

# Wow

Prague,  
the City of Congresses

**Annual Report 2017**

**Wow**  
Prague  
Convention  
Bureau



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## MESSAGE FROM THE DIRECTOR

Dear friends and colleagues,

The past year of 2017 was a key year for the Prague Convention Bureau (PCB) for several reasons. The main reason was the PCB's commitment to hold the **56<sup>th</sup> Congress of the International Congress and Convention Association (ICCA)**, which we had taken a few years ago, after a successful candidacy. Within the framework of the candidacy, the Prague Convention Bureau also set out several strategic objectives, including presentation of renovated Prague Congress Center (PCC), achievement of a record number of delegates, introduction of an Event Management course at the University of Economics and, finally, the organization of one of the three most successful ICCA congresses in history. Today, I have the pleasure to say that we have succeeded not only in fulfilling all the goals set, but, in many ways, in exceeding them. Prague, in the renovated PCC, welcomed **a record number of 1,264 participants from record 79 countries around the world**. The Event Management Course at the University of Economics has been running for the second year and **more than 140 students participated in the ICCA Congress**. At the same time, we successfully presented the congress infrastructure to more than 40 international associations participating in the congress whose congresses we will work towards bringing to Prague in the future.

The ICCA Congress was also the key event for Prague from the marketing point of view. **The successful Bridge to Prague campaign**, launched in November 2016, was focused on social networks (57% of overall

communication). In the week when ICCA Congress was held, the communication on social networks reached 674,000 users with **a total of more than 3.1 million views**. At the same time, **297 articles** on the Prague ICCA congress worth more than 12 million crowns were published in the media. The official congress pages recorded **almost 31,000 visits** from more than 14,000 unique visitors.

Last year, after years of debate about the contributions of the meetings industry to the economy, we managed to present a full-fledged economic impact study. A study drafted by KPMG showed that **the congress industry in Prague has generated 4.4 to 5.2 billion crowns in the multiplication for public budgets**. Around 170 - 200 million crowns have returned directly into the budget of the capital city of Prague.

The year 2017 was also of key importance for us due to the expiration of the 3-year contract with Prague City Tourism, thanks to which the Prague Convention Bureau received 3 million crowns each year in its budget in the past. In the middle of the year, the Prague City Hall announced a public tender. The PCB which successfully participated in it receiving **a funding contract for almost 24 million crowns**. The sum will be available, on the basis of the concluded contract, for 36 months from the date of signing the contract. This significant budget increase will enable the PCB to develop further activities related to the promotion of Prague as a top congress destination. At the same time, it will support the achievement of major strategic goals, including, among other things, an

increase in the number of international congresses and conferences held in Prague.

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

Thanks also to the entire PCB team and board, and to all those who contribute their precious time to many of our projects.

Last but not least, I would also like to thank the City of Prague, especially the Mayor's Office, Prague City Tourism, the CzechTourism Agency, the Czech Convention Bureau, Prague Airport and CSA for supporting a great number of our activities.



Roman Muska  
Managing Director of the Prague Convention Bureau

## 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
Lenka Žlebková	Member of the Board
Petr Marhoul	Member of the Board
Martin Židek	Member of the Board
Martin Sekyra	Member of the Board until 4/2017
Karolína Semecká	Revision Committee Member
Jan Kubinec	Revision Committee Member
Milan Švára	Revision Committee Member

### PCB TEAM

#### Employees

Roman Muška	Managing Director
Petra Karásková	Office Manager
Dagmar Brožová	Association Meetings Manager (maternity leave from 12/2017)
Barbora Skálová	Corporate Meetings & Incentives Manager
Hana Krejbichová	Marketing & PR Manager
Lucie Jalová	Marketing & Project Manager (maternity leave from 02/2018)
Zuzana Lovitt	Marketing Specialist
Lucie Čapková	Association Meetings Manager – Ambassador Program from 9/2017

#### Contractual Representatives

Tzveta Kambourova	Association Meetings Manager do 9/2017
Michaela Baracová	Association Meetings Manager
Markéta Růtová	External Relations Manager - Ambassador Program until 12/2017
Martina Fundaro	Representation North America

Prague City Tourism's employee Veronika Marethová is a part of PCB team working as Convention Tourism Coordinator. She replaced Lucie Horáková who is on maternity leave from 6/2017.









## TIMELINE

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>January 11</b> Board of Directors meeting	<b>February 15</b> A training on statistical data input and work with CRM system	<b>March 5–7</b> Attendance of PCB at MCE CEE	<b>April 3–5</b> PRESS trip for European journalists	<b>May 2–5</b> Site inspection for ICCA	<b>June 5</b> Attendance of PCB at SITE Texas June meeting
<b>January 17–19</b> Attendance of PCB at Conventa 2017	<b>February 23</b> Networking breakfast with PCB members	<b>March 8</b> Board of Directors meeting	<b>April 4–5</b> Site inspection for IAF/ILAC	<b>May 10</b> Board of Directors meeting	<b>June 13–15</b> Attendance of PCB at The Meetings Show 2017
<b>January 23</b> ICCA Working Group	<b>February 23</b> PCB Social Media Workshop v Hard Rock Café	<b>March 17</b> Site inspection for Intracon Spain	<b>April 13</b> Ambassador Awards Evening 2017	<b>May 10–13</b> Pre-IMEX Fam Trip for Chinese buyers	<b>June 19</b> ICCA Working Group
<b>January 30</b> Meeting with PCB members about the MICE Studies Development at the University of Economics (VSE)	<b>February 27</b> ICCA Working Group	<b>March 22</b> Seminar for Charles University	<b>April 19</b> General Assembly meeting	<b>May 13–15</b> Attendance of PCB at ICCA Association Expert Seminar 2017	<b>June 19–22</b> Attendance of PCB at WEC 2017
<b>January 30 – February 1</b> Site inspection for International Society for the Advancement of February 1 Cytometry (CYTO 2018)		<b>March 23</b> A training on statistical data input and work with CRM system	<b>April 24</b> ICCA Working Group	<b>May 16–18</b> Attendance of PCB at IMEX Frankfurt 2017	<b>June 22</b> Networking breakfast with PCB members
		<b>March 23</b> Attendance of PCB at MPI Tech Summit	<b>April 27</b> Attendance of PCB at 15th Annual CMM/CMP Brunch	<b>May 19</b> Site inspection for Keller Williams Realty International	<b>June 22</b> Attendance of PCB at Awards of Excellence Gala
		<b>March 23–24</b> Attendance of PCB at 5th Conference of AIPCO		<b>May 24</b> Educational seminar „Green: The Colour of Future Meetings“	<b>June 24–25</b> Attendance of PCB at MICE Workshopu in Bologna
		<b>March 27</b> ICCA Working Group		<b>May 25</b> Attendance of PCB at MPI May Chapter Experience	<b>June 26–29</b> Site inspection for ICA 2018
		<b>March 30</b> Attendance of PCB at SITE Texas Chapter Meeting		<b>May 29</b> ICCA Working Group	<b>June 29 – July 1</b> Attendance of PCB at ICCA Association Meetings Programme 2017

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>July 10–11</b> Site inspection for CYTO 2018	<b>August 17–18</b> Site inspection for SIOPE	<b>September 6</b> Ambassador Program Action Group Meeting	<b>October 2–3</b> ICCA Congress 2017 site visit	<b>November 1</b> Board of Directors meeting	<b>December 6</b> Seminar for Congress Ambassadors
<b>July 10–11</b> Site inspection for TopFuel Conference 2018	<b>August 21–23</b> Attendance of PCB at IncentiveWorks in Toronto	<b>September 20</b> Board of Directors meeting	<b>October 9–12</b> Attendance of PCB at IMEX America 2017	<b>November 2</b> Attendance of PCB at SITE Texas Travel Trends	<b>December 6</b> Advent cocktail for Congress Ambassadors
<b>July 11–12</b> Site inspection for ASIS	<b>August 28</b> ICCA Working Group	<b>September 25</b> ICCA Working Group	<b>October 11</b> Lunch with patrons of Ambassador Program	<b>November 6</b> ICCA Working Group	<b>December 13</b> Board of Directors meeting
<b>July 12</b> Board of Directors meeting	<b>August 31 – September 2</b> FAM trip for UK buyers	<b>September 28</b> Attendance of PCB at MPI D/FW Chapter Experience	<b>October 11</b> Board of Directors meeting	<b>November 8</b> Attendance of PCB at MPI D/FW SALES BLITZ	<b>December 14</b> MPI D/FW Christmas networking event
<b>July 24</b> ICCA Working Group		<b>September 29</b> Site inspection for Intel Solutions Summit 2018 - EMEA	<b>October 16</b> Attendance of PCB at M&M Next Stop World Destination Milan	<b>November 10</b> Attendance of PCB at UIA Roundtable Europe 2017	
<b>July 25</b> Site inspection for INPACT 2018			<b>October 17</b> Attendance of PCB at MPI DFW State of the Chapter Meeting	<b>November 12–15</b> ICCA Congress 2017 in Prague	
			<b>October 18</b> Networking breakfast with PCB members	<b>November 15–22</b> Site inspection for Sulphur World Symposium 2019	
			<b>October 19</b> Seminar for Academy of Science	<b>November 21</b> Networking breakfast with PCB members	
			<b>October 23</b> ICCA Working Group	<b>November 22</b> Seminar for Charles University	
				<b>November 26–28</b> Attendance of PCB at ICCA Forum for Young Professionals 2017	
				<b>November 28</b> Attendance of PCB at the 3rd Annual Student Conference at University of Economics	
				<b>November 28–30</b> Attendance of PCB at IBTM Barcelona 2017	

## **JANUARY**

### **January 11**

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

On 11<sup>th</sup> January the first 2017 Board of Directors meeting took place.

### **January 17–19**

#### **Attendance of PCB at Conventa 2017**

The 9<sup>th</sup> year of the Conventa 2017 MICE fair trade took place from 18<sup>th</sup> to 19<sup>th</sup> January 2017 in Ljubljana, Slovenia. The fair-trade is intended especially for the countries of Central and South East Europe region. In only 8 years Conventa attracted 1,974 international hosted buyers from 46 countries and 1,037 exhibitors from 17 countries of New Europe. Prague Convention Bureau carried out 25 meetings with hosted buyers. PCB together with Prague Congress Centre also attended ICCA Business Breakfast, held by the International Congress and Convention Association for its members.

### **January 23**

#### **ICCA Working Group**

Another ICCA 2017 Congress Local Host Committee was held on 23<sup>rd</sup> January at Prague Congress Centre.

### **January 30**

#### **Meeting with PCB members about the MICE Studies Development at the University of Economics (VSE)**

On 30<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 30 – February 1**

#### **Site inspection for International Society for the Advancement of Cytometry (CYTO 2018)**

A site inspection for the representative of the International Society for the Advancement of Cytometry who was looking for an accommodation and meeting services suppliers, took place from the 30<sup>th</sup> January to 1<sup>st</sup> February. Prague has been confirmed as the destination for the Conference of the International Society for the Advancement of Cytometry for expected 1,500 – 1,600 delegates in 2018. The association's representative visited suitable hotels and met the future venue representatives and meeting services suppliers. Prague Convention Bureau was represented by Tzveta Morawski Kambourova.

## **FEBRUARY**

### **February 15**

#### **Training on statistical data input and work with CRM system**

The training on statistical data input and work with CRM system was held at PCB's office at Rytířská 26 on 25<sup>th</sup> February from 10 am to 11 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.

### **February 23**

#### **Networking breakfast with PCB members, PCB Social Media Workshop at Hard Rock Café**

On 23<sup>rd</sup> February 2017 in the Hard Rock Café, "Social Media for MICE" workshop organized in cooperation with the SoolNua was took place. The networking part for PCB members, where the PCB plan for 2017 was introduced, followed after the workshop.

### **February 27**

#### **ICCA Working Group**

Another ICCA 2017 Congress Local Host Committee was held on 27<sup>th</sup> February at Prague Congress Centre.

## **MARCH**

### **March 5–7**

#### **Attendance of PCB at MCE CEE**

Riga, the capital of Latvia, was the host city of the MCE Central & Eastern Europe 2017 B2B Forum from 5<sup>th</sup> to 7<sup>th</sup> March 2017. The seventh year of MCE CEE, organized by Europe Congress, attracted more than 70 hosted buyers and nearly 60 suppliers. Congress Prague was presented at destination presentations and 35 one-to-one meetings with hosted buyers. Networking sections were also part of the event. Barbora Skálová represented PCB at the forum.

### **March 8**

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

On 8<sup>th</sup> March, this year second Board of Directors meeting took place.



### **March 17**

#### **Site inspection for Intracon Spain**

On Friday, 17<sup>th</sup> March, an inspection trip for a representative of the Intracon Spain company was held in order to present Prague as a suitable destination for some of the events taking place in Europe. The inspection followed the Print-On 2017 event with the participation of nearly 600 people, held at the Hilton Prague Hotel. The client visited Prague Congress Centre and Grandior Hotel Prague, InterContinental Prague and andel's by Vienna House Prague hotels. PCB was represented at the site inspection by Barbora Skálová.

### **March 22**

#### **Seminar for Charles University**

On Wednesday, 22<sup>nd</sup> March, 2017 the first seminar on "Why and how to run a candidacy for an international congress or conference in Prague" was held in the historical premises of the Small Auditorium of Karolinum, with the direct support of Charles University rector Prof. Tomas Zima.

### **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 at PCB's office at Rytířská 26 on 23<sup>rd</sup> March from 10 am to 11 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.

### **March 23–24**

#### **Attendance of PCB at 5th Conference of AIPCO**

From 23<sup>rd</sup> to 24<sup>th</sup> April, the 5th year of AIPCO (Association of Irish Professional Conference Organisers) Business Tourism Conference took place in Naas, Ireland. The event was attended by 200 professionals from the Irish PCOs, DMCs, CVBs, venues, hotels and service suppliers. Association was established in 1999 and is the premier professional association for conference organisers in Ireland. The program included educational as well as networking part. Roman Muška, Managing Director at PCB, participated at this event as one of the speakers and panelists and introduced congress Prague and invited attendees to the Czech capital for 56<sup>th</sup> ICCA Congress that will be held from 12<sup>th</sup> to 15<sup>th</sup> November 2017.

### **March 27**

#### **ICCA Working Group**

Another ICCA 2017 Congress Local Host Committee was held on 27<sup>th</sup> March at Prague Congress Centre.

## **APRIL**

### **April 3–5**

#### **PRESS trip for European journalists**

Prague Convention Bureau, together with its partners and members, organized a spring press trip for European MICE journalists. The three-day press trip held from Monday, 3<sup>rd</sup> April to Wednesday, 5<sup>th</sup> April, was attended by two foreign journalists representing French MICE Media Marketing Magazine and British Business Traveller magazine.

### **April 4–5**

#### **Site inspection for IAF/ILAC**

On Tuesday, 4<sup>th</sup> April, an inspection trip for the International Accreditation Forum (IAF) and the International Laboratory Accreditation Cooperation (ILAC), represented by their PCO ICMS, was held in order to present Prague as a suitable destination for some of the IAF/ILAC Joint Meetings taking place between 2018 – 2020. The client visited Corinthia Hotel Prague, Žofín Palace, National House of Vinohrady and Musée Grévin. PCB was represented at the site inspection by Michaela Baracová.

### **April 13**

#### **Ambassador Awards Evening 2017**

Prague Convention Bureau organized already eighth edition of the annual Ambassador Awards Evening ceremony. The gala evening took place on Thursday 13<sup>th</sup> April at the Residence of the Mayor of Prague, Ms. Adriana Krnáčová, who personally attended the ceremony and awarded the winners. The event was held with the support of the Ministry of Regional Development and the City of Prague.

### **April 19**

#### **General Assembly meeting**

The General Assembly of Prague Convention Bureau took place on Wednesday, 19<sup>th</sup> April in the premises of the Vienna House Diplomat Prague Hotel. The Assembly was attended by 37 subjects with the voting rights. The economic results of Prague Convention Bureau for 2016 and budget for 2017 were approved during the meeting.

**April 24**

**ICCA Working Group**

Another ICCA 2017 Congress Local Host Committee was held on 24<sup>th</sup> April at Prague Congress Centre.

**MAY**

**May 2–5**

**Site inspection for ICCA**

In week from 2<sup>nd</sup> to 5<sup>th</sup> May, a site inspection for the International Congress and Convention Association took place. The aim of the site inspection was to discuss the topics related to the 56<sup>th</sup> ICCA Congress that was organized by Prague Convention Bureau in cooperation with local partners in Prague from 12<sup>th</sup> to 15<sup>th</sup> November 2017. Site inspection took place mainly at the premises of the Prague Congress Centre, where the key part of the Congress was held including the educational seminars. Event departments of the ICCA had also a chance to visit the venues approved for the evening programmes, that took place at the historical as well as modern premises of the Žofín Palace, Forum Karlín and Industrial Palace. PCB was represented by Lucie Jalová (Landsmanová) and Roman Muška.

**May 10**

**Board of Directors meeting**

The next Prague Convention Bureau's Board Meeting was held at the Holiday Inn Prague Congress Centre Hotel, room A on Wednesday 10<sup>th</sup> May from 8:30 am.

**May 10–13**

**Pre-IMEX Fam Trip for Chinese buyers**

Prague Convention Bureau, in cooperation with MICE China, organized a fam trip for 9 buyers from China from 10<sup>th</sup> to 13<sup>th</sup> May. Three other participants were from the MICE China magazine. During the three-day program, participants had the opportunity to visit several PCB member hotels and venues. Our partners prepared a varied program for participants including a historic car or tram ride, a graffiti workshop at the Lennon's Walls, or a table mapping show with dinner, Photopoly teambuilding game, or a boat cruise on the Vltava River. The Prague Convention Bureau was represented by Barbora Skálová.

**May 13–15**

**Attendance of PCB at ICCA Association Expert Seminar 2017**

On 13<sup>th</sup> to 15<sup>th</sup> May, another seminar was held in Frankfurt, Germany, organized by the ICCA Association. The Prague Convention Bureau was represented by Tzveta Kambourova.

**May 16–18**

**Attendance of PCB at IMEX Frankfurt 2017**

Already 15<sup>th</sup> IMEX trade fair took place from 16<sup>th</sup> to 18<sup>th</sup> May in Frankfurt, Germany. The Prague booth, co-organized by Prague City Tourism, welcomed 308 hosted buyers and visitors mainly from the USA, UK, Germany, Russia, China and France. Prague Convention Bureau had 62 association and corporate meetings during the trade fair, which led to the 22 RFPs. Prague Convention Bureau also announced the winners of the #BridgetoPrague contest during the IMEX trade fair.

**May 19**

**Site inspection for Keller Williams Realty International**

On 19<sup>th</sup> May, a site inspection for the Keller Williams Realty International and ConferenceDirect representatives took place in Prague with the aim to introduce the city as a suitable destination for hosting an event for up to 600 pax in 2019. Apart from Prague, Berlin was also considered. The clients visited Hilton Prague, Corinthia Hotel Prague, Prague Congress Centre and Clarion Congress Hotel Prague. PCB has been represented by Barbora Skálová.

**May 24**

**Educational seminar „Green: The Colour of Future Meetings“**

The 6<sup>th</sup> edition of our Educational Seminar took place on Wednesday 24<sup>th</sup> May at the Prague Congress Centre. This year, the seminar “Green – The Colour of Future Meetings” was focused, as the name suggests, on the green meetings. We would like to thank all the speakers for sharing the best practice of other cities and venues and also to all attendees for the fruitful discussion!

**May 29**

**ICCA Working Group**

Another ICCA 2017 Congress Local Host Committee was held on 29<sup>th</sup> May at Prague Congress Centre.



## JUNE

### June 13–15

#### **Attendance of PCB at the Meetings Show 2017**

Last week, from 13<sup>th</sup> to 15<sup>th</sup> June, the Meetings Show international trade fair took place in London, focusing on the MICE and business travel segment. Prague Convention Bureau in cooperation with the CzechTourism agency, represented by the Czech Convention Bureau, together with the Prague Congress Centre and Sheraton Prague Charles Square Hotel – the PCB member entities presented Prague as an ideal congress destination. Prague Convention Bureau was represented by Barbora Skálová.

### June 19

#### **ICCA Working Group**

Another ICCA 2017 Congress Local Host Committee was held on 19<sup>th</sup> June at Prague Congress Centre.

### June 19–22

#### **Attendance of PCB at WEC 2017**

On 19<sup>th</sup> to 22<sup>nd</sup> June, representative of the Prague Convention Bureau in North America Martina Fundaro attended the World Education Congress 2017 of Meeting Professionals association (MPI) in Las Vegas. Mentor program, which Martina Fundaro co-founded 4 years ago at the Dallas Chapter of MPI, was awarded prestigious Rise Award, and she was honored during an award luncheon with 2,500 meeting professionals. During the event, she had the opportunity to visit 15 educational and networking events, and personally met more than 20 new clients.

### June 22

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

Next networking breakfast for PCB members was held at the Olšanka hotel (Táboritská Street 23/1000, Prague 3, 130 00) on Thursday, 22<sup>th</sup> June from 8:30 am. The breakfast was followed by training focused on the new CRM system extranet of PCB.

### June 24–25

#### **Attendance of PCB at MICE Workshopu in Bologna**

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 Bologna from 24<sup>th</sup> to 25<sup>th</sup> June. During the workshop, PCB met in total 15 buyers. There was also a networking section linked to the event. PCB was represented by Barbora Skálová.

### June 26–29

#### **Site inspection for ICA 2018**

A site inspection for representatives of the International Communication Association was held on 26<sup>th</sup> to 29<sup>th</sup> June. The Congress will take place on 24<sup>th</sup> to 28<sup>th</sup> May 2018, and Prague will be the host destination. The Prague Convention Bureau was represented by Tzveta Kambourova.

### June 29 – July 1

#### **Attendance of PCB at ICCA Association Meetings Programme 2017**

From 29<sup>th</sup> June to 1<sup>st</sup> July, the ICCA Association Meetings Program (AMP) was held in Fukuoka, Japan, which welcomed 140 ICCA members, including 23 international

associations. AMP offers participants the opportunity to share their experience and develop their skills in the field of candidatures, organization and promotion of international congresses and conferences. Prague Convention Bureau was represented by Michaela Baracová.

## JULY

### July 10–11

#### **Site inspection for CYTO 2018**

A site inspection for three representatives of the International Society for the Advancement of Cytometry (ISAC) and one representative of the Federation of American Societies for Experimental Biology (FASEB) organized by Prague Convention Bureau took place on 10<sup>th</sup> and 11<sup>th</sup> July. The international association ISAC has a confirmed six-day conference for 1,550 participants which will take place in the Prague Congress Centre in spring 2018. Organisational services for the conference will be provided by FASEB. ISAC and FASEB representatives visited the Prague Congress Centre, adjacent hotels and social venues suitable to hold their conference social events for 180 and 850 guests. Prague Convention Bureau was represented by Tzveta Morawski Kambourova.

### July 10–11

#### **Site inspection for TopFuel Conference 2018**

On 11<sup>th</sup> July Prague Convention Bureau organized a site inspection for a representative of the European Nuclear Society, who was looking for suitable location and venues for the TopFuel 2018 conference for 300 participants.

The client visited two conference hotels and four social event venues for the conference gala dinner. Prague was in competition with Helsinki. Prague Convention Bureau was represented by Michaela Baracová.

### **July 11–12**

#### **Site inspection for ASIS**

On 11<sup>th</sup> and 12<sup>th</sup> July, a site inspection for the representative of the European Bureau of the American Society for Industrial Security who was looking for a suitable destination and meeting premises for a 800-delegate conference - ASIS Europe in 2020. Prague Convention Bureau arranged site visits of suitable social venues for the conference gala reception. Prague was in competition with Brussels, Frankfurt and Barcelona. Prague Convention Bureau was represented by Tzveta Morawski Kambourova.

### **July 12**

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

The next Prague Convention Bureau's Board Meeting was held at the Clarion Congress Hotel Prague on Wednesday 12<sup>th</sup> July.

### **July 24**

#### **ICCA Working Group**

Another ICCA 2017 Congress Local Host Committee was held on 24<sup>th</sup> July at Prague Congress Centre.

### **July 25**

#### **Site inspection for INPACT 2018**

On 25<sup>th</sup> July Prague Convention Bureau organized a site inspection for a representative of Inpact Americas,

who was looking for suitable location and venues for the INPACT 2018 World Conference for 60 participants. The client visited five conference hotels and met with representatives of two DMCs. Prague was in competition with Budapest. Prague Convention Bureau was represented by Michaela Baracová.

## **AUGUST**

### **August 17–18**

#### **Site inspection for SIOPE**

An inspection site for representatives of the European Society for Pediatric Oncology was held on 17<sup>th</sup> to 18<sup>th</sup> August. Prague was chosen as the host destination, the Congress will held from 20<sup>th</sup> to 25<sup>th</sup> May 2019. Prague Convention Bureau was represented by Michaela Baracová.

### **August 21–23**

#### **Attendance of PCB at IncentiveWorks in Toronto**

On 22<sup>nd</sup> and 23<sup>rd</sup> of August, Prague Convention Bureau together with CzechTourism, Consulate General of the Czech Republic in Toronto, and three other Prague congress tourism stakeholders represented the destination at the IncentiveWorks trade show in Toronto, the largest MICE trade show in Canada. During the two days, North American representative of PCB met with 15 clients and received 8 potential inquiries for the destination. Thanks to the support of CzechTourism and the Consulate General of the Czech Republic in Toronto, the Czech Republic was one of the sponsors of the main networking event and was able to show a destination video for 1,000 attendees.

### **August 28**

#### **ICCA Working Group**

Another ICCA 2017 Congress Local Host Committee was held on 28<sup>th</sup> August at Prague Congress Centre.

### **August 31 – September 2**

#### **FAM trip for UK buyers**

Prague Convention Bureau organized a fam trip for 10 UK buyers between 31<sup>st</sup> August and 2<sup>nd</sup> September. Prague Convention Bureau together with our members and partners prepared a varied programme which included site visits of hotels and venues and wide-range of incentive activities – glass painting at the Manto Gallery, sightseeing boat cruise on the Vltava river, graffiti workshop at the Lennon Wall, old-timer car ride and many other. A B2B workshop, where buyers met the representatives of Prague hotels and event organizers, was also part of the fam trip. Prague Convention Bureau was represented by Barbora Skálová during the event.

## **SEPTEMBER**

### **September 6**

#### **Ambassador Program Action Group Meeting**

This year's third meeting of the BOD representatives - so-called action group was held on 6<sup>th</sup> September. The activities of the Ambassador Program due to take place before the end of this year were discussed, especially the lunch with patrons and partners of the Ambassador Program. The agenda included the topic of involvement of ambassadors in the ICCA Congress and AP activities in 2018, and also the presentation of PCB and KPMG economic studies.



## **September 20**

### **Board of Directors meeting**

Another BOD meeting took place on 20<sup>th</sup> September.

## **September 25**

### **ICCA Working Group**

Another ICCA 2017 Congress Local Host Committee was held on 25<sup>th</sup> September at Prague Congress Centre.

## **September 29**

### **Site inspection for Intel Solutions Summit 2018 – EMEA**

On Friday 29<sup>th</sup> September, Prague Convention Bureau organized a site inspection for representatives of Intel Corporation and Meetings & Incentives Worldwide from the United Kingdom, who were looking for suitable location and venues for the Intel Solutions Summit 2018 for more than 1,000 pax. The clients visited the Prague Congress Centre and six additional hotels. Prague was in competition with Hague. Prague Convention Bureau was represented by Barbora Skálová.

## **OCTOBER**

### **October 2–3**

#### **Site inspection for ICCA Congress 2017**

From 2<sup>nd</sup> to 3<sup>rd</sup> October, another site inspection for the ICCA association was held. The aim of the meeting was to finalize the details of the 56<sup>th</sup> ICCA Congress that took place in Prague from 12<sup>th</sup> to 15<sup>th</sup> November 2017. During the site inspection on the 2<sup>nd</sup> October, the record in the number of registered attendees was broken. The Prague Congress was welcome the largest

number of attendees in the 56 years of the Congress history. One of the goals Prague Convention Bureau set – to overcome the record – was met before the start of the Congress. Prague Convention Bureau was represented by Lucie Jalová (Landsmanová) and Roman Muška.

### **October 9–12**

#### **Attendance of PCB at IMEX America 2017**

Prague Convention Bureau attended international tradeshow IMEX America 2017 that took place from 10<sup>th</sup> to 12<sup>th</sup> October in Las Vegas. The total amount of 40 meetings resulted in 15 potential bids and requests, one of which - a corporate conference for 1,200 people - was confirmed for Prague. PCB also organized a breakfast with destination presentation for its members where 30 clients, especially from associations, were invited. Prague Convention Bureau was represented by Martina Fundaro.

### **October 11**

#### **Lunch with patrons of Ambassador Program and Board of Directors Meeting**

Last week, a meeting of Ambassador Program's Patrons was held. Goal of the program is to support organizers of international congresses and conferences in Prague. Important representatives of the academic sphere were among the invited guests. During the two-hour informal meeting, topics such as Prague Congress Centre's renovation, presentation of the study of the economic impact of the congress industry, summary of this year's activities and the plans for the 2018 were discussed. The meeting was also attended by Ondřej Špaček, KPMG, and

František Cipro, Head of the Department of Culture and Tourism at the Municipal Office of the City of Prague. PCB was represented by Roman Muška and Markéta Růtová.

### **October 16**

#### **Attendance of PCB at M&M Next Stop World Destination Milan**

Prague Convention Bureau together with the Italian office of the CzechTourism agency attended the MICE workshop focused on Italian clientele mainly of a corporate and incentive kind. The event took place in Milan on 16<sup>th</sup> October. In total, 31 Italian buyers participated, and PCB had 15 B2B meetings. A networking dinner was also linked to the event. PCB was represented by Barbora Skálová.

### **October 18**

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

The 3<sup>rd</sup> breakfast for members held in Hilton Old Town Prague.

### **October 19**

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

Prague Convention Bureau, in cooperation with its partners and the Department for International Cooperation of Academy of Sciences, organized a seminar on theme "Financial and Non-Financial Support for Organizers of International Congresses and Conferences in Prague", which took place on 19<sup>th</sup> October 2017 in the building of the Academy of Sciences of the Czech Republic.

## **October 23**

### **ICCA Working Group**

Another ICCA 2017 Congress Local Host Committee was held on 23<sup>th</sup> October at Prague Congress Centre.

## **NOVEMBER**

### **November 1**

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

Another BOD meeting took place on 1<sup>st</sup> November in Prague Convention Bureau Office.

### **November 6**

#### **ICCA Working Group**

The last ICCA 2017 Congress Local Host Committee was held on 6<sup>th</sup> November at Prague Congress Centre.

### **November 9–10**

#### **Attendance of PCB at UIA Roundtable Europe 2017**

On 10<sup>th</sup> November, the 11<sup>th</sup> Round Table Europe organized by the Union of International Associations, was held in Brussels. The event welcomed almost 200 delegates, out of whom two-thirds were representatives of international associations. UIA offers participants the opportunity to share their experience and develop their skills in the field of association management. Prague Convention Bureau was represented by Michaela Baracová.

### **November 12–15**

#### **ICCA Congress 2017 in Prague**

The 56<sup>th</sup> Congress of the International Congress and Convention Association - ICCA, organized by the Prague Convention Bureau, brought together 1,259 delegates

from 81 countries. Prague had a unique opportunity to present its congress services to the representatives of organizing agencies, associations, and destination management companies from around the world. In the years to come, the revenues from the events brought to Prague on their recommendation could reach up to several billion crowns. The ICCA Congress took place from 12<sup>th</sup> to 15<sup>th</sup> November at the Prague Congress Centre. Among others, the students of the Event Management study course at the University of Economics in Prague also took part in the Congress organization ensuring for smooth transport of the delegates to the Congress venues and their navigation. To promote Czech culture and traditions among the participants, the students also introduced their own projects. The Congress also offered the opportunity to support Czech charities, such as the Jedlička Institute Foundation and SOS Children's Villages. A total of 16,510 Euros (about 445,770 crowns) were raised during the Congress for support charitable organizations.

### **November 15–22**

#### **Site inspection for Sulphur World Symposium 2019**

Between 15<sup>th</sup> and 22<sup>nd</sup> November, site inspection was held for the Sulfur Institute representative for the Sulfur World Symposium 2019. The symposium was attended by 175 guests mostly from the United States. Prague as a destination succeeded in the shortlist, where it was together with Riga and Vienna. During the stay, a representative of the institute saw selected hotels and met local DMCs.

### **November 21**

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

The Networking Breakfast took place on 21<sup>st</sup> November at the Fashion Arena Prague Outlet (Zamenhofova Str. 440, Prague 10 – Štěrboholý). Guests obtained VIP DayPasses with special discounts.

### **November 22**

#### **Seminar for Charles University**

On Wednesday, 22<sup>nd</sup> November, 2017, the PCB Ambassador Program Seminar for the representatives of Charles University took place at Karolinum. Rector of the University professor Zima, who has his own experience with the organization of international congresses, appreciated the work of Prague Convention Bureau promoting the destination. The Seminar participants received a lot of information regarding the support provided by the PCB and the CzechConvention Bureau – a department of the CzechTourism agency. They showed a significant interest in the information on grants and promotional materials about the destination. PCB was represented by Roman Muška, Markéta Růtová, Michaela Baracová and Lucie Čapková.

### **November 26–28**

#### **Attendance of PCB at ICCA Forum for Young Professionals 2017**

Forum for Young Professionals took place from 26<sup>th</sup> to 28<sup>th</sup> November 2017 in Barcelona, Spain. The Forum is organized by International Congress and Convention Association (ICCA) and is attended by 35 young professionals every year, who have the opportunity to further develop their skills, share experiences and



network. More than 90 young professionals applied for the attendance at this year's forum. Besides the ICCA members, seven representatives of international associations participated in the event. Prague Convention Bureau was represented by Michaela Baracová.

#### **November 28**

##### **Attendance of PCB at the 3<sup>rd</sup> Annual Student Conference at University of Economics**

Prague Convention Bureau had a chance to present facts about MICE in Prague during the 3<sup>rd</sup> Annual Student Conference organised by University of Economics, VŠE, for students of TIO University of Applied Sciences, Holland. On Wednesday, 28<sup>th</sup> November, in the large cinema hall of Lucerna palace the students had a chance to listen to experienced MICE business representatives talking about their business or best practices. During the 20-minute presentation, Prague Convention Bureau had a chance to describe its main tasks, introduce Prague as a congress destination and present some highlights of recently finished ICCA Congress, including some information about the bidding process itself. Students of Prague's University of Economics held their own presentation about their unique event management project, and they provided information about what they oversaw and about the challenges they faced during ICCA. Prague Convention Bureau was represented by Lucie Čapková.

#### **November 28–30**

##### **Attendance of PCB at IBTM Barcelona 2017**

Prague City Tourism, in cooperation with the Prague Convention Bureau, represented the meeting Prague

at the ibtm world show once again. The show was held in Barcelona, Spain, from 28<sup>th</sup> to 30<sup>th</sup> November. Prague Convention Bureau held a total of 56 meetings (27 corporate and 29 association) during the show, resulting in 22 RFPs (10 corporate and 12 association).

#### **DECEMBER**

##### **December 6**

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

On 6<sup>th</sup> December, another Cocktail with Educational seminar for Ambassadors took place in Prague Congress Centre.

##### **December 13**

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

On 13<sup>th</sup> December, the last Board of Directors meeting of the year 2017 took place in V Zátíší restaurant.







## STATISTICS 2017 / BIDDING FOR PRAGUE, BIDDING TO WIN

### STATISTICS 2017

According to the statistics provided by 33 PCB members, 1,765 meetings with the average duration of 2.06 days were held in Prague in 2017. Almost 66% of them were corporate meetings, followed by incentive and other business meetings. Almost 76% of all events were meetings hosting 10-49 participants and 50-149 participants. Meetings with local participants (54%) prevailed over international events (46%). Most meeting participants came from the Czech Republic, United Kingdom, Germany, USA and France. The most frequent subjects of meetings were pharmacy, education and industry.

### POSITION IN THE ICCA RANKING

In 2017, Prague succeeded in the global competition and occupied the eighth place in the ranking of the most popular congress destinations that the International Congress and Convention Association (ICCA) compiles every year. Prague moved three positions up since 2016 and ranked among the world's TOP 10 meeting destinations such as Barcelona, Paris, Vienna, London and Singapore.

### BIDDING FOR PRAGUE, BIDDING TO WIN!

Last year was moderately successful for Prague in terms of the number of confirmed events. Due to Prague Convention Bureau's activities 54 congresses, conferences and other events were confirmed to Prague, altogether hosting more than 13.5 thousand delegates and generating over 41 thousand roomnights. These include both corporate and international association congresses and conferences.

### TOP 10 CITY RANKING BY NUMBER OF MEETINGS ORGANISED IN 2017

RANK	CITY	# MEETINGS
1	Barcelona	195
2	Paris	190
	Vienna	190
4	Berlin	185
5	London	177
6	Singapore	160
7	Madrid	153
8	<b>Prague</b>	<b>151</b>
9	Lisbon	149
10	Seoul	142

### SOME CONGRESSES AND EVENTS WON IN 2017

NAME OF EVENT	DATE OF EVENT	ESTIMATED NUMBER OF PARTICIPANTS
<b>EACPT 2017</b>	2017	800
<b>IETF104 - Europe</b>	2019	1,400
<b>International Conference on High Energy Physics -ICHEP</b>	2020	1,200
<b>Gala dinner EVRSC 2018</b>	2018	900
<b>Intel Solutions Summit 2018 - EMEA</b>	2018	1,100
<b>Global Partner Summit 2018</b>	2018	700
<b>Joint meeting of ICCVS and WANS</b>	2018	500
<b>Leibniz Institute for Zoo and Wildlife Research</b>	2018	550



## SALES AND MARKETING ACTIVITIES

### TRADE FAIRS, FAM AND PRESS TRIPS

In 2017, Prague Convention Bureau attended, organized or participated in 30 sales and marketing events on which they spent the total of 61 days.

TYP AKCE	2013	2014	2015	2016	2017
Fairs/ Forums	7	6	5	5	6
Workshops	7	11	15	12	13
Sales Trips	6	1	3	2	3
Fam Trips	2	4	2	2	2
Press Trips	5	3	3	2	2
Educational Conferences/ Congresses	6	5	5	5	4



## 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, their striving for the candidatures and organization of international congresses in Prague.
- The program presents the incentive support, both financial and non-financial, provided to the organizers of international congresses and conferences in Prague in cooperation with program partners.

### GOALS OF THE 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.
- Link the commercial sector experts.

### PARTNERS OF THE PROGRAM

- CzechTourism/Czech Convention Bureau,
- Letiště Praha,
- Akademie věd ČR,
- Univerzita Karlova,
- Prague City Tourism,
- České vysoké učení technické,
- Ministerstvo pro místní rozvoj,
- Magistrát hl. m. Prahy.

### ACTIVITIES REALIZED IN 2017

<b>March</b>	Seminar for Charles University representatives
<b>April</b>	Ambassador Awards Evening – gala evening with the awards for congress ambassadors
<b>September</b>	Action Group Meeting
<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 Seminar for Charles University representatives
<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.
- Prof. MUDr. Karel Cvachovec, CSc., MBA



The Prague Convention Bureau, last year, assumed the organization of the so-called congress of congresses of the international association of ICCA. The 56th annual Congress of the Association was held in Prague on 12-15 November 2017. In Prague, a record number of 1264 meetings industry experts from 79 countries met.

More than 40 local subjects worked together to prepare the congress. The engagement of various subjects was wide-ranging: the City of Prague, CzechTourism, the Czech Convention Bureau, the reconstructed Prague Congress Center, Václav Havel Airport, Prague hotels, catering suppliers, technical equipment, DMC / PCO companies, transport companies and others were extensively involved. During the ICCA congress, we supported three charity projects, including the Jedlička Institute Foundation, SOS Children's Villages and The Tap Tap. The projects were supported both by means of finance (total € 16,510) and marketing.

The University of Economics in Prague also participated in the Congress organization. Students of the Event Management had the opportunity to participate in the final preparations and the Congress itself. Their main task was to navigate the transfers of the delegates from individual venues using interactive elements representing Czech culture and tradition. This project was a great success, the delegates, appreciated its interactivity and networking with local students.

The purpose of the Congress was not only educational. Its aim was also to inspire the participants. For the first time in the ICCA Congresses history, the delegates had

the opportunity to sign up for a running race to support one of the charities. They also attended themed social evenings in historical and modern venues of Prague, admiring inspirational trends, the visual elements or the Congress design, the whole #BridgetoPrague marketing campaign, or the use of interior drones during the conference.

The Congress delegates also had the opportunity to get to know Prague and regions of the Czech Republic better. For example, the Prague Convention Bureau organized inspirational seminars at the Vysehrad casemates, or DIY tour ("do it yourself") in the Old and the New Town. They could also visit the regions of the Czech Republic and discover other areas.

The aim of the congress was to show and present Prague as a world-class meetings destination to all the industry professionals. According to feedback from the delegates and the ICCA management, the congress was one of the most successful events, and Prague was rated with more than 90% recommendations for the business events destination. Thanks to this congress, Prague may expect a growth of demand and a subsequent revenue from the international events, which can reach up to several billion crowns in the coming years. Prague Convention Bureau also predicted this on the basis of the KMPG economic impact study for the congress. The Prague Convention Bureau thanks all sponsors, partners and volunteers who participated in the ICCA Prague 2017 Congress: we appreciate your cooperation very much!





## OVERVIEW OF PARTICIPATION IN EVENTS

DATE	EVENT	CITY
January 17–19	Conventa 2017	Ljubljana, Slovenia
March 5–7	MCE CEE	Riga, Latvia
March 22	Seminar for Charles University representatives	Prague, Czech Republic
March 23–24	5th Conference of AIPCO	Naas, Ireland
April 3–5	Press trip for European journalists	Prague, Czech Republic
April 13	Ambassador Awards Evening 2017	Prague, Czech Republic
May 10–13	Pre-IMEX Fam Trip for Chinese Buyers	Prague, Czech Republic
May 13–15	ICCA Association Expert Seminar 2017	Frankfurt, Germany
May 16–18	IMEX Frankfurt 2017	Frankfurt, Germany
May 24	Educational Seminar „Green: The Colour of Future Meetings“	Prague, Czech Republic
May 13–15	The Meeting Show 2017	London, Great Britain
June 19–22	WEC 2017	Las Vegas, USA
June 24–25	MICE Workshop	Bologna, Italy
June 29 – July 1	ICCA Association Meetings Programme 2017	Fukuoka, Japan
August 21–23	IncentiveWorks 2017	Toronto, Canada
August 31 – September 2	Fam Trip for UK Buyers	Prague, Czech Republic
October 9–12	IMEX USA 2017	Las Vegas, USA
October 16	M&M Next Stop World Destination	Milano, Italy
October 19	Seminar for Academy of Science representatives	Prague, Czech Republic
November 10	UIA Roundtable Europe 2017	Brussel, Belgium
November 12–15	ICCA Congress 2017	Prague, Czech Republic
November 22	Seminar for Charles University representatives	Prague, Czech Republic
November 26–28	ICCA Forum for Young Professionals 2017	Barcelona, Spain
November 28	3rd Student Conference at University of Economics	Prague, Czech Republic
November 28–30	ibtm world Barcelona	Barcelona, Spain
December 6	Seminar for Ambassadors	Prague, Czech Republic
December 6	Advent Cocktail for Ambassadors	Prague, Czech Republic



## SITE INSPECTIONS / STATISTICAL OVERVIEW OF SALES ACTIVITIES

### SITE INSPECTIONS

In 2017, PCB realized 14 site inspections for clients with whom they spent the total of 34 days.

DATE	NAME OF CLIENT
January 30 – February 1	International Society for the Advancement of Cytometry (CYTO 2018)
March 17	Intracon Spain
April 4–5	IAF/ILAC
May 2–5	ICCA
May 19	Keller Williams Realty International
June 26–29	International Communication Association
July 10–11	CYTO 2018

DATE	NAME OF CLIENT
July 10–11	TopFuel Conference 2018
July 11–12	ASIS
July 25	INPACT 2018
August 17–18	European Society for Pediatric Oncology
September 29	Intel Solutions Summit 2018 - EMEA
October 2–3	ICCA
November 15–22	Sulphur World Symposium 2019

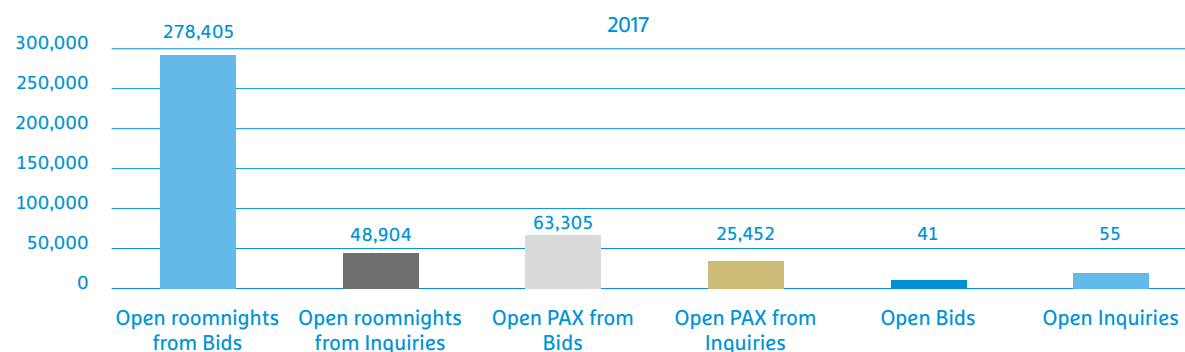
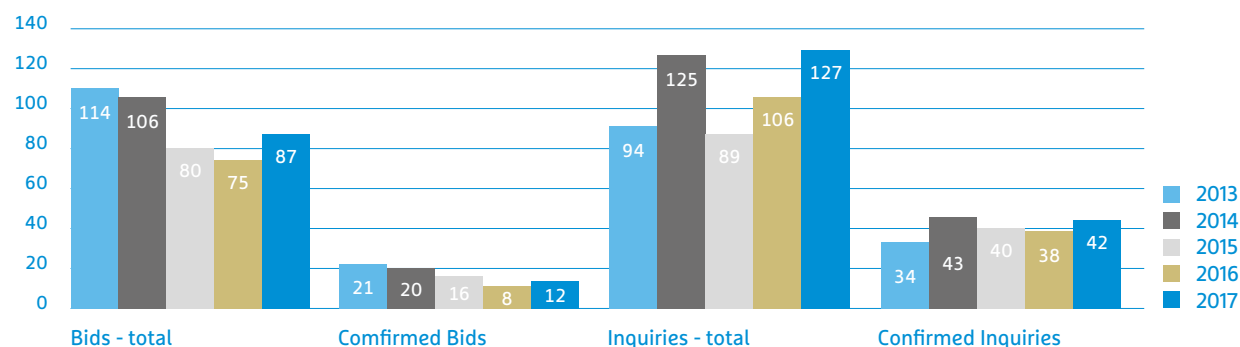
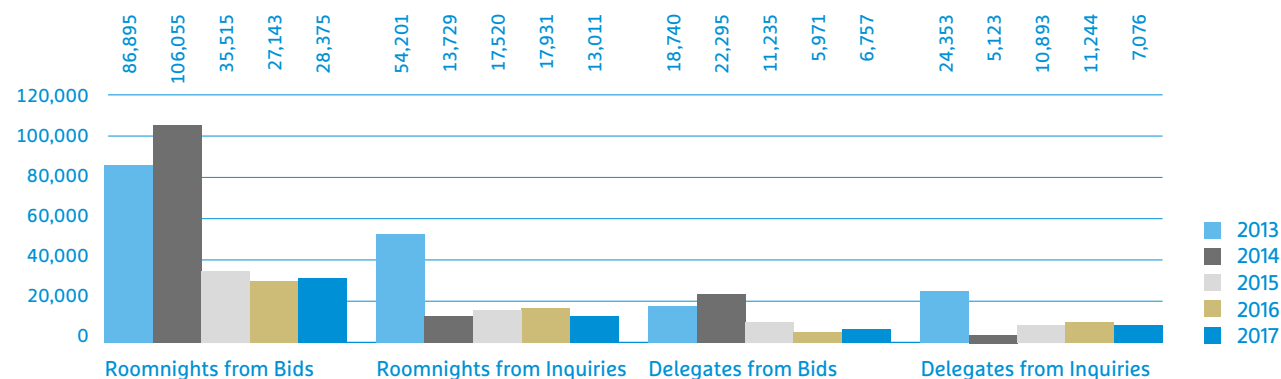
## SITE INSPECTIONS / STATISTICAL OVERVIEW OF SALES ACTIVITIES

### STATISTICAL SUMMARY OF PROJECT MANAGEMENT ACTIVITIES

Total number of updated contacts in the database	18,960
Total number of inquiries	127
Total number of confirmed inquiries	42
Total number of inquiries still TBD	55
Total number of roomnights in MICE and corporate segments*	13,011
Total number of bids	87
Total number of confirmed bids	12
Total number of bids still TBD	41
Total number of roomnights in association segment*:	28,375

PCB received and processed 64 applications for administrative support and mediation of public transport tickets for free.

\* Generated and assisted roomnights







## MARKETING TOOLS

### 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.

### Updated destination presentation of Prague

During 2017, we updated our destination presentation of Prague, reflecting the latest changes that took place in Prague congress industry. Destination presentation of Prague, which was presented in up-to-date graphic form, for the first time at the IMEX Frankfurt in 2015, is available for downloads on the PCB website, in the section "Promo materials".

### Updated Prague Meeting Planner's Guide mobile app

During 2017, we updated the Prague Meeting Planner's Guide mobile application, created in cooperation with the C.O.T. media publishing, WMP World Media Partners company and with the support of the Prague City Tourism. The app, launched during the second half of June 2016, helps 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 for 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 company (DMC) and other providers of ancillary services. The application can be downloaded in the appropriate app store via QR code and content of the application is also available on the <http://guide.pragueconvention.cz/> website. The application was downloaded 2,680 times in 2017.



### Profile of Meeting Prague on the Slovenian Congress Magazine website

In April 2017, we co-operated with the Slovenian Congress MICE Magazine, and launched the profile of Prague's meeting industry at <http://kongres-magazine.eu/prague-convention-bureau/>. This profile regularly publishes up to 4 news a month, which are related to Prague's meetings industry and the subjects operating in the industry.

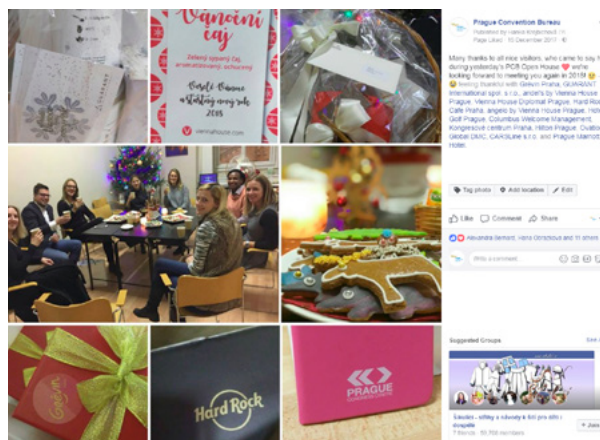
### Magazine Prague Congress

At the beginning of June 2017, "Praha Kongresová" Magazine was published, which we produced in cooperation with the Economia Media House and R Media Company. The 24+4 pages magazine was distributed at the newsstands and directly to the subscribers as a supplement of the Hospodářské noviny daily newspaper. The overall magazine print run was 33,000 pieces. Returned copies are available at the Prague Convention Bureau for further distribution as information brochures and promotional materials.





Marketing communication focused mainly on international MICE media in 2017 and used the following instruments: regular distribution of press releases, e-newsletters, direct communication with journalists and collaboration on articles about Prague as a congress destination. Significant share in the Prague Convention Bureau media promotion on local and foreign markets was assumed by the social media—mainly Twitter, Facebook, LinkedIn and Instagram. Part of the communication on the local market was carried out in the media partnership with C. O. T. Publishing and in the regular column in the C. O. T. Business magazine. The total value of media outlets was estimated at **19.6 mil. CZK**.

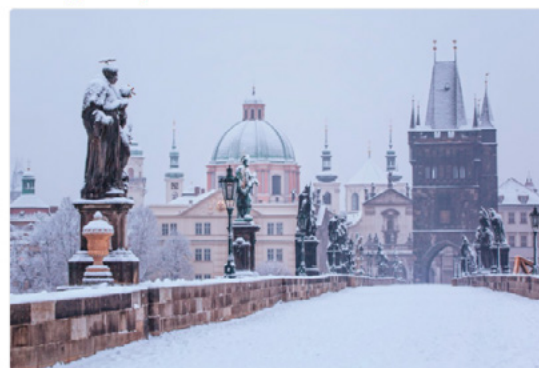


### LISTING OF ALL MARKETING COMMUNICATION OUTPUTS

Czech E-Newsletters	12
English E-Newsletters	6
Press Releases	6
PR Articles	369 (216 international, 153 domestic)
Advertisements	10
Press Conference	2

**Prague CVB**  
@PragueConBureau

Discover **#Prague #MICE** offer, **#eventprofs!**  
243 venues available for up to 169,000 people! **@ibtmworld #ibtm2017 #PragueInSpires**



2:49 PM - 28 Nov 2017

6 Retweets 12 Likes



Newsletter of Prague Convention Bureau

**APRIL 2017**

**PCB's future events**

**Visit Prague Stand G340 at the IMEX in Frankfurt**



The 15th year of the IMEX trade fair, focused on incentive and congress tourism, will be held from 16th to 18th May 2017 in Frankfurt, Germany. Prague Convention Bureau will represent meeting industry of Prague again at the stand of Prague number G340. Looking forward to meeting you there!  
[More >](#)

**What is happening in Prague**

**Prague Welcomed the Largest Number of Events Over the Past Decade**



According to the Czech Statistical Office data, Prague welcomed 4,426 conferences in the collective accommodation establishments in 2016 which is one-third of all events held in the Czech Republic. It is an increase of 5.7% compared to 2015, and it also is the largest number of events since 2006. The 2016 conferences organized in Prague attracted 541,412 delegates.  
[More >](#)



**Did you know that...**

**... Registration for the ICCA Congress is Now Open**



The registration for the 56th Congress of the International Congress and Convention Association (ICCA), that will be held from 12th to 15th November 2017 in Prague, has been opened in the end of March.  
[More >](#)



## 27

## OVERVIEW OF ADVERTISING IN 2017

### OVERVIEW OF ADVERTISING

#### List of Advertising in 2017

##### International

- Boardroom (online PR article)
- C&IT (printed presentation)
- Conventa Magazine (printed presentation)
- Headquarters (mention in editorial)
- Headquarters (printed presentation)
- Meetings International (printed presentation)
- Verbändereport (printed presentation)

##### Local

- Special edition of Economia – „Praha Kongresová“ (Special edition printed guide)
- Profit (printed PR article + mention in editorial)
- Všudybyl (printed presentation)

### LIST OF MEDIA THAT RELEASED ARTICLES ON

#### PRAGUE BASED ON PCB'S OUTPUTS IN 2017

##### DOMESTIC

Aktualne.cz  
Archiweb.cz  
Blesk.cz  
BusinessInfo.cz  
Český rozhlas  
CIA news (Česká informacní agentura)  
COT Business  
CTK  
CzechTourism  
denik.cz  
E15.cz  
Euro  
Euro.cz  
event-promotion.cz  
e-vsudybyl.cz  
Faxmagazin.cz  
FeedIT.cz  
Finance.cz  
Firemniakce.cz  
Gastro & Hotel  
Gastroahotel.cz web  
Horekawebsite.cz  
Hospodářské noviny

icot.cz  
iDNES.cz  
iProsperita.cz  
Lidové noviny  
MAM - Marketing&Media  
Marketing Sales Media  
MF DNES  
Prague Events Calendar  
Prazskenovinky.cz  
Pražský patriot  
Profit  
Prvnizpravy.cz  
Roklen24  
Rozhlas.cz  
RTV+  
Studia Turistica  
Svet Horeca  
SvetHG.cz  
Tribune.cz  
TTG  
ttg.cz  
Týden.cz  
Všudybyl  
Zpravodaj COT Business

## OVERVIEW OF ADVERTISING IN 2017

### INTERNATIONAL

4-traders.com

Argophilia Travel News

Association Meetings International (AMI)

Between Business Travel Magazine

BetweenBusiness.Travel

Boardroom

Boardroom.digital

Business Events News

Business Traveller

C&IT Haymarket E-newsletter

CIM - Conference & Incentive Management

CIM Newsbytes

CIMmagazine.com

Cimunity.com

citmagazine.com

Conference + Meetings World (CMW)

Conference and Incentive Travel Magazine (C&IT)

ConventionPlanit.com

Council on Czech Competitiveness

Daytrip.tv

EME Outlook

Enited Company Blog

ETB travel news

"eTurboNews.com

eventoplus.com

Eventos Magazine

EventReport.it

Focus on Travel News

Focus on Travel News e-newsletter

Global Travel Media

GMIportal.com

HeadQuartersmagazine EMEA

I&MI - Newsflash

IBTM Show Daily

ICCAworld.com

IMEX Daily Paper

Incentive Travel & Corporate Meetings (ITCM)

Intellectual Capitals

International Meetings Review

International Meetings Review Newsletter

intravelreport.blogspot.com

Kongres - Central and South East Europe Meetings Industry Magazine

Kongres Magazine Newsletter

kongres-magazine.eu

LivvysTravel.com

MagnetPress

MasterMeeting.it

Meeting e Congressi

Meeting Media Group

Meeting Media Newsletter

MeetingMagazine.nl

Meetings & Conventions Asia website

Meetings International

Meetings.Travel

mep - Marketing Event Praxis

MICE & TOURISM Around The World

MICE Breaking News

Mice Central & Eastern Europe

MICE China

MICE INDIA

Mice Industry News

Mice Media Marketing

MICE Poland

MICE&more

mice-cee.com

mice-contact

NegociosyConvenciones.com

Newsdog.today

padraicino.com

Punto MICE

RusTourismNews.com

SeeBTM.com

The Iceberg

The PCO (IAPCO)

tmf dialogue marketing

TourExpi.com

Tourism Line

Travel Daily News International

Travel Weekly China

travelandtourworld.com

TravelArise.com

TravellingAlong.com

TravelTradeDaily.com

Turizmus Panorama

TW TagungsWirtschaft

tw-media.com

Verbändereport -Fachinformationsdienst für die Führungskräfte der Verbände

WaszaTurystyka.pl

WNCtraveler.com

World Tourism Cities Federation (WTCF)

Xenios Tourism & Business Travel E-Magazine

XeniosWorld.com



## MEMBERSHIP / EVENTS WITH PCB MEMBERS / SPECIAL EVENTS

### MEMBERSHIP

In 2017, the number of PCB members slightly increased, we welcomed 8 new members. The membership base was formed by 62 members - 14 being Platinum, 31 Gold and 17 Silver. Within the member categories, the largest group was formed by hotels (26 members), meeting organizers (17 members), convention centres and venues (5 members), catering and restaurants (5 members) and other services (9 members).

### EVENTS WITH PCB MEMBERS

In 2017, 8 regular meetings of PCB's Board of Directors were held. Moreover, the General Annual Assembly was held and subsequently 4 networking breakfasts with all PCB members and the Christmas get-together event.

### SPECIAL EVENTS

- International Educational Seminar " Green: The Colour of Future Meetings "
- Ambassador Awards Evening
- Breakfast for Ambassadors
- Christmas Get-Together "Open House"
- Workshop „Social Media“ in cooperation with Soolnua







## ECONOMIC RESULT FOR THE YEAR 2017

### BUDGET

In 2017 we observed a significant increase in total turnover of the Prague Convention Bureau. This is, above all, due to the fact that the turnover of the International Congress of ICCA, whose organizer was the Prague Convention Bureau and which amounted to **CZK 17,363,214**, was included in the total PCB turnover. Without the ICCA Congress-related turnover, the standard PCB budget was at the same level as the budget for the previous year and amounted to about 9 million crowns. As far as the income part is concerned, we have managed to increase revenues from the membership and marketing fees by almost **CZK 500,000**. As the 3-year contract with Prague City Tourism had ended in the first half of the year, the remaining contractual amounts were received. In the second half of the year, we managed to obtain new funding for the next 36 months through a tender launched by the Prague City Hall. During the 4th quarter, when the contract with the City Hall was signed, we received almost **CZK 2.6 million**. Total PCB performance ended in a modest profit of **CZK 18,023**.

### BUDGET 2017 – OVERVIEW IN CZK

<b>Income (excl. VAT)</b>	<b>26,376,276</b>
bership and marketing fees	3,817,800
CzechTourism/CzCB	397,355
Sponsorship	538,716
Prague City Tourism (The City of Prague) 2014–2017	748,950
The City of Prague 2017–2020	2,596,000
Project management	835,324
ICCA	17,363,214
Other income	78,117
<b>Expenditures</b>	<b>26,358,253</b>
HR	4,192,859
Administration	653,565
Marketing	772,583
Project management	3,115,034
Membership	256,998
ICCA	17,363,214
Other	4,000
<b>Profit/Loss</b>	<b>18,023</b>



Starting in 2018, the membership categories were revised, adjusted and the marketing fees were modified. The changes should make the membership structure more transparent and, at the same time, simplify some of the internal processes.

The year 2018 will be significant for the Prague Convention Bureau as it is the year of its 10<sup>th</sup> anniversary. Together with the anniversary celebrations, we plan a number of marketing activities, including the launch of a new PCB site.

In 2018, we also await the election of the new Board of Directors and the Prague Convention Bureau with a mandate for the next three years. We firmly believe that the newly elected Board of Directors will not only continue to set the long-term goals of the PCB but also bring new visions and ideas for the Prague Congress Industry to move further.

Even for the coming years, we expect the Prague Convention Bureau to move towards its long-term strategic goals, their three main pillars being:

- 1. Build the image of Prague as the world's TOP MICE destination**
- 2. Increase the number of international MICE events held in Prague**
- 3. Raise awareness of the of Prague congress industry at the national level**

## OUR PARTNERS / MEMBERSHIPS

### OUR PARTNERS



### OUR MEMBERSHIPS



### MEDIA PARTNERS

