

# Wow

Prague the Meeting  
Metropolis

**Annual Report 2018**

**Wow**  
Prague  
Convention  
Bureau



## CONTENTS

<b>Word of Director</b>	<b>3</b>
<b>Board of Directors, Revisory Committee and PCB team</b>	<b>4</b>
<b>Timeline</b>	<b>6</b>
<b>2018 Statistics/ Bidding for Prague, Congresses Won</b>	<b>19</b>
<b>Sales and Marketing Activities</b>	<b>20</b>
<b>Event Participation Overview</b>	<b>21</b>
<b>Ambassador Program</b>	<b>22</b>
<b>Site Inspections / Overview of Sales Activities Statistics</b>	<b>23</b>
<b>Marketing Tools</b>	<b>26</b>
<b>Marketing Communication</b>	<b>28</b>
<b>2018 Advertisements Overview / Overview of Media, Which Published Articles About Prague, Based on PCB Releases in 2018</b>	<b>29</b>
<b>Membership / Events for PCB Members / Special Events</b>	<b>32</b>
<b>2018 Economic Result</b>	<b>34</b>
<b>PCB in Next Years</b>	<b>35</b>
<b>Our Partners / Our Membership</b>	<b>36</b>

## WORD OF THE DIRECTOR

Dear friends and colleagues,

The year 2018 was mainly in the spirit of celebrations of the centenary of the Czechoslovak Republic's foundation. It was also the year, when the Prague Convention Bureau celebrated 10 years since its foundation, which was an equally important anniversary for us.

To celebrate this anniversary, in early 2018 we launched a year-long PCBturns10 campaign presenting various milestones of the congress industry history. Our international campaign, networking activities and the traditional educational seminar were also in the spirit of this campaign.

At the same time, we introduced a new fully responsive website at [www.pragueconvention.cz](http://www.pragueconvention.cz), which was, at the beginning of 2019, awarded as the third best electronic project at the 2018 Grand Prix of Tourism. Launching of the new web was accompanied by updating the newsletters format and doubling the frequency of the international newsletter, thus publishing it on monthly basis.

With respect to the revision of the membership categories and the related marketing fees, there have also been several significant changes in the membership base of the Prague Convention Bureau. In the new structure, the membership is divided into five sectors - Hotels, Venues (Conference Facilities / Meeting Facilities), PCO (Professional Congress Organizers), DMC (Event Organizers / Event Agencies) and Services (Suppliers of Other Services).

In April 2018, the new Board of Directors of the Prague Convention Bureau was elected with a mandate for the next three years. Due to the abovementioned changes regarding the categorization of the membership base, the number of members of the Board of Directors has also been reduced to 5 representatives, each representing one of the sectors. The number of 3 representatives of the Audit Commission remained unmodified.

The year 2018 was successful for Prague above average in terms of acquisitions of international association conferences, congresses and corporate events. Thanks to the activities of the Prague Convention Bureau, 87 events attended last year in Prague, attended by more than 40,000 delegates and generating more than 115,000 roomnights for the capital.

One of the most successful candidatures was certainly the EBMT congress on blood and bone marrow transplantation, expected to take place in Prague in 2021 with an estimated participation of about 4,500 delegates. The candidacy for UIA Roundtable Europe, due to head to Prague in November 2020, was also successful, allowing Prague to present itself to more than 150 potential clients from international associations.

Thanks to the support of the congress industry development by the City of Prague, an extensive marketing campaign in international media in the total value of almost two million crowns was conducted through the organization of Prague City Tourism in the second half of 2018. The aim of the campaign was to raise awareness of Prague's conference and congress infrastructure by presenting it in selected B2B MICE media.

On this occasion I would like to thank all members of the Prague Convention Bureau for their trust, and especially their long-term support of our activities, which we highly appreciate.

We would also like to thank all the members of the Board of Directors whose mandate ended last year, as well as members of the new Board of Directors who decided to dedicate their time to support the Prague Convention Bureau and further develop the activities and their direction.

I would also like to thank the City of Prague for supporting the development of the meetings industry, the cooperating organization Prague City Tourism, CzechTourism / Czech Convention Bureau and our partners Václav Havel Airport Prague and CSA for supporting many of our activities.

Finally, we would like to thank the whole team of Prague Convention Bureau, who worked hard all year round to meet the set goals.



Roman Muška  
Director of the Prague Convention Bureau

## BOARD OF DIRECTORS, REVISORY COMMITTEE AND PCB TEAM

### Board of Directors and Revisory Committee

Sanjiv Suri	President
Sylvie Neves	Vice-President
Lenka Žlebková	Vice-President
Michael Specking	Vice-President until 04/2018
Miroslav Bukva	Board Member until 04/2018
Martin Lehký	Board Member until 04/2018 Revisory Committee Member since 05/2018
Petr Břinčil	Board Member since 05/2018
Monika Hilm	Board Member since 05/2018
Petr Marhoul	Board Member until 04/2018
Martin Židek	Board Member until 04/2018 Revisory Committee Member since 05/2018
Karolína Semecká	Board Member until 04/2018
Jan Kubinec	Revisory Committee Member
Milan Švára	Revisory Committee Member until 04/2018

### PCB TEAM

#### Employees

Roman Muška	Director
Petra Karásková	Office Manager
Barbora Hýblová	Corporate Meetings & Incentives Manager
Hana Krejbichová	Marketing&PR Manager
Lucie Jalová	Marketing&Project Manager (since 02/2018 on Maternity Leave)
Floor Bleijendaal	Association Meetings Manager Since 03/2018
Zuzana Lovitt	Marketing Specialist
Lucie Čapková	Association Meetings Manager – Ambassador Program

#### Contracted Representatives

Michaela Smetanová	Association Meetings Manager
Tereza Fialová	Association Meetings Manager
Martina Fundaro	Representation North America

A Prague City Tourism employee Veronika Marethová was also a part of the team, working in the position of Convention Tourism Coordinator.









## TIMELINE

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>14 – 18 January</b> Press Trip for Meet and Travel Magazine in collaboration with CzechTourism France	<b>11 – 12 February</b> Site inspection for INPACT WORLD CONFERENCE 2018	<b>12 – 14 March</b> PCB participating in Association World Congress	<b>1 – 4 April</b> Site inspection for JetSet	<b>2 – 4 May</b> PRESS trip for European journalists	<b>5 June</b> Training on statistics and CRM system for PCB members
<b>18 January</b> Site inspection for ESC	<b>12 February</b> PCB presentation at University of Economics	<b>21 March</b> Ambassador Awards Evening 2018	<b>5 April</b> 7th PCB educational seminar „Czechoslovak Inspiration in MICE“	<b>9 May</b> PCB Board of Directors Meeting	<b>5 June</b> Networking breakfast with PCB members
<b>24 January</b> PCB Board of Directors Meeting	<b>13 February</b> PCB participating in MPI D/FW Emerging Leaders Program	<b>22 March</b> PCB participating in SITE Texas Event Experience: The New Status Symbol	<b>10 April</b> PCB Board of Directors Meeting	<b>15 – 17 May</b> PCB participation in IMEX Frankfurt 2018	<b>11 – 12 June</b> Site inspection for ASIS Europe 2020
<b>30 January</b> Networking breakfast with PCB members	<b>18 – 20 February</b> PCB participating in MCE CEE 2018 in Zagreb	<b>23 – 25 March</b> Fam Trip RAM Org. UK 2018	<b>17 April</b> Ambassador Programme seminar for Charles University	<b>17 May</b> PCB participation in Science-Research-Innovation fair trade	<b>15 – 18 June</b> PCB participation in Tour de MICE
<b>30 January – 1 February</b> Site inspection for ISOQOL	<b>19 February</b> Site inspection for SEB (Society for Experimental Biology)	<b>27 March</b> PCB Board of Directors Meeting	<b>17 April</b> Site inspection for SOE Congress 2021	<b>17 – 20 May</b> Post IMEX US Fam Trip 2018	<b>15 – 21 June</b> Press trip for Kongres Magazine
	<b>26 – 27 February</b> Site inspection for LinkedIn Sales Kick-Off EMEA 2019	<b>29 March</b> PCB participating in MPI D/FW Meeting: Marching Into the Legal Side of the Hospitality	<b>25 April</b> 2018 Annual general meeting	<b>17 – 20 May</b> Site inspection for Maritz Travel and Amgen	<b>22 June</b> PCB Board of Directors meeting
	<b>27 February</b> PCB Board of Directors Meeting		<b>25 April</b> PCB participation in CSI TEXAS HOSPITALITY HOOPLA	<b>18 – 19 May</b> Site inspection for Psychonomic Society	<b>26 June</b> Networking event at the Prague House in Brussels
	<b>28 February – 1 March</b> PCB on sales trip to Geneva		<b>26 April</b> PCB participation in the 16th Annual CMP/CMM Recognition Breakfast	<b>19 – 23 May</b> Site inspection for HelmsBriscoe/ NuVasive	<b>28 – 30 June</b> PCB participation in ICCA Sector Destination Marketing European Client/Supplier Business Workshop
				<b>21 – 22 May</b> PCB participation in Czech Republic Travel Trade Day 2018	
				<b>22 – 23 May</b> Site inspection for Emerson 2020	
				<b>28 – 29 May</b> Sales trip for Dutch associations and PCOs	
				<b>31 May</b> Seminar for Czech University of Technology representatives	

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>9 – 11 July</b> PCB participation in ICCA The Association Meetings Programme Ljubljana	<b>12 – 15 August</b> Site inspection for BEGO Implant Systems	<b>5 – 6 September</b> B2B event for UK buyers organized in cooperation with RAM Org.	<b>2 – 4 October</b> Site inspection for ASME Turbo Expo Conference 2022	<b>11 – 14 November</b> ICCA Congress 2018	<b>3 December</b> Site inspection for Analytical Technologies 2020
<b>10 – 11 July</b> Site inspection for Hazelcast	<b>21 – 22 August</b> Site inspection for ECE2020	<b>12 – 13 September</b> Site inspection for Eurostar Conference	<b>5 October</b> Fam trip for french buyers in cooperation with CzechTourism	<b>16 – 17 November</b> UIA Association Roundtable 2018	<b>5 December</b> MICE presentation at Institute of Hospitality Management - Hotel management (for 3rd year Hospitality Management students)
<b>10 – 13 July</b> PCB participation in German roadshow organized by Meeting&Incentive Forums	<b>28 – 29 August</b> Site inspection for JGS Group	<b>17 – 19 September</b> Site inspection for Sherwin Williams	<b>8 October</b> PCB Board of Directors meeting	<b>20 November</b> Networkingová breakfast with PCB members	
<b>16 – 17 July</b> Site inspection for Coloplast	<b>30 August</b> PCB participation in MPI networking event	<b>18 – 19 September</b> Site inspection for IPTA 2021	<b>10 – 11 October</b> USA mini-roadshow in cooperation with American Airlines	<b>21 November</b> PCB Board of Directors meeting	<b>6 – 9 December</b> Fam trip for German buyers
<b>17 July</b> PCB Board of Directors meeting		<b>19 September</b> PCB Board of Directors meeting	<b>16 – 18 October</b> PCB participation in MICE-IMEX USA in Las Vegas	<b>27 November</b> Student conference „READY TO KNOW MICE IN PRAGUE“	<b>12 December</b> PCB Board of Directors meeting
<b>18 – 19 July</b> Site inspection for AMEC		<b>24 – 26 September</b> Fam Trip AIM Group International 2018	<b>16 October</b> PCB presentation at University College of Business	<b>27 – 29 November</b> PCB participation in IBTM Barcelona	<b>12 December</b> Advent cocktail and seminar for congress ambassadors
<b>26 July</b> PCB participation in MPI/ HSMAI lunch		<b>26 September</b> Networking breakfast with PCB members and marketing workshop	<b>22 – 25 October</b> Press trip for Voyages&Strategie		<b>13 – 14 December</b> PCB Open House
		<b>27 September</b> PCB participation in MPI D/FW Chapter Experience	<b>24 October</b> PCB presentation at University of Economics		<b>13 – 14 December</b> Site inspection for Localization World
		<b>28 – 29 September</b> Site inspection for Spine Intervention Society SIS 2020	<b>25 October</b> Ambassador Program action group meeting		
		<b>28 September</b> PCB participation in networking event with MPI leadership	<b>25 October</b> PCB participation in „MPI Chapter Experience: Emotional Wellness: The Key to Success Before, During and After the Meeting“		
			<b>31 October</b> PCB Board of Directors meeting		

## JANUARY

### 14 – 18 January

#### **Press trip for Meet and Travel Magazine in cooperation with CzechTourism France**

Prague Convention Bureau together with the CzechTourism agency foreign representation in France, its partners and members hosted the French MICE magazine journalist in Prague. Five day long press trip, that took place from 14 to 18 January, was organized for the editor in chief of Meet and Travel Mag – a publication focusing primarily on corporate and incentive events.

### 18 January

#### **Site inspection for ESC**

A site inspection for the European Society of Cardiology representative took place on 18 January. The association holds 9 international cardiology congresses with the number of delegates ranging from 500 to 31,000. Prague Convention Bureau arranged the Prague Congress Center and Hilton Prague hotel site visits, and a presentation of the new congress center that was in construction near the O2 Arena. PCB was represented by Michaela Baracová.

### 24 January

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

The first 2018 PCB Board of Directors took place in the Prague Convention Bureau office on 24 January.

### 30 January

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

The first 2018 PCB members breakfast took place at the Musée Grévin on 30 January at 8.30 a.m. The breakfast was followed by a lecture on GDPRs delivered by Štěpán Holub, a lawyer and partner at the Holubová lawyers company. Štěpán Holub is an expert on tourism law and legislature.

### 30 January – 1 February

#### **Site inspection for ISOQOL**

A site inspection for the International Society for Quality of Life – ISOQOL representatives took place on 30 January and 1 February. The representatives visited Lisbon, Prague and Rome. They were due to present their recommendation of a suitable destination and venues to the ISOQOL board of directors at the end of March 2018. The main decisive factor for the selection of 27th ISOQOL destination in October 2020 is the compactness and the set up of the spaces in relation to the price. Expected attendance of the conference is 600 delegates: 40 % from North America, 40 % from Europe and 20 % from other parts of the world. PCB was represented by Lucie Čápková at the site inspection.

## FEBRUARY

### 11 - 12 February

#### **Site inspection for INPACT WORLD CONFERENCE 2018**

Client required an inspection of selected 4\* a 5\* hotels and venues. The event was confirmed to be held in Prague; PCB was represented by Martina Fundaro at the site inspection.

### 12 February

#### **PCB presentation at University of Economics**

The summer term of the Event Management MA program optional subject at the University of Economics was launched on 12 February. The introductory lecture focused on destination management was delivered by Lucie Čápková from the Prague Convention Bureau. Other experts on event management actively participated at the lectures during the following three months, representing the following companies: CE-Traffic, Guarant International, AIM Group International, Czech Ice Hockey Association, Hilton Prague Hotel, Clarion Congress Hotel, Prague Congress Center, Zátíší Catering Group, Ovation Czech Republic, AV Media. Students appreciated the opportunity to learn from authentic examples from practice, and to form a detailed picture of what working in the event management included. The aim of the course is to motivate students to become event management professionals in future.



## **18 – 20 February**

### **CB participation in MCE CEE 2018 Zagreb**

From 18 to 20 February, the Croatian capital city hosted the MCE Central&Eastern Europe 2018 B2B forum. The 8th edition of MCE CEE was organized by Europe Congress, and over 60 buyers and 60 suppliers participated in it. Congress Prague presented its capacities at the destination presentation and at 35 one-to-one meetings with buyers. The event program also included networking sessions. PCB was represented by Barbora Skálová.

## **19 February**

### **Site inspection for SEB (Society for Experimental Biology)**

A site inspection for the Society for Experimental Biology representatives took place on 19 and 20 February. SEB considered Prague as their 2020 annual meeting destination; with the expected meeting attendance of 1,000 delegates. Prague Convention Bureau arranged the social venues inspections (Žofín Palace, National House of Vinohrady and Francouzská restaurant) on Monday, the clients visited Clarion Congress Hotel Prague meeting facilities on Tuesday. PCB was represented by Michaela Baracová at the site inspection.

## **27 February**

### **Site inspection for the LinkedIn Sales Kick-Off EMEA 2019**

A representative of companies looking for LinkedIn Sales Kick-Off EMEA 2019 destination and venues arrived to Prague for a site inspection on 27 February. Prague Convention Bureau arranged a site visit to the Prague Congress Center, five hotels and six dinner venues. The clients also met representatives of two DMCs. Prague was competing with several other European destinations. Prague Convention Bureau was represented by Barbora Skálová.

## **27 February**

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

The second 2018 meeting of PCB Board of Directors took place at the Hilton Prague hotel on 27 February.

## **28 February – 1 March**

### **PCB sales trip to Geneva**

Prague Convention Bureau met representatives of large international congress organizers providing association management, which have their offices in Geneva. The purpose of meetings was to present news from congress Prague. PCB was represented by Roman Muška and Michaela Baracová at the sales trip from 28 February to 1 March.

## **MARCH**

## **12 – 14 March**

### **PCB participation in Association World Congress**

From 12 to 14 March, the 11th Association World Congress for representatives of international companies took place in Antwerp. Together with the Prague Congress Center, we presented news from congress Prague to the representatives of participating associations. Prague Convention Bureau was represented by Roman Muška in Antwerp.

## **21 March**

### **Ambassador Awards Evening 2018**

The ninth ceremony of MICE industry awards – Prague Ambassador Awards Evening took place on 21 March. Prague Convention Bureau has been organizing the Ambassador Program gala evenings since 2010. The ceremony of awarding the congress ambassadors, who significantly contributed towards the development of the Czech capital city's congress industry in the previous year was held at the Residence of the Mayor of City of Prague, under the auspices of the Mayor Adriaana Krnáčová, who personally attended the event.

## **23 – 25 March**

### **Fam trip RAM Org. UK 2018**

Prague Convention Bureau organized a fam trip for buyers from the UK that took place from 23 to 25 March. Ten buyers participated in the three day long fam trip. Prague Convention Bureau, together with its partners prepared a varied programme for the guests; it included not only hotels and social venues site inspections, but also several entertain-

ment activities: city sightseeing tour, beginner's violin lesson, iPad race, visit to a traditional beer cellar etc. Prague Convention Bureau was represented by Barbora Skálová.

## **27 March**

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

Another 2018 PCB Board of Directors meeting of took place at the Hilton Prague hotel on 27 March.

## **APRIL**

### **1 – 4 April**

#### **Site inspection JetSet**

PCB assisted a client to get in touch with a required DMC, and it received 2 potential inquiries.

### **5 April**

#### **7th PCB educational seminar: Czechoslovak Inspiration in MICE**

On Thursday, 5 April an educational seminar subtitled "Czechoslovak Inspiration in MICE" took place at the Lobkowicz Palace premises in Prague. The annual event organized by PCB marked ten years of the PCB and 100 years since Czechoslovakia was founded. The seminar was moderated by Petr Klymec, founder of the 360° Travel Trends conference.

### **10 April**

#### **PCB Board of Directors Meeting**

The Board of Directors meeting was held at the Hilton Prague Hotel on 10 April.

### **17 April**

#### **Seminar for the Charles University Representatives**

On Tuesday, 17 April Prague Convention Bureau organised an educational seminar for new congress ambassadors from the Charles University, a long term auspices provider of the Ambassador Program. The ambassadors from the Faculties of Science, Philosophy or Humanities of the Charles University gathered at the Small Hall of Carolinum. The aim of the seminar was to present our activities, financial and marketing support to the ambassadors, and to explain when and how can they claim the support. During the discussion that followed, we learnt about numerous major events from very influential fields of study Prague was due to host.

### **17 April**

#### **Site visit for SOE 2021 Congress**

On 17 April we organized a site visit for medical association representatives, as they were considering Prague as the destination suitable for their conference hosting 4,000 delegates due in 2021. Prague Congress Centre invited the visitors to view the Holiday Inn hotel and the PCC facilities. Prague Convention Bureau arranged inspections of other venues suitable for the social events of the conference. During one afternoon, the representatives of the association visited Žofín Palace Francouzská Restaurant, and Lobkowicz Palace. PCB was represented by Michaela Baracová and Floor Bleijendaal.

### **19 April**

#### **Site visit for ROAD FIATA (MTI 2018)**

The aim of the site visit for ROAD FIATA (MTI 2018) was to choose a hotel for holding The Working Group Road Transport meeting in September 2018. The local representative of FIATA – the Freight Forwarding and Logistics Association representative contacted us for support when looking for a venue. As a result, Prague was confirmed as the September meeting venue.

### **25 April**

#### **Annual General Assembly 2018**

On Wednesday 2 April, 2018 the Prague Convention Bureau annual general meeting was held at the Prague Congress Centre, where the Statutes of the organisation were updated and the new Board of Directors was elected.

## **MAY**

### **2 – 4 May**

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

Prague Convention Bureau together with its partners and members organized a press trip for European journalists focusing on meeting industry again. Czech capital welcomed five representatives of various MICE media in the beginning of May. Press trip, held from Wednesday, 2 May to Friday, 4 May, was attended by following European MICE magazines: ITCM (Great Britain), CMW (Great Britain), Stand by Nordic (Scandinavian countries), Event Point (Portugal) and BizTravelBlog (Spain). During the three-day program, journalists visited venues and hotels suitable for various association and corporate events,



explored accommodation capacities, tried out incentives programs and also tasted Czech and international cuisine. Prague press trip was accompanied by Hana Krejbichová and Zuzana Lovitt.

#### **9 May**

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

Another BOD Meeting was held on 9 May in Bellevue Restaurant.

#### **15 – 17 May**

##### **PCB attended IMEX Frankfurt 2018**

Prague Convention Bureau organized a networking breakfast and Prague presentation for invited hosted buyers at IMEX which took place from 15 to 17 May in Frankfurt, Germany. Then networking breakfast was held on 16 May from 8:30 am at the premises of Westin Grand Frankfurt Hotel. The event was attended by 21 hosted buyers who had a chance to meet following meeting Prague representatives: Prague Congress Centre, Carlo IV - The Dedic Anthology, Autograph Collection®, Radisson Blu Alcron Hotel Prague, Columbus Welcome Management Prague, Sheraton Prague Charles Square Hotel, Le Hotels, Asiana Co Ltd - Europea Travel and Senator Meetings & Incentives.

Prague Convention Bureau participated at the IMEX as a co-exhibitor at the Czech stand organized by CzechTourism. PCB was represented by Roman Muška, Michaela Baracová, Lucie Čapková, Barbora Skálová and Hana Krejbichová. Apart from the Networking Breakfast, PCB attended the IMEX Association Evening, GainingLeads by Gaining Edge, ICCA Business Exchange, Gaining Edge Knowledge Exchange and ICCA Sector Meeting.

#### **17 May**

##### **PCB attended „Věda Výzkum Inovace“ (Science, Research and Innovation) Fair Trade**

On Thursday, 17 May, Prague Convention Bureau representative Lucie Čapková visited the 3rd edition of Science Research Innovation Fair, that was held at the premises of Brno Trade Fairs from 15 to 17, 2018. The fair offers a new platform for linking science, research and business areas, and PCB explored this opportunity to make new contacts for its Ambassador Program. Lucie, among others, met with a scientific magazine publisher or a renowned expert involved in zeolite and cartography associations.

#### **17 – 20 May**

##### **Post IMEX US fam trip 2018**

Prague Convention Bureau together with members and partners organized a fam trip from Thursday, 17 to Saturday 19 May. Fam trip followed the IMEX Frankfurt trade show and was attended by 8 hosted buyers focusing on association meetings.

#### **17 – 20 May**

##### **Site Inspection for Maritz Travel and Amgen**

From May 17 to May 20, 2018, Prague Convention Bureau organized a site inspection for the representatives of the Maritz Travel and the Amgen companies, who were looking for suitable location and venues for advisory board and incentive meetings. The sizes range from 45 to 200 persons. The clients visited the Carlo IV, The Dedic Anthology, Autograph Collection, the Hilton Prague and the Hilton Prague Old Town, the Grand Majestic Plaza and the Grandior Hotel Prague, the Angelo by Vienna House together with the Vienna House Andel's Prague, the Co-

rinthia Hotel Prague and the Occidental Praha. Prague Convention Bureau was represented by Barbora Skálová and Floor Bleijendaal.

#### **18 – 19 May**

##### **Site Inspection for Psychonomic Society**

The Prague Convention Bureau provided an inspection of the Prague Congress Center and Hilton Prague. Representatives met other members at the workshop. It is a congress for about 1,200 people which will be held in 2022. PCB was represented by Michaela Smetanová.

#### **19 – 23 May**

##### **Site Inspection for HelmsBriscoe/NuVasive**

From May 19 to May 23, 2018, a site inspection was held for representatives of the HelmsBriscoe and the NuVasive companies, considering Prague for their NuVasive/EMEA 2019 event with the expected attendance of up to 250 delegates. Prague Convention Bureau arranged visits at the Hilton Prague, the Clarion Congress Hotel Prague, the Corinthia Hotel Prague, the InterContinental Prague and the Lobkowicz Palace. The Crystal Dinner from Prague Boats was also arranged for the clients. Prague is in competition with Madrid. Prague Convention Bureau was represented by Floor Bleijendaal.

#### **21 – 22 May**

##### **Czech Republic Travel Trade Day 2018**

An annual incoming workshop organized by the CzechTourism was held in Liberec on 21 and 22 May. The B2B event offered meetings for up to 80 international buyers from around the world. There were 15 meetings with buyers and also with the CzechTourism foreign representation

offices' directors pre-arranged. The programme included a networking gala dinner. The aim of the event was to support inbound tourism and to strengthen the Czech Republic's destination brand on international markets. PCB was represented by Barbora Skálová.

## **22 – 23 May**

### **Attendance of PCB at Site Inspection for Emerson 2020**

On 22 and 23 May, Prague Convention Bureau arranged site inspections for the representatives of a corporate event of 1.800 attendees, who are considering Prague for their event in 2020. The Prague Congress Centre and the O2 universum are considered as the main event venues, and multiple site visits were organised for the social program of the event. During the two days, the representatives visited the Hard Rock Café, Industrial Palace, Municipal House & Francouzská Restaurant, National House of Vinohrady and Cubex Centre.

## **28 – 29 May**

### **PCB Sales trip with Representatives of Dutch PCOs and Association**

During 28 and 29 May, Prague Convention Bureau visited PCOs and Associations in The Netherlands to promote Prague as destination for their future events. The meetings were meant to provide an update about the venues, as well as discuss specific events that have potential for Prague. Any RFPs resulting from these meetings will be shared with the members directly. The PCB was represented by Floor Bleijendaal.

## **31 May**

### **Seminar for Technical University**

On May 31, the Prague Convention Bureau has organised another educational seminar for the congress ambassadors, this time at the Czech Technical University (ČVUT). Thanks to the Prague Congress Center, the PCB was put into contact with professor Zbyňek Škvor who helped us find a suitable venue and deliver the invitations to new potential and current ambassadors. Attendees were mainly from the Faculty of Civil Engineering, Faculty of Electrical Engineering or Faculty of Mechanical Engineering. Seminar lead by Roman Muška and Lucie Čapková ended with an interesting discussion pointing out the difficulties experienced when considering to bid for the congress. We believe that together with help of the seminar attendees there will be more opportunities to get in touch with and motivate their other colleagues to participate on the scientific programme

## **JUNE**

## **5 June**

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

The networking breakfast was held on Tuesday, June 5 at 9 am at the Aquapalace Hotel Prague (Pražská 138, 251 01 Čestlice). The training on work with PCB's extranet followed the networking breakfast.

## **11 – 12 June**

### **Site inspection for ASIS Europe 2020**

Prague Convention Bureau, together with the Prague Congress Centre, participated in a site inspection for an international security association that organises its 2020 conference for approximately 700 attendees in Prague. Based

on the client's selection of potential venues, Lucie Čapková organised site inspections of social venues for an evening function for 350 persons and accompanied the client on Monday 11 and Tuesday 12 June on these inspections. As the conference will take place in Prague Congress Centre, the conference organiser also visited member hotels near PCC.

## **15 – 18 June**

### **Attendance of PCB at Tour de MICE**

Prague Convention Bureau attended the second edition of the Tour de MICE organized by Meeting & Incentives Forums between June 15 and 18, 2018. Event, held on the Lisbon's coast, was attended by 70 delegates, from whom the half consisted of international buyers mainly from the United Kingdom, Germany, Belgium, Spain and France. Besides the 26 one-to-one meetings, the event offered a rich networking program and plenty of cycling opportunities. PCB was represented by Barbora Skálová.

## **15 – 21 June**

### **Press Trip for Kongres Magazine**

From June 15 to 21, an inspection journey for editor and photographer of the Slovenian Kongres magazine took place. The magazine compiles an annual ranking of the TOP meeting European destinations within its Meeting Star Awards project, together with the so-called Meetologues – meeting guides to the ranked destinations. Representatives of the Kongres magazine visited Prague with the aim to gain and update current information and data used for compiling the ranking. Several site visits based on the magazine requirements and interviews with representatives of the meeting and travel industry were organized during the inspection journey. PCB was represented by Hanka Krejbichová.



## **22 June**

### **Board of Directors meeting**

The BOD Meeting was held on 22nd of June, in PCB office.

## **26 June**

### **Networking event in Brussels Prague House**

Prague Convention Bureau organised a networking event at Brussels' Prague house for international and European associations and its representatives based in Brussels. With a great support of Delegation of Prague to the EU that provided the representative hall of Prague House to host the event, PCB together with their partners welcomed almost twenty association representatives. Managing director of PCB Roman Muška together with association meeting managers Michaela Baracová and Lucie Čapková were personally attending the event. Guests were also welcomed by head of Delegation of Prague, Mrs. Čadilová.

## **28 – 30 June**

### **Attendance of PCB at ICCA Sector Destination Marketing European Client/Supplier Business Workshop**

From June 28 to June 30, Sector Destination Marketing European Client/Supplier Business Workshop, organized by the International Congress and Convention Association (ICCA), was held in Monte Carlo, Monaco. Workshop was attended by 17 convention bureaus and 17 representatives of international associations whose meetings have attendance of more than 500 delegates and rotate in Europe only. Prague Convention Bureau was represented by Michaela Baracová.

## **JULY**

### **9 – 11 July**

#### **Attendance of PCB at ICCA The Association Meetings Programme in Ljubljana**

Lucie Čapková represented Prague Convention Bureau at the Association Meetings Programme organized by International Congress and Convention Association (ICCA) in Ljubljana, Slovenia, from July 9 to 11, 2018. Event was attended by 180 delegates, from which 30 represented associations. Programme is designed to informally network with ICCA Members and Association Executives and learn from each other and the top faculty of experts about bidding, designing, organising and promoting international association meetings. During the three-day programme Lucie had an opportunity to attend various sessions such as Congress bidding and decision making seen from multiple perspectives or Creating new events – opportunities for associations and destinations.

### **11 – 12 July**

#### **Site Inspection for Hazelcast**

On 11 and 12 July, Prague Convention Bureau arranged site inspections for a representative of Hazelcast, that is interested to organize their next workshops in Prague. Headquartered in Silicon Valley's Palo Alto, Hazelcast is the leading in-memory data management company (Big Data). During the two days, the Grandior Hotel Prague, Hilton Hotel Prague, Prague Marriott Hotel, Radisson Blu Alcron, Hotel Majestic Plaza Prague and Carlo IV, The Dedica Anthology were visited by the client. The PCB was represented by Floor Bleijendaal.

### **10 – 13 July**

#### **Attendance of PCB at German Roadshow Organized by M&I Forums**

From 10 to 13 July 2018, PCB participated in the German roadshow organized by the Meeting & Incentive Forums. We visited Cologne, Hamburg and Berlin during these three days, where we had more than 40 one-to-one meetings with the buyers from event agencies, corporate clients, associations, etc. Moreover, a networking dinner took place every day. PCB was presented by Barbora Skálová.

### **16 – 17 July**

#### **Site inspection for Coloplast**

On 16 and 17 July 2018, PCB arranged site inspections for a representative of Coloplast, a medical devices company, that is looking for a venue for their event in October 2018. Among others, the Hilton Old Town, Novotel, Intercontinental and Mlýnec Restaurant were visited by the client. Next to this, the client also visited multiple restaurants for their off-site dinner. PCB was represented by Floor Bleijendaal.

### **17 July**

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

The BOD Meeting was held on 17 July, in PCB office.

### **18 – 19 July**

#### **Site inspection for AMEC**

On 18 and 19 July 2018, two representatives of AMEC (International Association for Measurement and Evaluation of Communication), that is interested in holding their summit in Prague in 2019, visited the city. AMEC is a UK-based association of companies who provide social media measurement. During the two days, clients, supported by PCB, visited the Grandior Hotel Prague, Hilton Hotel Prague,

National House of Vinohrady, Orea Hotel Pyramide, Zofin Palace, CUBEX Conference Centre, Corinthia Hotel Prague, Vienna House Diplomat Hotel. The PCB was represented by Tereza Fialová.

## AUGUST

### 12 – 15 August

#### Site inspection for BEGO Implant Systems

Between August 12 and 15, 2018, Prague Convention Bureau organized a site visit for a representative of German company BEGO Implant Systems that focuses on delivering dental implants. Company looks for a suitable venue for its “Art of Implatology – 5th BEGO Implant System Global Conference” event. The two-day conference will be held in 2020 and expected number of participants is between 600 and 1,000. Client visited following venues: Prague Congress Centre, Cubex Centrum Praha, Žofín Palace, Hard Rock Cafe Prague, Prague Boats, Mlýnec Restaurant, Hotel Hilton Prague, Corinthia Hotel Prague, Barceló (Occidental) Praha, Holiday Inn Prague Congress Centre Hotel, Radisson Blu Alcron Hotel Prague and Sheraton Prague Charles Square Hotel. Prague Convention Bureau was represented by Barbora Skálová.

### 21 – 22 August

#### Site inspection for ECE2020

On August 21 and 22, Prague Convention Bureau arranged site inspections for representatives of the European Congress of Endocrinology. ECE2020 is confirmed to Prague and will take place in the Prague Congress Centre. Over the course of these two days, 17 different hotels were visited for the accommodation needs of ECE2020. Participating hotels included Corinthia Hotel Prague, Novotel Wenceslas Square, Barcelo (Occidental) Praha, Sheraton Prague Charles Square Hotel, Holiday Inn Prague Congress Centre Hotel, Hilton Prague, Grandior Prague, Grand Majestic Prague, Carlo IV - The Dedica Anthology, Century Old Town MGallery by Sofitel, Prague Marriot Hotel and Courtyard by Marriot Prague City. The PCB was represented by Floor Bleijendaal.

## SEPTEMBER

### 5 – 6 September

#### First UK based B2B event organized by PCB in cooperation with RAM Org.

At the beginning of the congress season, from September 5 to September 6, Prague Convention Bureau organized another B2B event, this time in the United Kingdom. In cooperation with Ram Org, Prague Convention Bureau prepared a two-day programme at the following venues: Cliveden House hotel located 50 kilometres outside of London city centre and The Lygon Arms hotel in Worcestershire. PCB was represented by Roman Muška, Managing Director, and Barbora Hýblová (Skálová) from Corporate Department.

### 12 – 13 September

#### Site Inspection for Eurostar Conference

On September 12 and 13, Prague Convention Bureau organized a site visit for a representative of Eurostar Conference that will be held in November 2019 with expected attendance of 1,000 delegates. Prague Convention Bureau arranged a site visit of the following social venues: Prague Congress Centre, Žofín Palace, Convent of St. Agnes, French Restaurant Art Nouveau, Mlýnec Restaurant, Prague Boats, U Fleků Brewery and Staropramen Brewery. Prague Convention Bureau was represented by Tereza Fialová.

### 17 – 19 September

#### Site Inspection for Sherwin Williams

The Prague Convention Bureau arranged a visit for Sherwin Williams to venues suitable for social gatherings during the conference. PCB was represented by Barbora Hýblová.

### 18 – 19 September

#### Site Inspection for IPTA 2021

On September 18 and 19, Prague Convention Bureau organized a site visit for a representative of The International Pediatric Transplant Association (IPTA) that is considering Prague as a destination for its conference in April 2021. Association is looking for suitable conference spaces, accommodation and venues for two social evenings during the conference.



## **19 September**

### **Board of Directors meeting**

The BOD Meeting was held on 19 September, in Guarant International office.

## **24 – 26 September**

### **Fam Trip AIM Group International 2018**

18 foreign representatives of AIM Group International from seven countries (Italy, Hungary, Belgium, Portugal, Spain, USA and Austria) visited Prague from Monday 24 September to Wednesday 26 September. In addition to the company's internal meetings held at the Prague Congress Center, during the fam trip, the representatives had the opportunity to discover other new or recently renovated meeting facilities and venues in Prague, such as Holiday Inn Prague Congress Centre, Cubex Centre Prague, Mlýnec Restaurant or O2 universum.

## **26 September**

### **Networking breakfast with PCB members and marketing workshop**

The next Networking Breakfast with PCB members took place on Wednesday, September 26, 2018, at 8:30 am at Endorfin (Petrohradská street 216/3, Praha 10 – Vršovice). A two-hour Interactive Social Media Workshop, led by Miguel Neves, CMP, Head Chef at Social Media Chefs, followed the networking part of the breakfast.

## **28 – 29 September**

### **Site Inspection for Spine Intervention Society SIS 2020**

On September 28 and 29, Prague Convention Bureau organized a site visit for a representative of The Spine Intervention Society (SIS) that is considering Prague as a destination for its conference for 150 – 200 delegates in May 2020. Association is looking for a suitable accommodation and meeting space. PCB was represented by Lucie Čapková.

## **OCTOBER**

## **2 – 4 October**

### **Site inspection for ASME Turbo Expo Conference 2022**

On October 2 and 3, Prague Convention Bureau organized a site visit for representatives of the ASME International Gas Turbine Institute (IGTI) that is considering Prague as a destination for its conference & exhibition in 2022 for 2,500 to 3,000 delegates. Representatives visited the suitable conference spaces, accommodation and venues for a social evening during the conference. PCB was represented by Lucie Čapková and Tereza Fialová.

## **5 October**

### **French FAM trip in cooperation with CzechTourism**

Prague Convention Bureau in cooperation with the Czech-Tourism Foreign Office in France held a fam trip for a group of 10 French agencies on Friday, October 5. The aim of the fam trip was to introduce Prague as a historic yet modern meeting destination with emphasis on the newly opened venues. The visit of Prague was part of the Czech fam trip that included also site visits in Ostrava, Brno and Mikulov. Prague Convention Bureau was represented by Barbora Hýblová.

## **8 October**

### **Board of Directors meeting**

The next BOD Meeting was held on 8th of October, in PCB office.

## **10 – 11 October**

### **USA Mini-roadshow in cooperation with American Airlines**

Prague Convention Bureau, in cooperation with the American Airlines, organized a mini-roadshow to promote Prague as an ideal MICE destination in the United States of America on 10 and 11 October. Representatives of Prague companies met a total of 50 clients: conference, congress, incentive and other events organizers. Prague Convention Bureau was represented by Roman Muška and Martina Fundaro.

## **16 – 18 October**

### **PCB attended MICE-IMEX USA in Las Vegas**

Prague Convention Bureau represented Prague at the eight IMEX America B2B trade show in Las Vegas. The event was held from October 16 to 18, and PCB participated there as a co-exhibitor at the Czech Republic stand managed by CzechTourism. This year's IMEX America was a record one. The event was attended by 3,500 exhibitors from 150 countries around the world and welcomed 60 new booths and 81 took larger spaces, including the stand of the Czech Republic, that was introduced under the new design. The overall attendance reached 13,000 participants, including 3,300 hosted buyers. Representatives of the PCB met 52 clients and obtained 5 confirmed RFPs and 10 potential RFPs on which PCB will be working in the near future. Prague Convention Bureau was represented by Roman Muška and Martina Fundaro.

## **22 – 25 October**

### **PRESS Trip Voyages & Strategie**

The journalist from the French B2B MICE magazine Voyages & Strategie visited Prague between October 22 and 25. The next issue of the magazine should include the report from Congress Prague focused primarily on small and mid-sized corporate events. Prague Convention Bureau helped to organize a program and site visits according to the wishes of the magazine. During the four-day visit, Prague Convention Bureau was represented by Hana Krejbichová.

## **25 October**

### **Action Group AP Meeting**

On October 25, the Ambassador Program Action Group met to discuss the latest points and plan the next year's activities.

## **31 October**

### **Board of Directors Meeting**

The next Board of Directors Meeting took place on October 31 in Vienna House Anděl's Prague.

## **NOVEMBER**

## **11 – 14 November**

### **Attendance of PCB at ICCA Congress 2018**

57th ICCA Congress (International Congress and Convention Association), which was held in Prague last year, took place from November 11 to 14 in Dubai. Together with PCB's Managing Director Roman Muška and Michaela Smetanová, Association Meetings Manager, Czech capital was represented by Prague Congress Centre and GUARANT International.

## **16 – 17 November**

### **Attendance of PCB at UIA Association Roundtable 2018**

On 16 and 17 November, the PCB attended the UIA Round Table in Lyon. UIA – Union of International Associations is an independent research institute documenting the work of international nongovernmental and intergovernmental organizations and promoting the public awareness of their activities. The annual UIA Round Tables provide an opportunity to 'learn through networking and through practice, to meet other international associations and share experience and knowledge to help you run your organization better'. The participants included 127 people representing 96 organizations, associations and offices, from 27 countries. The PCB was represented by Floor Bleijendaal.

## **20 November**

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

Another from series of member networking breakfasts took place on November 20 in Prague The Style Outlets. In addition to presentations of PCB and hosts news, participants could take advantage of shopping opportunities.

## **21 November**

### **Board of Directors Meeting**

The BOD Meeting was held in Courtyard by Marriott Prague City.

## **27 November**

### **„READY TO KNOW MICE IN PRAGUE“**

On 27 November, the fourth annual student conference "READY TO KNOW MICE IN PRAGUE", organized by the Czech branch of The Party & Eventarchitect, was held in the Lucerna Cinema. Prague Convention Bureau was invited to present Prague as an attractive MICE destination and, among other things, to provide an overview of its core activities to the students. The presentation at the conference was delivered by Lucie Čapková.

## **27 – 29 November**

### **PCB attended IBTM Barcelona 2018**

From November 27 to 29, IBTM B2B MICE trade show took place in Barcelona, Spain. This year's IBTM has surpassed its previous record for pre-arranged meetings – a total of 77,651 business meetings have been booked ahead of this year's event, 5% up on last year's total. Prague Convention Bureau attended the trade show again as a CzechTourism's co-exhibitor, carrying out the total of 55 association and corporate one-to-one meetings, which have resulted in 25 RFPs. Prague Convention Bureau was represented by Roman Muška, Michaela Smetanová, Barbora Hýblová and Hana Krejbichová.

## DECEMBER

### 3 December

#### Site inspection for Analytical Technologies 2020

On 4 December, a representative from CASSS visited Prague for their Analytical Technologies conference in 2020. Headquartered in Emeryville, California, CASSS is a not-for-profit professional scientific society made up of over 4,000 industry, academic and regulatory professionals. The client visited two member hotels for the event and four social venues for their gala dinner. The conference for approximately 150 participants will take place in Prague and the venue decision will be made this month. The PCB was represented by Floor Bleijendaal.

### 6 – 9 December

#### German FAM trip

At the beginning of December 2018, the Prague Convention Bureau organized a four-day pre-Christmas fam trip for representatives of eleven German agencies. From 6 to 9 December, participants had the opportunity to see some of Prague's congress and boutique hotels, social and other unique venues suitable for various kinds of events, and of course, experience a wide variety of fun incentive activities that Prague has to offer. Prague Convention Bureau was represented by Barbora Hýblová.

### 12 December

#### Board of Directors Meeting

The last BOD Meeting of the year 2018 was held in Prague Congress Centre.

### 12 December

#### Advent Cocktail and Seminar for Congress Ambassadors

This year's Prague Convention Bureau's Ambassador Program climaxed with the festive meeting of the congress ambassadors and the program's partners at the Club H of the Prague Congress Center on December 12. In cooperation with the main partner of the evening, the Czech Convention Bureau, the Prague Convention Bureau together with the Prague Congress Center organized the traditional, pre-Christmas meeting, which was followed by a cultural program consisting of the „Gregorian“ concert with Amelia Brightman.

### 13 – 14 December

#### Site Inspection for Localization World

On December 13 and 14, Prague Convention Bureau organized a site visit for a representative of Localization World conference that will be held in June 2020 with expected attendance of 500 delegates. Prague Convention Bureau assisted in cooperation with member catering service providers with site visit arrangement of suitable social venues. Prague Convention Bureau was represented by Barbora Hýblová.







## 2018 STATISTICS/ BIDDING FOR PRAGUE, CONGRESSES WON

### 2018 STATISTICS

According to statistic data collected from 41 PCB members, 2155 events with an average duration of 3.4 day took place in Prague in 2018. Almost 86 % (1833 events) were corporate, 14 % (322 events) were thus association. Almost 72 % (1551 events) belonged to the size categories for up to 49 participants and for 50 to 149 attendees. Local participation events (60%) outnumbered the international events (40%). Majority of delegates came from the following countries: Czech Republic, Great Britain, Germany, USA and France. Most events tackled the topics of pharmaceuticals, education, medical sciences, IT and industry.

### BIDDING FOR PRAGUE, CONGRESSES AND CONFERENCES WON

2018 was, as for the size of confirmed events, an above-the-average successful year for Prague. As a result of Prague Convention Bureau activities, 87 congresses, conferences and other events for over 40 thousand delegates were confirmed to be held in Prague. The events, corporate and international association congresses and conferences combined, will thus generate over 115 thousand roomnights.

### SELECTION OF CONGRESSES AND EVENTS WON IN 2018

EVENT TITLE	EVENT DATE	NUMBER OF PARTICIPANTS
EBMT Annual Meeting	2021	4 500
Annual Meeting of the Society for Experimental Biology	2020	800
ICF Converge	2019	1 750
European Congress of Endocrinology -ECE-	2020	3 500
Devcon4 Ethereum	2018	3 000
Reactive Conf	2018	1 200
SIOPE Congress	2019	800
GECCO	2019	800
EuroSTAR Software Testing Conference -EuroSTAR -	2019	1 000
IPTA - International Pediatric Transplant Association	2021	600

## SALES AND MARKETING ACTIVITIES

### TRADE FAIRS AND FAM / PRESS TRIPS

Prague Convention Bureau attended, arranged or participated at 39 sales and marketing events, where its representatives spent 94 days in 2018.

EVENT TYPE	2014	2015	2016	2017	2018
Trade Fairs/ Forums	6	5	5	6	4
Workshops	11	15	12	13	15
Sales Trips	1	3	2	3	6
Fam Trips	4	2	2	2	5
Press Trips	3	3	2	2	4
Educational Conferences/ Congresses	5	5	5	4	5





## EVENT PARTICIPATION OVERVIEW

DATE	EVENT	LOCATION
14. – 18. 1.	Press trip for Meet and Travel Magazine in cooperation with CzechTourism	Prague, Czech Republic
18. – 20. 2.	MCE Central&Eastern Europe	Zagreb, Croatia
28. 2.–1. 3.	Sales Trip Geneva	Geneva, Switzerland
12. – 14. 3.	Association World Congress	Antwerp, Belgium
21. 3.	Ambassador Awards Evening 2018	Prague, Czech Republic
23. – 25. 3.	Fam Trip RAM Org. UK 2018	Prague, Czech Republic
5. 4.	Education seminar on „Czechoslovak Inspiration in MICE“	Prague, Czech Republic
17. 4.	4th Seminar for the Charles University Representatives	Prague, Czech Republic
2. – 4. 5.	Press Trip for European journalists	Prague, Czech Republic
15. – 17. 5.	IMEX Frankfurt	Frankfurt, Germany
17. 5.	Science-Research-Innovation trade fair	Brno, Czech Republic
17. – 20. 5.	Post IMEX US Fam Trip 2018	Prague, Czech Republic
21. – 22. 5.	Czech Republic Travel Trade Day	Liberec, Czech Republic
28. – 29. 5.	The Netherlands sales trip	Netherlands
31. 5.	Seminar for the Czech Technical University Representatives	Prague, Czech Republic

DATE	EVENT	LOCATION
15. – 18. 6.	Tour de MICE	Lisbon, Portugal
15. – 21. 6.	Press Trip for Kongres Magazine	Prague, Czech Republic
26. 6.	Networking event at the Prague House	Brussels, Belgium
28. – 30. 6.	ICCA Sector Destination Marketing European Client/Supplier Business Workshop	Monte Carlo, Monaco
9. – 11. 7.	ICCA Association Meetings Programme	Ljubljana, Slovenia
10. – 13. 7.	German Roadshow	Germany
5. – 6. 9.	B2B event for UK buyers	Great Britain
24. – 26. 9.	Fam Trip AIM Group International	Prague, Czech Republic
5. 10.	Fam Trip France in cooperation with CzechTourism	Prague, Czech Republic
10. – 11. 10.	Mini-roadshow USA in cooperation with American Airlines	USA
16. – 18. 10.	MICE-IMEX USA	Las Vegas, USA
22. – 25. 10.	Press trip Voyages&Strategie	Prague, Czech Republic
11. – 14. 11.	ICCA Congress	Dubai, UAE
16. – 17. 11.	UIA Roundtable Europe	Lyon, France
27. – 29. 11.	ibtm world Barcelona	Barcelona, Spain
6. – 9. 12.	Fam Trip for German buyers	Prague, Czech Republic
12. 12.	Advent Cocktail for Congress Ambassadors	Prague, Czech Republic



## AMBASSADOR PROGRAM

### OVERVIEW OF ACTIVITIES OF PROGRAM FOR SUPPORT OF OF CONGRESS AMBASSADORS – AMBASSADOR PROGRAM

- Program established to support activities of the international associations' representatives in Prague, Czech Republic when bidding and organising international meetings in Prague.
- Program provides so-called incentive support: financial and non-financial support intended for organisers of the international congresses and conferences in Prague, in cooperation with partners of the program.

### AIMS OF PROGRAM

- Increase the potential for holding congresses and conferences in Prague and the Czech Republic.
- Increase the success rate of the Czech Republic in competition abroad.
- Popularise the most significant sectors of the Czech economics including science and research.
- Create connections among experts and commercial sphere.

### ACTIVITIES CARRIED OUT IN 2018

March	Ambassador Awards Evening – evening gala with the ceremony of awarding the congress ambassadors
April	Seminar for the Charles University representatives
May	Seminar for the Czech Technical University representatives
October	Meeting of the Ambassador Program Action Group
December	Advent Cocktail

### LIST OF THE AMBASSADOR PROGRAM PATRONS:

- 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
- prof. MUDr. Tomáš Zima, DrSc., MBA

### LIST OF THE PARTNERS OF THE PROGRAM

- Prague City Hall
- Ministry of Regional Development
- Czech Airlines
- CzechTourism/Czech Convention Bureau
- Prague City Tourism
- Václav Havel Airport Prague
- Czech Academy of Sciences
- Charles University
- COT Media



## SITE INSPECTIONS / SALES ACTIVITIES STATISTICS OVERVIEW

### SITE INSPECTIONS

In 2018, PCB arranged 26 site visits for clients in total, keeping the PCB team busy accompanying them for 60 days.

DATE	CLIENT NAME
18. 1.	European Society of Cardiology
30. 1.–1. 2.	ISOQOL
11. – 12. 2.	INPACT WORLD Conference 2018
19. 2.	Society for Experimental Biology
26. – 27. 2.	LinkedIn
1. – 4. 4.	JetSet
17. 4.	SOE Congress 2021
19. 4.	ROAD FIATA (MTI 2018)
17. – 20. 5.	Maritz Travel a Amgen
18. – 19. 5.	Psychonomic Society
19. – 23. 5.	HelmsBriscoe/NuVasive
22. – 23. 5.	Emerson 2020
11. – 12. 6.	ASIS Europe 2020

DATE	CLIENT NAME
10. – 11. 7.	Hazelcast
16. – 17. 7.	Coloplast
18. – 19. 7.	AMEC
12. – 15. 8.	BEGO Implant Systems
21. – 22. 8.	ECE2020
28. – 29. 8.	JGS Group
12. – 13. 9.	Eurostar Conference
17. – 19. 9.	Sherwin Williams
18. – 19. 9.	IPTA 2021
28. – 29. 9.	Spine Intervention Society SIS 2020
2. – 4. 10.	ASME Turbo Expo Conference 2022
3. 12.	Analytical Technologies 2020
13. – 14. 12.	Localization World



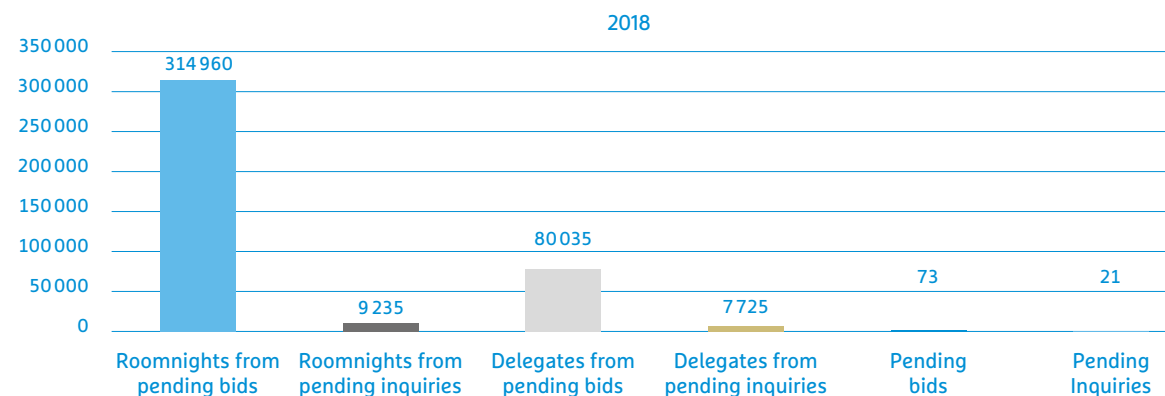
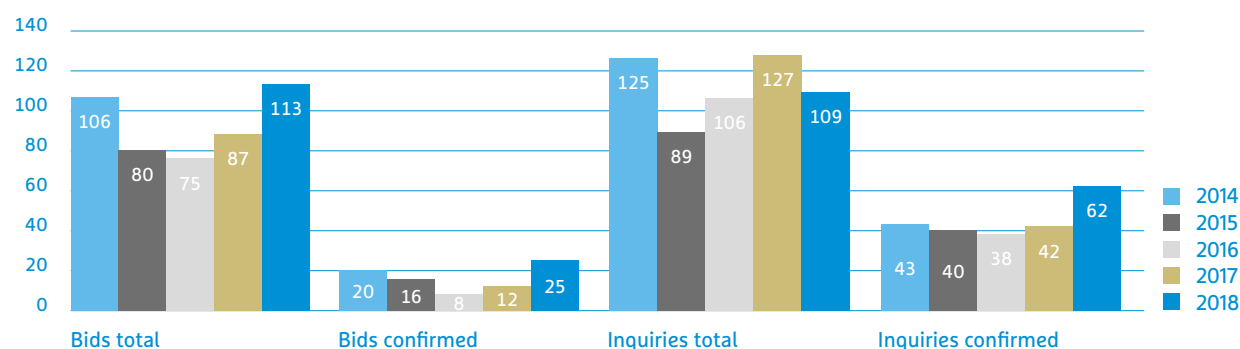
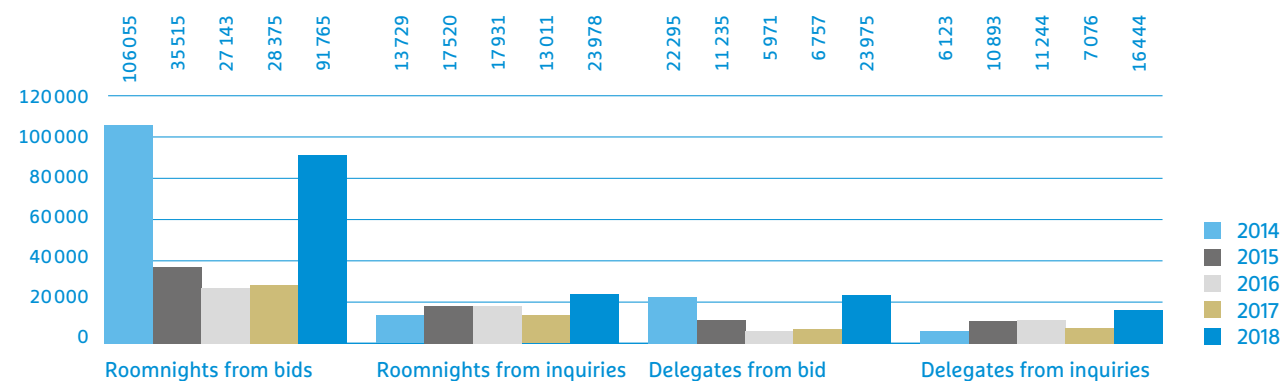
## SITE INSPECTIONS / SALES ACTIVITIES STATISTICS OVERVIEW

### PROJECT MANAGEMENT STATISTICS OVERVIEW

Total amount of updated contacts in database:	20 229
Total amount of inquiries:	109
Total amount of confirmed inquiries:	62
Total amount of pending inquiries:	21
Total amount of roomnights in MICE and corporate segments*	23 978
Total amount of bids:	113
Total amount of bids won:	25
Total amount of pending bids:	73
Total amount of roomnights in associations segment*	91 765

PCB received and processed 52 applications for administrative support and facilitation of fare-free public transport for delegates.

\* Generated and assisted roomnights







### WE LAUNCHED NEW WEB PAGES AND NEW NEWSLETTER FORMAT

In April 2018, at the occasion of 10th anniversary of its founding, the Prague Convention Bureau launched its new web pages at the original address [www.pragueconvention.cz](http://www.pragueconvention.cz). Its key element is so-called venue finder – a search tool which enables users to filter and find MICE industry services suppliers, based on individual preferences. Together with the new web, we also presented new format of Czech and English language newsletter bringing news from Prague, and increased the periodicity of the English language newsletter for foreign recipients to 12 issues annually.



### MARKETING CAMPAIGN FOR SUPPORT OF MICE INDUSTRY IN PRAGUE

In the 3rd quarter of 2018, the Prague City Tourism opened a public tender aimed at planning and delivering an international marketing campaign due to take place from October 2018 to 31 December 2019 in international B2B MICE media. The aim of the campaign was the support of meeting industry in the city, and increase in the number of congresses and incentive trips to Prague; its overall value was two million Czech crowns. As a result, 11 advertisements were published in the MICE industry magazines with global readership and distribution. Prague Convention Bureau participated in the campaign by recommending the suitable media and drafting texts for each of the media.



### UPDATE OF PRAGUE DESTINATION PRESENTATION

Throughout 2018, a continuous update of information and artwork for the Prague destination presentation was conducted to reflect on the latest developments on the Prague MICE scene. The up-to-date Prague destination presentation that had first been presented with the currently used graphic layout template at IMEX Frankfurt in 2018, was uploaded to the Prague Convention Bureau web page, „Download“ and „Why Prague“ sections.

### MARKETING WORKSHOPS FOR REPRESENTATIVES OF MEMBER SUBJECTS

In 2018, we followed up on the successfully organized first marketing workshop for the member subjects in 2017. The second workshop took place in September 2018, and it was intended for marketing and PR representatives of the member subjects, who are in charge of their social network profiles administration. Photogallery and detailed information on the workshop are available on the PCB pages on Facebook.



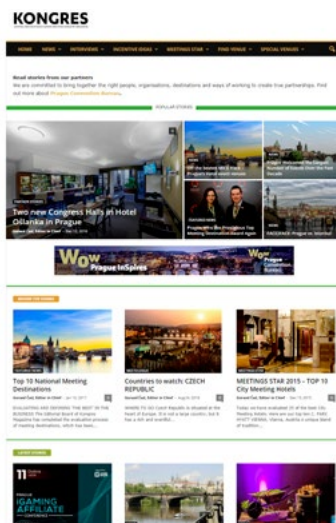


### MEETINGS PRAGUE PROFILE ON THE WEB OF THE SLOVENIAN „CONGRESS“ MAGAZINE

The cooperation in creating the contents for a special meeting Prague profile in the Slovenian professional magazine continued in 2018. We had launched the microsite in 2017 and it was available at the following URL:

<http://kongres-magazine.eu/prague-convention-bureau/>.

The profile regularly publishes up to 4 news texts monthly, bringing updates on MICE industry and subjects offering MICE-related services in Prague..



### UPDATED PRAGUE BUSINESS TRAVEL GUIDE

In 2018, the Prague Convention Bureau cooperated with B2B business magazine EME Outlook, which concentrates on the EMEA region, at the update of Prague Business Travel Guide. The first ever edition of the guide publication was issued in autumn 2017, and it was distributed to 395 thousand subscribers. The 2018 edition was published in September as a supplement to the EME Outlook magazine and also available for download on the internet as a stand-alone brochure.



### WE LAUNCHED PCBTURNS10 CAMPAIGN

At the beginning of 2018 we launched the year-long PCB-turns10 campaign at multiple communication platforms of the Prague Convention Bureau. The campaign followed the celebrations of the 100th anniversary of founding of the Czechoslovak Republic, and its purpose was to present the milestones of MICE industry. PCB-turns10 was also supported by issuing a press release on the day of anniversary, and by several networking activities that Prague Convention Bureau organized in 2018, including its traditional education seminar.



### UPDATED PRAGUE MEETING PLANNER'S GUIDE MOBILE APPLICATION

At the beginning of 2018 we also conducted the last update of the Prague Meeting Planner's Guide mobile application, we had launched in mid June 2016, in cooperation with the C.O.T. media publishing company, WMP World Media Partners company, and with the support of Prague City Tourism. The application was intended to assist congress, conference and other meeting organizers in planning their events in Prague, and its development was discontinued on 31st December 2018.

Marketing communication in 2018 aimed especially at the international MICE media, and it applied especially the following tools: regular press release and e-newsletter distribution, arranging individual and group press trips, direct communication with journalists, and contributing to the articles about Prague as a meeting destination. An integral part of Prague promotion on both local and international scene were social networks: above all Twitter, Facebook, LinkedIn and Instagram. Promotion on the local market included media partnership with the C. O. T. media publishing company, and a regular column in the COT – All About Tourism magazine. Total value of the media outcomes was summed up to over **757 thousand euro (19.5 mil Czech crowns)**.

## COMPREHENSIVE TABLE OF MARKETING COMMUNICATION OUTCOMES

E-newsletters in Czech language	12
E-newsletters in English language	12
Press releases	7
Media outcomes	428 (344 international, 94 local)
Advertisements <sup>1</sup>	12
Press conferences	0

<sup>1</sup> without advertisements published as part of the Prague City Tourism tender

**Discover the New Meeting Capacities of Prague!**

Prague on the Rise

8th world's most popular meeting destination (ICCA ranking 2017)

165 direct flight destinations (Prague airport)

5th world's best public transportation system (Monday review 2017)

787 hotels offering nearly 42,000 rooms

YOUR CONTACT PERSON IN PRAGUE:  
 Michaela Šimková, Executive Director  
 michaela.simkova@pragueconvention.cz  
 www.pragueconvention.cz



**Wow**  
Prague InSpires

**Where the meetings run naturally**

- ... 20% of the city's area comprises of natural parks,
- ... the city public transportation system ranks 5th in the 2017 Sustainable Cities Mobility Index of Arcadis,
- ... capital of the country ranking 4th in Europe in packaging waste recycling according to 2014 Eurostat report.

**Wow**  
Prague Convention Bureau

**THE CZECH REPUBLIC'S CULTURAL CROSSROADS**

The story of old and new in the Czech capital makes Prague a convenient cultural destination for business tourists, writes **Hana Engelová**, Marketing and PR Manager of Prague Convention Bureau.

**Subscriber content:**

**How to transform event marketing with social media**  
 The use of social media in event marketing is becoming increasingly important. It allows for direct communication with the audience and provides a platform for sharing photos and videos from the event.

**Balance needs to keep delegation engaged**  
 Delegation members are often busy and have limited time to spend in the city. It is important to provide them with a variety of activities and experiences that can be completed in a short amount of time.

**Key trends from last year's Christmas party season**  
 The Christmas party season is a key time for business events. It is important to plan ahead and book venues and catering in advance.

**State of the Industry: Associations Report and more!**  
 The report covers a range of topics including the state of the industry, the challenges faced by associations, and the opportunities for growth.

**Non-subscriber content:**

**Prague is a great place to visit in February**  
 February is a great time to visit Prague. The weather is cool, and the city is beautiful. There are many events and activities taking place throughout the month.

**Workshop to build 2018 Tourism Society Resilience**  
 The workshop will focus on building resilience in the tourism industry. It will cover topics such as risk management, crisis communication, and recovery planning.

**ACT Liverpool welcomes TMC World Congress**  
 The ACT Liverpool team is excited to welcome the TMC World Congress to the city. They will provide a variety of services to ensure a successful and enjoyable event.

**Ex partners: Brevette 2018**  
 Brevette 2018 is a key event for the industry. It is important to stay up-to-date on the latest developments and trends.

**New Prague Openings**  
 There are several new openings in the Prague market. It is important to be aware of these opportunities and to take advantage of them.

**Prague Convention Bureau**

Discover the New Meeting Capacities of Prague!

Prague on the Rise

8th world's most popular meeting destination (ICCA ranking 2017)

165 direct flight destinations (Prague airport)

5th world's best public transportation system (Monday review 2017)

787 hotels offering nearly 42,000 rooms

YOUR CONTACT PERSON IN PRAGUE:  
 Michaela Šimková, Executive Director  
 michaela.simkova@pragueconvention.cz  
 www.pragueconvention.cz

**Prague: Traditionally Modern**

The capital city of Prague is the most attractive tourist and meeting destination in the Czech Republic. The city of a hundred spires on the Vltava River is known to provide fun all over the world and it ranks among the most beautiful cities in Europe.

**THE CITY OFFERS MANY OPTIONS YOU CAN HOLD A MEETING IN ONE OF THE MONUMENTAL HISTORICAL PLACES OR IN A COMFORTABLE CONTEMPORARY VENUE.**

Prague is a city of many faces and offers a wide range of meeting options. From historic castles and palaces to modern conference centers, there is something for everyone. The city's location on the Vltava River provides a unique backdrop for any meeting.

Michaela Šimková, Executive Director of the Prague Convention Bureau, highlights the city's rich cultural heritage and the wide range of venues available for meetings. She notes that Prague is a city that can accommodate meetings of all sizes and budgets, from small group meetings to large international conferences.



**Lets Get Inspired**  
**Meet in Prague!**





2018 ADVERTISEMENTS OVERVIEW / OVERVIEW OF MEDIA, WHICH PUBLISHED ARTICLES ABOUT PRAGUE, BASED ON PCB RELEASES IN 2018

SELECTION OF PR OUTCOMES

Cidade em azáfama total

Praga é uma cidade que está a preparar bem o futuro. Há venues muito recentes, centros de congressos em construção, e hotéis a planearem remodelações das valências para eventos. É o caso do Marriott: "Praga está no rubi", diz o director William Boulton Smith. E para isso muito contribui a sensação de grande segurança que se vive na cidade. Numa altura em que cidades como Londres ou Paris ainda sofrem as consequências de atentados terroristas, zonas mais periféricas, como Praga, Budapest ou Lisboa tornam-se centrais no que diz respeito a eventos. Além da segurança, o director do Marriott lembra que a capital checa está hoje muito bem conectada em termos de voos, além de ter um aeroporto "ótimo", e muito perto da cidade. "Todas as grandes companhias estão cá", refere, e isso abre o espectro de clientes potenciais. China e Índia são hoje mercados promissores para Praga. Outra facilidade para a cidade checa é a possibilidade de alugar de edifícios históricos, o que pode conferir um élan extra a um evento. "Até o tram pode ser alugado", sublinha Boulton Smith. E, por isto tudo, os bookers têm confiança em Praga. O Marriott inicia em Julho obras de remodelação de toda a zona dedicada a eventos, para aproveitar a low-season de congressos. Também o Hilton, um dos principais hotéis vocacionados para congressos e eventos na capital checa, vai entrar em obras com a renovação de todos os espaços de reuniões. Já o Vienna House Diplomat, um dos seus quartos serem remodelados este Verão, num estilo Great Gatsby, anos 30. Este hotel dos anos 80 está a dar passos firmes na direcção da modernidade. Do mesmo grupo fazem ainda parte o Angelo e o Andel's, hotéis também eles com grande propensão para o MICE.

O destino está motivado? O Arena, a Allice Arena de Praga, para a construção de um centro de congressos e um espaço multiusos. A abertura está agendada para o Verão do próximo ano e em 2020 já há congressos marcados para o novo espaço. O complexo chamar-se-á O Universum. No mesmo ano, a Betaport, dona e gestora do espaço, espera reforçar o complexo com um hotel de quatro estrelas, com 300 quartos. O O Universum vai estar conectado com a arena, aumentando em muito a área disponível para eventos.

Em 2022, o Centro de Congressos de Praga espera inaugurar um novo hall com 5000 m2. Para o Congresso da ICCA, que se realizou aqui em 2017, o venue construiu uma nova e mais moderna entrada e tornou o edifício mais sustentável, com ganhos de 30% nos custos da energia. Intacta está no entanto, e ainda bem, a sala que recebeu personalidades como Obama ou Brejnev, constituindo-se como um pedaço de história da cidade.

O Cubex é o mais recente venue da capital checa, um espaço moderno que promete agitar o sector dos eventos. O espaço é minimalista, tendo como inspiração o cubismo checo. Particularidades do espaço são as paredes brancas para projecção e a possibilidade de o organizador definir a cor de qualquer espaço.

Um país em que o Google tem competição

Fundada em 1996 por Jiro Lukacovic, para muitos checos, Semzim significa internet. Mas na verdade a palavra tem por tradução, lista. Quer como motor de busca, quer na publicidade online, a empresa procura por em casa a fama de invenção do gigante americano, e desse ponto de vista é praticamente uma excepção na Europa. No passado foi mesmo líder de mercado no país. Lembra-se que a Google apenas não lidera em países como a China, Japão, Rússia e Coreia do Sul. O sector das tecnologias é importantíssimo para a República Checa, e tem como principal epicentro Praga. O ecossistema das start-ups é muito activo, acairelado na cidade, e está no radar de investidores internacionais. A capital agitou a criar tecnologias como Awest, Kwi.com, SocialBakers, JettBrain, entre outras.

PRAGUE

76

PRAGUE

LA BOHÈME HEUREUSE

50 ans après le printemps de Prague et près de 30 ans après la Révolution de velours, « la capitale magique de l'Europe » est au zénith. Les touristes l'envahissent et les opérations Mice s'y multiplient.

ors de l'éclatement en 1992 de la Tchécoslovaquie en deux états – la Tchéquie et la Slovaquie – bien peu en Europe imaginaient un avenir brillant pour ces deux petits états d'Europe centrale. Un quart de siècle plus tard, les deux figurent dans le peloton de tête de la croissance européenne et leurs capitales rayonnent de manière insolente. C'est vrai de Prague, devenue la 5<sup>e</sup> région urbaine la plus riche de l'Union Européenne en termes de PIB, devant l'Île-de-France, avec un taux de chômage inférieur à 3 %. Prague va tellement bien qu'elle peine à pourvoir les postes dans le secteur clés de son économie, à commencer par le tourisme qui empiète des scores brillants avec plus de 7 millions de visiteurs en 2017, à rapprocher de son million d'habitants. Elle se classe au 5<sup>e</sup> rang des villes européennes les plus visitées par les étrangers devant Vienne et Amsterdam. Cet engouement pour l'ancienne capitale de la Bohême a évidemment son revers, les ruelles de la vieille ville sont envahies de touristes en toutes saisons, notamment le Pont Charles, la star de ce musée à ciel ouvert. Tant est si bien que les agences réceptives ont imaginé pour les groupes Mice toujours plus nombreux des programmes plus adaptés

PANORAMA

KONGRESOVÁ PRAHA

PRAGUE CONVENTION BUREAU

Prague Convention Bureau Prague Convention Bureau pro českou metropoli již deset let

PUNTO MICE

PRAGA ESTRENA WEB EXCLUSIVA PARA LOS PROFESIONALES MICE

Különleges eszköz rendezvényszervezőknek Prágában

Praktikus új eszköz született

Érdekel a rendezvény üzletben? Helyszínt vagy programot keres? AKKOR ITT A HELYE!

2018. 11.20. MILLENÁRIUS

Wow Prague Convention Bureau

PLAN YOUR EVENT IN PRAGUE

Prague takes a starring role

Prague Convention Bureau



## 2018 ADVERTISEMENTS OVERVIEW / OVERVIEW OF MEDIA, WHICH PUBLISHED ARTICLES ABOUT PRAGUE, BASED ON PCB RELEASES IN 2018

### LIST OF 2018 ADVERTISEMENTS AND PR ARTICLES:

#### International

- Business Destinations  
(full page in print + online articles)
- Verbände report (full page in print)
- Conference Matters (full page in print)
- Banner on the IMEX America trade show website
- Boardroom (PR article in print in the Global  
Science&Convention Alliance)
- Headquarters (full page in print)
- Executive Global (full page in print + PR article in print)
- Banner in the British C&IT magazine newsletter
- Event Emotion (PR article in print)
- Sustain Europe (1/2 page advertisement)
- Meetings Prague profile on the Kongres magazine web  
(4 online articles monthly)
- C&IT Association Forum (full page advertisement in  
the exhibitors' catalogue)

### LIST OF MEDIA, WHICH PUBLISHED ARTICLES AS RESULTS OF PCB ACTIVITIES OR WHICH MENTIONED PCB IN 2018

#### LOCAL

All for Power

Best for Events in the Czech Republic

BusinessInfo.cz

COT Celý o turismu

Czech Marketplace

Drbna.cz

e-vsudybyl.cz

FeedIT.cz

Firemniakce.cz

FreshTime.cz

Gastroahotel.cz web

Horekaweb.cz

Hospodářské noviny

icot.cz

iHned.cz

MAM - Marketing&Media

medicina.cz

mice-cee.com

Parlamentnilisty.cz

Prague Morning

Prague TV

Praha Press

Prazskenovinky.cz

Pražský patriot

PražskýDen.cz

Roklen24

SmartPrague.eu

SOCR.cz

TomasZima.cz

TTG

ttg.cz

TyInternety.cz

Všudybyl

Zpravodaj COT Business

Prvnizpravy.cz

Roklen24

Rozhlas.cz

RTV+

Studia Turistica

Svet Horeca

SvetHG.cz

Tribune.cz

TTG

ttg.cz

Týden.cz

Všudybyl

Zpravodaj COT Business

## 2018 ADVERTISEMENTS OVERVIEW/ OVERVIEW OF MEDIA, WHICH PUBLISHED ARTICLES ABOUT PRAGUE, BASED ON PCB RELEASES IN 2018

INTERNATIONAL			
4-traders.com	EventMB	Lorena Prato Blog	Prague TV
Argophilia Travel News	eventoplus.com	MEET and TRAVEL mag	PRESSRELEASENETWORK.com
Association Meetings International (AMI)	Eventos Magazine	Meeting Media Group	Punto MICE
BizTravel Blog	EventPoint.com	Meeting Media Newsletter	Revista Ven America
Boardroom	Executive Global	Meeting News Newsletter (Successful Meetings)	Smart Meetings
Boardroom.digital	ExhibitCityNews.com	Meetings and Conventions	SmartMeetings.com
Breaking the News.net	exhibitionworld.co.uk	Meetings International	StandBy.dk
Business Review	Expreso	MeetingsCanada.com	StandByNordic.com
Business Traveller Hungary	Focus on Travel News	MeetingsInternational.com	StreetInsider.com
BusinessDestinations.com	Focus on Travel News e-newsletter	MeetingsInternational.se	SuccessfulMeetings.com
businesstraveller.hu	Global Travel Media	MeetingsNet	Sustain Europe
C&IT Haymarket E-newsletter	GlobeNewswire.com	meetpie.com	SustainEurope.com
CIM - Conference&Incentive Management	GMIportal.com	meetpie.com - e-newsletter	The Iceberg
CIMmagazine.com	HeadQuartersmagazine EMEA	MeeTurkey Incentive Magazine	The PCO (IAPCO)
Cimunity.com	headquartersmagazine.com	mep - Marketing Event Praxis	ThinkMICE.pl
Cimunity.com	HorecaNet.pl	MICE&TOURISM Around The World	Tour Hebdo
citmagazine.com	HotelInfo24.pl	Mice Central&Eastern Europe	Travel Daily News International
c-mw.net	I&MI - Newsflash	MICE INDIA	travel.e-servicis.com
Conference + Meetings World (CMW)	ICCAworld.com	MICE Insiders	Travel.Report
Conference-News.co.uk	IMEX Daily Paper	MICE Radar	travellandtourworld.com
convention-net.de	Incentive Travel&Corporate Meetings (ITCM)	MICE-BTN	TravelTradeDaily.com
Council on Czech Competitiveness	Insider.co.uk	MICE-BTN online	TravelTradeEurope.Travel
Czech Marketplace	International Conferences Summits&Conventions	mice-cee.com	TravelWeekly.com
EconoTimes	International Meetings Review	mice-contact	TTG mice
EME Outlook	International Meetings Review Newsletter	MICEtalk	TTNonline.com
ETB travel news	intravelreport.blogspot.com	MICEtalk	turizmciningazetesi.com
eTurboNews.com	KCTV5.COM	Møde&Eventmagasinet	Turizmus.com
Evensi.com	KDRV.com	MORNINGSTAR	tw-media.com
Event Planner Spain	KFM BFM.com	NBC Right Now	Voyages d`Affaires
Event Point	Kongres - Central and South East Europe Meetings Industry Magazine	NBC29.COM	Voyages et Stratégie
EventBranche.nl	Kongres Magazine Newsletter	New Jersey News 12	WaszaTurystyka.pl
EventEmotion	kongres-magazine.eu	padraicino.com	YAHOO! Finance
EventManagement.pl	Kreatorzy.eu	Polska Organizacja Turystyczna	
	Latina America Meetings	Prague Daily Monitor	

## MEMBERSHIP / EVENTS FOR PCB MEMBERS / SPECIAL EVENTS

### MEMBERSHIP

In 2018, the number of PCB members increased slightly, as we welcomed 11 new members, and a new member categorisation was introduced. The member platform consisted of 66 subjects, of whom the largest group comprised hotels (28 members), DMCs and event agencies (12 members), services (11 members), conference venues (11 members), and PCOs (4 members).

### EVENTS FOR PCB MEMBERS

The PCB board of directors held 13 meetings in 2018. Furthermore, the annual general meeting, 4 networking breakfasts with members, and the Christmas gathering took place.

### SPECIAL EVENTS

- 7th international education seminar „Czechoslovak Inspiration in MICE“
- Networking breakfasts
- Ambassador Awards Evening: the congress ambassadors award ceremony
- Christmas gathering with members: „Open House“
- Workshop focused on communication and utilisation of social network, organised in cooperation with the Social Media Chefs company







## 2018 ECONOMIC RESULT

### BUDGET

The 2018 Prague Convention Bureau current budget significantly increased thanks to the contract on cooperation concluded with the Prague City Hall in October 2017 for the period of following 26 months. The membership and marketing fees constituted another important part of the budget income, contributing 600 thousand crowns more than in 2017 (a million more if compared with 2016).

Another partner who financially supported the Prague Convention Bureau activities, is the CzechTourism agency. The CzechTourism supported, through their Czech Convention Bureau, various PCB's marketing activities and the PCB Ambassador Program. The important contract concluded with the Václav Havel Prague Airport for a period of two years enabled PCB to use finance for other specific projects. We also owe our thanks to the ČSA company for their financial support in 2018. Celkové hospodaření PCB skončilo v nepatrném zisku.

The overall PCB performance ended in a modest profit.

OVERVIEW OF THE BUDGET	
<b>Income (excl. VAT)</b>	<b>14 219 833,00 Kč</b>
Membership and marketing fees	4 408 249,00 Kč
CzechTourism/CzCB	312 967,00 Kč
Sponsorship	357 905,00 Kč
Prague City Hall	8 316 534,00 Kč
Project management	821 585,00 Kč
Other	2 593,00 Kč
<b>Expenditures</b>	<b>14 213 579,00 Kč</b>
HR	6 332 946,00 Kč
Administration	687 196,00 Kč
Marketing	1 098 721,00 Kč
Project management	5 731 451,00 Kč
Membership	296 523,00 Kč
Other	66 742,00 Kč
<b>Profit/Loss</b>	<b>6 254,00 Kč</b>

## PCB IN NEXT YEARS

Together with the newly elected board of directors, we will continue to strive for achieving the Prague Convention Bureau long-term strategic goals :

- 1. To build the image of Prague as an international TOP MICE destination.**
- 2. To increase the number of international MICE events held in Prague.**
- 3. To raise the awarness of the importance of Prague meetings industry at the national level.**

The year of 2019 should be, among other things, in the spirit of preparation for two major events due to take place in the following year. Prague Convention Bureau shall organize the first one: an international workshop for 40 to 60 international buyers due to take place in early 2020 in Prague, and present the meeting opportunities in the Czech capital city. The other one: UIA (Union of International Associations) members Round Table Europe, intended for international associations, shall be held in Prague in November 2020.



## OUR PARTNERS / OUR MEMBERSHIP

### OUR PARTNERS



### OUR MEMBERSHIP



### MEDIA PARTNERS

