

PRESS RELEASE

The Congress Prague Introduces Its New Web with an Extensive Service Suppliers Search Tool

May 23, 2018, Prague - The Prague Convention Bureau, which acts as an official representative of the capital city of Prague in the field of the meetings industry, introduced its new web pages. The web includes general information about Prague for event organizers, as well as instructions on how to obtain free marketing and financial support for their events with the assistance of Prague Convention Bureau. The site also includes an extensive tool for searching certified service suppliers operating in the meetings industry. The new Prague Convention Bureau web was developed by the AITOM Digital internet agency.

This year, the Prague Convention Bureau celebrates the 10th anniversary of its existence, launching its new web presentation on the occasion. The new web is intended primarily as a source of information for international and local event organizers, companies or associations planning to hold an event in Prague.

A key part of the new web is a [search tool](#) that allows website visitors to filter and search for meetings industry service suppliers according to their various preferences. The service finder offers not only an opportunity to find a suitable event venue and organizer, but it also allows clients to search for accompanying services such as accommodation, catering, transport and many others. An advantage of this tool is also the option to set the search parameters for preferential viewing of the profiles of suppliers who meet the criteria of high quality of their services determined by the Prague Convention Bureau as an umbrella organisation to its member entities.

"Event organizers always face a number of very similar issues at the beginning of planning: finding a suitable venue with sufficient capacity for their event in an easily accessible destination or location with efficient transport options, and also procuring reliable service providers. There are more than four thousand conferences, congresses or other corporate meetings held annually in Prague. Our primary requirement for a new web to be created was that the event organizers would find the answers to these questions in one place and in a comprehensible form," says Roman Muška, Managing Director of the Prague Convention Bureau, adding: *"For the Czech metropolis, which is currently the world's eighth most sought-for meetings destination, the web presentation is one of the key marketing and sales tools. From the new web, the visitors can download various promotional materials and forms to apply, for example, for the so-called congress transportation passes, use our destination presentation or video, or send us an inquiry."*

The Prague Convention Bureau's new web project started with a careful preparation of an initial study carried out to acquire all the key information for the appropriate web design at the early beginning of the project. Daniel Musil, AITOM Digital Account Director, adds: *"In the initial study, we defined exactly how the Prague Convention Bureau operates, how the congress industry works and who exactly are the site visitors, including their needs, wishes or potential concerns. We also analyzed websites of the competition - the convention*

bureaus of other European cities, and we conducted a keyword analysis to identify marketing potential across various countries. As for the technical aspects, it was important to precisely define and describe the operation of the search tool, the so-called Venue Finder, and the linking of the individual subject's details with the Prague Convention Bureau CRM system. We included it all in the structure design, wireframes, and technical specifications. Thanks to this step, we had everything clearly defined in advance, and we knew why specific pages were important and what would be their content. The web development itself (graphic design, content creation, coding, programming, and testing) thus took place without major complications, as proven by the timetable and budget of the project met.”

About Prague Convention Bureau

Prague Convention Bureau (PCB) is a non-profit organization established in 2008. The company acts as an official representative of the Prague meetings industry and promotes the city as a one of the European leading congress destinations. Together with Czech tourism bodies, partners and members the PCB offers effective assistance in organizing conferences, meetings, seminars, exhibitions and incentive events in Prague.

About AITOM Agency

The AITOM Internet Agency creates websites for medium-sized businesses to meet the goals they set. Collaboration with AITOM is based on an initial study that enables AITOM to responsibly design web solutions for the client and realistically estimate the cost of achieving the desired business results. Thanks to the internal marketing department, it can also take care of the relevant web site traffic. Thus, AITOM offers a comprehensive internet solution: [initial study](#), web development and internet marketing.

It has been operating on the Czech market for more than 10 years, and over the period, its specialists have successfully implemented over 500 projects. More information at: <http://www.aitom.cz/>

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