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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 56th 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 Žídek  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

Revision Committee Members
Jan Kubinec
Karolína Semecká

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 Krejžichová  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

Employees on Maternity Leave
Barbora Skálová  from 12/2017
Lucie Jalová  from 02/2018

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
- **January 11**: Board of Directors meeting
- **January 17–19**: Attendance of PCB at Conventa 2017
- **January 23**: ICCA Working Group
- **January 30**: Meeting with PCB members about the MICE Studies Development at the University of Economics (VSE)
- **January 30 – February 1**: Site inspection for International Society for the Advancement of February 1 Cytometry (CYTO 2018)

### FEBRUARY
- **February 15**: A training on statistical data input and work with CRM system
- **February 23**: Networking breakfast with PCB members
- **February 23**: PCB Social Media Workshop
  - Hard Rock Café
- **February 27**: ICCA Working Group

### MARCH
- **March 5–7**: Attendance of PCB at MCE CEE
- **March 8**: Board of Directors meeting
- **March 17**: Site inspection for Intracon Spain
- **March 22**: Seminar for Charles University
- **March 23**: A training on statistical data input and work with CRM system
- **March 23**: Attendance of PCB at MPI Tech Summit
- **March 23–24**: Attendance of PCB at 5th Conference of AIPCO
- **March 27**: ICCA Working Group
- **March 30**: Attendance of PCB at SITE Texas Chapter Meeting
- **April 3–5**: PRESS trip for European journalists
- **April 4–5**: Site inspection for IAF/ILAC
- **April 13**: Ambassador Awards Evening 2017
- **April 19**: General Assembly meeting
- **April 24**: ICCA Working Group
- **April 27**: Attendance of PCB at 15th Annual CMM/CMP Brunch

### APRIL
- **May 2–5**: Site inspection for ICCA
- **May 10**: Board of Directors meeting
- **May 10–13**: Pre-IMEX Fam Trip for Chinese buyers
- **May 13–15**: Attendance of PCB at ICCA Association Expert Seminar 2017
- **May 16–18**: Attendance of PCB at IMEX Frankfurt 2017
- **May 19**: Site inspection for Keller Williams Realty International
- **May 24**: Educational seminar „Green: The Colour of Future Meetings“
- **May 25**: Attendance of PCB at MPI May Chapter Experience
- **May 29**: ICCA Working Group

### MAY
- **June 5**: Attendance of PCB at SITE Texas June meeting
- **June 13–15**: Attendance of PCB at The Meetings Show 2017
- **June 19**: ICCA Working Group
- **June 19–22**: Attendance of PCB at WEC 2017
- **June 22**: Networking breakfast with PCB members
- **June 22**: Attendance of PCB at Awards of Excellence Gala
- **June 24–25**: Attendance of PCB at MICE Workshop in Bologna
- **June 26–29**: Site inspection for ICA 2018
- **June 29 – July 1**: Attendance of PCB at ICCA Association Meetings Programme 2017
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<td>November 28–30</td>
<td>Attendance of PCB at IBTM Barcelona 2017</td>
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JANUARY

January 11
Board of Directors meeting
On 11th January the first 2017 Board of Directors meeting took place.

January 17–19
Attendance of PCB at Conventa 2017
The 9th year of the Conventa 2017 MICE fair trade took place from 18th to 19th 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 23rd January at Prague Congress Centre.

January 30
Meeting with PCB members about the MICE Studies Development at the University of Economics (VSE)
On 30th 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 30th January to 1st 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 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 25th 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 23rd 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 27th 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 5th to 7th 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 8th March, this year second Board of Directors meeting took place.

Prague Convention Bureau
March 17
Site inspection for Intracon Spain
On Friday, 17th 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, 22nd 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 23rd 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 23rd to 24th 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 56th ICCA Congress that will be held from 12th to 15th November 2017.

March 27
ICCA Working Group
Another ICCA 2017 Congress Local Host Committee was held on 27th 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, 3rd April to Wednesday, 5th 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, 4th 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 13th 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, 19th 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 24th April at Prague Congress Centre.

May

May 2–5
Site inspection for ICCA
In week from 2nd to 5th 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 56th ICCA Congress that was organized by Prague Convention Bureau in cooperation with local partners in Prague from 12th to 15th 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 Karlin 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 10th 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 10th to 13th 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 13th to 15th 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 15th IMEX trade fair took place from 16th to 18th 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 19th 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 6th edition of our Educational Seminar took place on Wednesday 24th 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 29th May at Prague Congress Centre.
JUNE

June 13–15
Attendance of PCB at the Meetings Show 2017
Last week, from 13th to 15th 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 19th June at Prague Congress Centre.

June 19–22
Attendance of PCB at WEC 2017
On 19th to 22nd 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 Olsánka hotel (Táboritská Street 23/1000, Prague 3, 130 00) on Thursday, 22nd 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 24th to 25th 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 26th to 29th June. The Congress will take place on 24th to 28th May 2018, and Prague will be the host destination. The Prague Convention Bureau was represented by Tzveta Kambourova.

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 10th and 11th 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 11th 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 11th and 12th 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 12th July.

**July 24**

**ICCA Working Group**

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

**July 25**

**Site inspection for INPACT 2018**

On 25th 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 17th to 18th August. Prague was chosen as the host destination, the Congress will held from 20th to 25th May 2019. Prague Convention Bureau was represented by Michaela Baracová.

**August 21–23**

**Attendance of PCB at IncentiveWorks in Toronto**

On 22nd and 23rd 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.

**SEPTEMBER**

**September 6**

**Ambassador Program Action Group Meeting**

This year’s third meeting of the BOD representatives - so-called action group was held on 6th 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.

**August 28**

**ICCA Working Group**

Another ICCA 2017 Congress Local Host Committee was held on 28th 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 31st August and 2nd 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 20
Board of Directors meeting
Another BOD meeting took place on 20th September.

September 25
ICCA Working Group
Another ICCA 2017 Congress Local Host Committee was held on 25th September at Prague Congress Centre.

September 29
Site inspection for Intel Solutions Summit 2018 – EMEA
On Friday 29th 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 2nd to 3rd October, another site inspection for the ICCA association was held. The aim of the meeting was to finalize the details of the 56th ICCA Congress that took place in Prague from 12th to 15th November 2017. During the site inspection on the 2nd 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 10th to 12th 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 16th 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 3rd 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 19th 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 23th October at Prague Congress Centre.

November 1
Board of Directors meeting
Another BOD meeting took place on 1st November in Prague Convention Bureau Office.

November 6
ICCA Working Group
The last ICCA 2017 Congress Local Host Committee was held on 6th November at Prague Congress Centre.

November 9–10
Attendance of PCB at UIA Roundtable Europe 2017
On 10th November, the 11th 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 56th 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 12th to 15th 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 15th and 22nd 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 21st November at the Fashion Arena Prague Outlet (Zamenhofova Str. 440, Prague 10 – Štěrboholy). Guests obtained VIP DayPasses with special discounts.

November 22
Seminar for Charles University
On Wednesday, 22nd 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 26th to 28th 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 3rd Annual Student Conference at University of Economics  
Prague Convention Bureau had a chance to present facts about MICE in Prague during the 3rd Annual Student Conference organised by University of Economics, VŠE, for students of TIO University of Applied Sciences, Holland. On Wednesday, 28th 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 28th to 30th 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 6th December, another Coctail with Educational seminar for Ambassadors took place in Prague Congress Centre.

December 13  
Board of Directors meeting  
On 13th December, the last Board of Directors meeting of the year 2017 took place in V Zátiší restaurant.
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.

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.

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

<table>
<thead>
<tr>
<th>RANK</th>
<th>CITY</th>
<th># MEETINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Barcelona</td>
<td>195</td>
</tr>
<tr>
<td>2</td>
<td>Paris</td>
<td>190</td>
</tr>
<tr>
<td>3</td>
<td>Vienna</td>
<td>190</td>
</tr>
<tr>
<td>4</td>
<td>Berlin</td>
<td>185</td>
</tr>
<tr>
<td>5</td>
<td>London</td>
<td>177</td>
</tr>
<tr>
<td>6</td>
<td>Singapore</td>
<td>160</td>
</tr>
<tr>
<td>7</td>
<td>Madrid</td>
<td>153</td>
</tr>
<tr>
<td>8</td>
<td>Prague</td>
<td>151</td>
</tr>
<tr>
<td>9</td>
<td>Lisbon</td>
<td>149</td>
</tr>
<tr>
<td>10</td>
<td>Seoul</td>
<td>142</td>
</tr>
</tbody>
</table>

### BIDDING FOR PRAGUE, BIDDING TO WIN!

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

<table>
<thead>
<tr>
<th>Type of Event</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fairs/ Forums</td>
<td>7</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Workshops</td>
<td>7</td>
<td>11</td>
<td>15</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>Sales Trips</td>
<td>6</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Fam Trips</td>
<td>2</td>
<td>4</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Press Trips</td>
<td>5</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Educational</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Conferences/</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Congresses</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Month</th>
<th>Activity Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Seminar for Charles University representatives</td>
</tr>
<tr>
<td>April</td>
<td>Ambassador Awards Evening – gala evening with the awards for congress ambassadors</td>
</tr>
<tr>
<td>September</td>
<td>Action Group Meeting</td>
</tr>
<tr>
<td>October</td>
<td>Seminar for representatives of the Academy of Sciences of the Czech Republic</td>
</tr>
<tr>
<td>November</td>
<td>Lunch with partners and patrons of Ambassador Program</td>
</tr>
<tr>
<td>December</td>
<td>Seminar for Charles University representatives</td>
</tr>
<tr>
<td></td>
<td>Advent cocktail and seminar for congress ambassadors</td>
</tr>
</tbody>
</table>

PATRONS OF THE PROGRAM
– Prof. MUDr. Jana Hercogová, CSc.
– Prof. RNDr. Václav Pačes, DrSc.
– Prof. MUDr. Eva Syková, DrSc., FCMA
– Prof. MUDr. Vladimír Tesář, 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

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

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

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

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

<table>
<thead>
<tr>
<th>Czech E-Newsletters</th>
<th>12</th>
</tr>
</thead>
<tbody>
<tr>
<td>English E-Newsletters</td>
<td>6</td>
</tr>
<tr>
<td>Press Releases</td>
<td>6</td>
</tr>
<tr>
<td>PR Articles</td>
<td>369 (216 international, 153 domestic)</td>
</tr>
<tr>
<td>Advertisements</td>
<td>10</td>
</tr>
<tr>
<td>Press Conference</td>
<td>2</td>
</tr>
</tbody>
</table>
OVERVIEW OF 2017 ADVERTISING /
OVERVIEW OF MEDIA THAT RELEASED ARTICLES ABOUT PRAGUE BASED ON PCB’S OUTPUTS IN 2017
OVERVIEW OF ADVERTISING IN 2017

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

<table>
<thead>
<tr>
<th>DOMESTIC</th>
<th>icot.cz</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aktualne.cz</td>
<td>iDNES.cz</td>
</tr>
<tr>
<td>Archiweb.cz</td>
<td>iProsperita.cz</td>
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<tr>
<td>Blesk.cz</td>
<td>Lidové noviny</td>
</tr>
<tr>
<td>Businessinfo.cz</td>
<td>MAM - Marketing&amp;Media</td>
</tr>
<tr>
<td>Ceský rozhlas</td>
<td>Marketing Sales Media</td>
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<tr>
<td>CTA news (Ceska informacni agentura)</td>
<td>MF DNES</td>
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<tr>
<td>COT Business</td>
<td>Prague Events Calendar</td>
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<tr>
<td>CTK</td>
<td>Prazenovinky.cz</td>
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<td>CzechTourism</td>
<td>Prajsky patriot</td>
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<td>denik.cz</td>
<td>Profit</td>
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<tr>
<td>E15.cz</td>
<td>Prvnizpravy.cz</td>
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<td>Euro</td>
<td>Roklen24</td>
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<td>Euro.cz</td>
<td>Rozhlas.cz</td>
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<td>event-promotion.cz</td>
<td>RTV+</td>
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<td>e-vstudbyl.cz</td>
<td>Studia Turistica</td>
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<td>Faxmagazin.cz</td>
<td>Svet Horeca</td>
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<td>FeedIT.cz</td>
<td>SvetHG.cz</td>
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<td>Finance.cz</td>
<td>Tribune.cz</td>
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<td>Firemníakce.cz</td>
<td>TTG</td>
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<tr>
<td>Gastro &amp; Hotel</td>
<td>ttg.cz</td>
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<td>Gastrohotel.cz web</td>
<td>Týden.cz</td>
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<td>Horeka.web.cz</td>
<td>Všudybyl</td>
</tr>
<tr>
<td>Hospodářské noviny</td>
<td>Zpravodaj COT Business</td>
</tr>
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</table>
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
intravereport.blogspot.com
Kongres - Central and South East Europe Meetings Industry Magazine
Kongres Magazine Newsletter
kongres-magazine.eu
LivvystTravel.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
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**.

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**BUDGET 2017 – OVERVIEW IN CZK**

<table>
<thead>
<tr>
<th>Income (excl. VAT)</th>
<th>26,376,276</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership and marketing fees</td>
<td>3,817,800</td>
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<tr>
<td>CzechTourism/CzCB</td>
<td>397,355</td>
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<tr>
<td>Sponsorship</td>
<td>538,716</td>
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<tr>
<td>Prague City Tourism</td>
<td>748,950</td>
</tr>
<tr>
<td>(The City of Prague) 2014–2017</td>
<td></td>
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<tr>
<td>The City of Prague 2017–2020</td>
<td>2,596,000</td>
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<tr>
<td>Project management</td>
<td>835,324</td>
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<tr>
<td>ICCA</td>
<td>17,363,214</td>
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<tr>
<td>Other income</td>
<td>78,117</td>
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</table>

**Expenditures**  
**26,358,253**

<table>
<thead>
<tr>
<th>HR</th>
<th>4,192,859</th>
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</thead>
<tbody>
<tr>
<td>Administration</td>
<td>653,565</td>
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<tr>
<td>Marketing</td>
<td>772,583</td>
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<tr>
<td>Project management</td>
<td>3,115,034</td>
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<tr>
<td>Membership</td>
<td>256,998</td>
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<tr>
<td>ICCA</td>
<td>17,363,214</td>
</tr>
<tr>
<td>Other</td>
<td>4,000</td>
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</tbody>
</table>

**Profit/Loss**  
**18,023**
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 10th 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**