

PRESS RELEASE

---

## Around 50 European Buyers Attended B2B Fam Trip and Workshop in Prague

Prague, 6th February 2020 – Prague Convention Bureau together with partners organized a B2B corporate Prague InSpires MICE Fam Trip & Workshop, that was held in Prague from February 2 to February 4, 2020. The three-day event welcomed 49 European buyers from 13 European countries.

Prague with more than 4,500 events per year, new congress centres openings and largest congress hotels renovations, is on the rise. The buyers, mostly representing the corporate event planners mostly coming from the UK and South Europe, got familiar with the Prague MICE offer during the one-to-one meetings with Prague suppliers at all-morning B2B workshops. During the workshops, the total of 750 pre-scheduled meetings took place within two days.

Except the workshops, hosted buyers had a chance to admire the plentiful treasures of Prague history at two optional city tours, explore Prague venues at various site visits focused among others on luxury segment, large events, and general overview. They also experienced three different incentive programs that included tram and boat rides, VR reality workshop and art nouveau themed tour. Two social evenings provided networking opportunities and entertainment.

Prague Convention Bureau together with its partners prepared several surprises and contests for the hosted buyers during the program. At each site visit, buyers were assigned with various tasks, the team to fulfil the tasks most efficiently then received a famous souvenir connected with Prague storybook series – mechanical puzzle called “Hedgehog in Cage”. Hosted buyers could also join the social media competition under the hashtag #PragueInSpires2020 on Twitter and Instagram to win the vouchers for their next Prague visit.

The detailed program of the event can be found [here](#).

---

### Main partners of the Prague InSpires MICE Fam Trip & Workshop



Partners of the Prague InSpire MICE Fam Trip & Workshop



**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.*

*For more information please contact:*

*Hana Krejbichová,*

*Marketing & PR Manager,*

*Tel: +420 224 284 268, GSM: +420 727 961 476*

*E-mail: [hana.krejbichova@pragueconvention.cz](mailto:hana.krejbichova@pragueconvention.cz)*

*[www.pragueconvention.cz](http://www.pragueconvention.cz)*