música como Mozart.

es el transporte público, debemos ir en autobús (el número 119 hasta la parada de Juicku y después en metro).

Me alojé en una de las joyas arquitectónicas del centro de Praga, situado entre el límite de las históricas Old and New Towns (la Ciudad Vieja y Nueva), en el **Alt Neubaum Palace**.

**Praga.** Un 5º situado a pocos pasos de lugares emblemáticos como la Ópera Estatal de Praga o la plaza de la Ciudad Vieja además de diversas zonas comerciales y de ocio. Sus 90 habitaciones están equipadas tanto para el confort del huésped como para la actividad laboral. Además, cuenta con varios

iones configurables para conferencias con una capacidad para 200 personas e incluidos para la celebración de otros actos sociales. El buen trato del personal se debe al director general, Martin Zidel, un estupendo anfitrión con el que compartí una excelente cena en el Gourmet Club Restaurant del Hotel, uno de los diez mejores restaurantes de la ciudad según la guía Michelin y en el que han saboreado sus mejores platos famosos como Bob Dylan, Jacqueline Onassis Kennedy o Gina Lollobrigida.

El primer día de mi estancia pude disfrutar de algunos de los rincones que inspiraron a artistas como el poeta Rainer Rilke, el compositor Karl Maria von Weber o el escultor Franz Kafka. En el camino encontré algunas sorpresas como la del Centro Comercial La Saje Lucerna, situado en la planta baja de un edificio y en el que podemos ver una de las estatuas del controvertido artista David Čerň, la de San Wenceslao con el caballo al revés que se encuentra suspendida de una bóveda.

Se trata del primer complejo múltiple de Pírga construido a principios de los años 20. Una de las vistas curiosas recomendadas.

En Praga es fácil encontrar bellas vistas, cualquiera de sus rincones pero uno obligado es el Ayuntamiento de la Ciudad Vieja, construido en 1338 al que se le fueron añadiendo casas antiguas de estilos gótico y renacentista, cuidadosamente restauradas tras los daños infligidos por los nazis durante

# répères | prague

**Prague** : la capitale de la République tchèque, est une ville d'environ 1,3 million d'habitants. Elle est connue pour son architecture médiévale, son histoire riche et son atmosphère unique. La ville est divisée en deux parties principales par la rivière Vltava : la vieille ville (Staré Město) et la nouvelle ville (Nové Město).

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## Prague : congrès sur les rives de la Vltava

### Des infrastructures à la hauteur

Les Jeux olympiques d'hiver de 2014 à Sochi ont été marqués par de nombreuses infrastructures modernes. Parmi elles, le stade olympique de Sochi, conçu par l'architecte Zaha Hadid, est un exemple de l'architecture contemporaine. Le stade a été construit dans un site auparavant désertique, et sa construction a été financée par le gouvernement russe. Le stade a une capacité de 55 000 places et a été utilisé pour les épreuves de football et de football féminin.



Le stade olympique de Sochi a été construit dans un site auparavant désertique, et sa construction a été financée par le gouvernement russe. Le stade a une capacité de 55 000 places et a été utilisé pour les épreuves de football et de football féminin. Le stade a été construit dans un site auparavant désertique, et sa construction a été financée par le gouvernement russe. Le stade a une capacité de 55 000 places et a été utilisé pour les épreuves de football et de football féminin.



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## DESTINATIONEN PRAG

**Prag** hat sich zu einer Beauty gemausert und **überzeugt** mit Ideen und Immobilien für Veranstaltungen

Wer Prag noch in den kommunistischen Achtzigern besucht hat, erkennt zwar noch die Straßenzüge wieder, aber die Stadt ist eine echte Schönheit geworden. Erst mal pumpen westliche Investoren nach der Gründung der Tschechischen Republik Milliarden in die Stadt. Ihre wahre Blüte hat – so paradox es klingt – die City aber erst nach einer Naturkatastrophe erlangt.



Aber die Häuser und deren Fassaden, an denen die Touristen und Geschäftskräfte vorbeiströmen, sind aufs Feinste renoviert. Denn im August 2004 wurde die Tschechien-Republik von einem ungeheuren Hochwasser heimgesucht, der größten Naturkatastrophe in der neuzeitlichen Geschichte des Landes. Die Überschwemmungen, die an einigen Stellen Ausmaße annahm, wie sie statistisch gesehen nur alle 500 Jahre vorkommen, wüsten auf mehr als einem Drittel des Staatsgebietes. Sie forderten 17 Todesopfer, mehr als 200.000 Menschen mussten evakuiert werden. Die Flut verursachte Schäden von mehr als 2,4 Milliarden Euro. Tausende Immobilien rund um die weltberühmte Karlsbrücke mussten danach karnisiert werden. Deswegen ist die City von Prag also so besonders schön.

Zideks Art Nouveau Palace Hotels was

## OVERVIEW OF ADVERTISING List of Advertising in 2014:

### International:

- TTG MICE Catalogue 2014/2015
- I&MI
- mep - Marketing Event Praxis

## LIST OF MEDIA THAT RELEASED ARTICLES ON PRAGUE BASED ON PCB'S OUTPUTS IN 2014:

### DOMESTIC:

[CIA](#)  
[COT Business](#)  
[E15](#)  
[Ekonom](#)  
[Event & promotion](#)  
[e-vsudybyl.cz](#)  
[FeedIT.cz](#)  
[Firemniakce.cz](#)  
[Gastro & Hotel](#)  
[Gastro & Hotel e-newsletter](#)  
[gastroahotel.cz](#)  
[Horeka](#)  
[Hospodářské noviny](#)  
[Lidové noviny](#)  
[Parlamentnilisty.cz](#)  
[Prague Events Calendar](#)  
[praha.eu](#)  
[Strategie](#)  
[TTG](#)  
[TTG e-news](#)  
[ttg.cz](#)  
[Všudybyl](#)  
[Zdravotnictví a medicína](#)  
[Zpravodaj COT Business](#)

### INTERNATIONAL:

[AMI newsletter](#)  
[Argophilia Travel News](#)  
[Association Meetings International](#)  
[AWOL travel](#)  
[Bedouk.com](#)  
[Breaking Travel News](#)  
[CIM Magazine](#)  
[Cimunity.com](#)  
[Cimunity.com - e-newsletter](#)  
[c-mw.net](#)  
[Conference + Meetings World](#)  
[Conference and Incentive Travel Magazine](#)  
[Conference News](#)  
[Conventa Daily](#)  
[Conventa TV](#)  
[Convention International](#)  
[convention-net.de](#)  
[ConventionPlanit.com](#)  
[Czech Travelogue](#)  
[CzechTourism](#)  
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## MEMBERSHIP / EVENTS WITH PCB MEMBERS / SPECIAL EVENTS

### MEMBERSHIP

In 2014, the number of PCB members slightly decreased. The membership base was formed by 61 members - 19 being Platinum, 39 Gold and 3 Associated members. Within the member categories, the largest group was formed by hotels (28 members), meeting organizers (16 members), convention centres and venues (6 members), catering and restaurants (6 members) and other services (5 members).

### EVENTS WITH PCB MEMBERS

In 2014, 11 regular meetings of PCB's Board of Directors were held. Moreover, the General Annual Meeting was held and subsequently 5 networking breakfasts with all PCB members and Christmas Get-Together.

### SPECIAL EVENTS

- International Educational Seminar "Trends and Key Drivers for Success in the Meeting Industry"
- Ambassador Awards Evening
- Breakfast with Ambassador
- Lunch with patrons of the Ambassador Program
- Pre-Christmas Cocktail for congress ambassadors connected with a cultural event







## ECONOMIC RESULT FOR 2014

### BUDGET

In 2014, there was a further increase in PCB's budget even though the revenue from the membership and marketing fees declined due to the reduction of PCB's membership base. The budget was greatly supported by a tender that PCB acquired through Prague City Tourism in the total amount of 3,000,000 CZK per year for the next three years which results in an increase of the funding from the City of Prague by more than one million CZK per year. The funding was used for project management and marketing activities in line with the terms of the contract. In 2014, CzechTourism through Czech Convention Bureau once again significantly supported the development of Ambassador Program as well as project development of PCB through joint participation at trade fairs. Partners play an important part in financing PCB's activities with Prague Airport as the most important one. On the basis of an annual contract, the Prague Airport provides PCB with the financial support for other marketing activities in exchange for its promotion through various types of PCB's marketing tools. Major sponsors in 2014 were Pilsner Urquell and Czech Airlines. Through close cooperation with its members and their support, PCB

was able to hold many events that otherwise would not be possible to organise. On the expenditure side, there was a decrease in labour costs due to the unstable personnel situation. PCB has invested extensively in project management and activities development which is essential to a successful running and successful long-term development of PCB.

2014	
<b>Income (excl. VAT)</b>	<b>8 421 907,00 CZK</b>
Member marketing fees	3 178 251,00 CZK
CzechTourism /CzCB	621 126,00 CZK
Sponsoring	786 181,00 CZK
Prague City Tourism (HLMP)	3 000 000,00 CZK
Project management	635 005,00 CZK
Other income	201 344,00 CZK
<b>Expenses</b>	<b>8 483 432,00 CZK</b>
HR	1 439 930,00 CZK
Administration	759 876,00 CZK
Marketing	986 555,00 CZK
Project management	5 029 905,00 CZK
PCB seminars and meetings incl. GA	232 666,00 CZK
Other expenses	34 500,00 CZK
<b>Profit/loss</b>	<b>-61 525,00 CZK</b>



To achieve its strategic goals, PCB is strengthening its cooperation with local member and non-member organizations, flexibly responding to current trends, exploiting new marketing forms of communications and continuing to educate its employees in the field of congress tourism. Active participation in specialized events as well as active communication with foreign institutions brings the opportunity to undertake innovative ideas from the best practices of other competitive cities. PCB meets short-term goals and constantly seeks new tools to fulfill its long-term strategic goals.

**In 2015, PCB will make further efforts to achieve its strategic goals set in 2013 for the following 2 years:**

### **1. Build image of Prague as a top MICE destination**

- Raise awareness on Prague as a suitable meeting destination among the world event organizers to 80 % according to the world index of awareness.
- Increase customer satisfaction of international event organizers to 90 % according to the qualitative questionnaire survey.

### **2. Increase the number of international MICE events confirmed to Prague**

- Get Prague among the TOP 10 world congress destinations until 2015 and to the TOP 5 until 2020 according to the International Congress and Conference Association - ICCA.
- Increase annually the number of events organized in Prague by 10 % according to the CSO statistics.
- Further support and development of PCB's Ambassador Program.

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

- Increase the share of expenditure in Prague meeting tourism to 50% of total expenditure of the City of Prague in tourism.
- Raise awareness of the importance of meeting industry and its impact on the competitiveness of the Czech Republic at the governmental level and to get this issue on the list of the government agenda points.

## OUR PARTNERS / MEMBERSHIPS

### OUR PARTNERS



**Czech**Tourism



**PRAGUEEVENTSCALENDAR**

### OUR MEMBERSHIPS



### MEDIA PARTNERS



**THE PRAGUE POST**