

Prague Congress Ambassadors Awards Ceremony to Be Held for the Tenth Time

Prague, 20th February 2019 – Tenth anniversary event of awarding the congress ambassadors - the Ambassador Awards Evening - will take place on 3rd April, 2019. At the Ambassador Awards Evenings, renowned Czech scientists, professors, doctors and other leading specialists who represent the Czech Republic and Prague in international professional associations and who have significantly contributed to expert events being held in the Czech capital are awarded. The gala evening is organized by the Prague Convention Bureau as a part of its Ambassador Program that was launched at the occasion of the first award ceremony on 18th February 2010.

Since 2010, when the initiative was first introduced, more than 40 congress ambassadors have been awarded, including such personalities as prof. MUDr. Vladimír Tesař, DrSc., MBA, FASN, Department of Nephrology of the First Faculty of Medicine and General University Hospital in Prague or prof. MUDr. Julius Špičák, CSc., Head of the Hepatogastroenterology Department at IKEM (Institute for Clinical and Experimental Medicine), who received the most awards in the Ambassador Program history. Over the course of ten years of the awards ceremony existence, the number of delegates representing health, science or other fields of expertise at the awarded events in Prague has reached or will very soon exceed 120,000.

This year's Ambassador Awards Evening will be held on 3rd April at the Residence of the Mayor of Prague. The awards will be handed over in the following five categories: Congress of the Year 2018, Congress of the Year 2018 with up to 500 participants, Candidacy of the Year 2018, Corporate Event of the Year 2018, and Long-Term Contribution to the Meetings Industry. This year's special prize of the Prague Congress Centre will be awarded too. The winners of each category will be elected by an independent jury consisting of the following members:

- prof. RNDr. Eva Zažímalová, CSc., Chairwoman of the Czech Academy of Sciences;
- Ing. Irena Vlčková, General Director of the Czech Confederation of Commerce and Tourism;
- JUDr. Renata Králová, Director of the Tourism Department, Ministry for Regional Development;
- Jan Wolf, Councillor of the City of Prague for Culture, Heritage, Exhibitions Management and Tourism;
- prof. MUDr. Karel Cvachovec, CSc., MBA, Patron of the Ambassador Program.

At the occasion of the Ambassador Awards Evenings tenth anniversary, the new Ambassador Program website has been launched for the Czech speaking audience at the following link: ambassador.pragueconvention.cz. On the website, all the local specialists or professionals who are considering their potential engagement in organizing a congress or conference in Prague will find all the necessary information on what the benefits of hosting the expert congresses are. The new website also provides information

on the available support and tools the Ambassador Program and the Prague Convention Bureau have to assist congress ambassadors in acquiring congresses for Prague.

About Prague Convention Bureau

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

About Ambassador Program

Ambassador Awards Evening is a part of the Prague Convention Bureau's Ambassador Program – strategic program focused on a promotion of Congress Ambassadors – local representatives of international professional associations in Prague and the Czech Republic. Among others, the program offers many educational and social events to support Congress Ambassadors in their effort to bring international conferences in the destination.

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