



Wow

Meetings Metropolis Prague

2019 Annual Report

Wow
Prague
Convention
Bureau

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DIRECTOR'S WORD

Dear friends and colleagues,

In recent years, we have become quite accustomed to the meetings industry successes on a global scale. This was confirmed not only by statistics of the numbers of events held, but also by the recent investments into the meetings infrastructure.

In this respect, the year 2019 was exceedingly fruitful for Prague. One of the most anticipated projects was the opening of O2 universum congress centre with the capacity reaching up to 10,000 delegates. Since last autumn, Prague has thus had two large-capacity congress centres, opening the unprecedented possibility of hosting two congresses with numbers of participants highly exceeding 2,000 simultaneously.

Other significant investments occurred in the segment of congress hotels, with more than 15 of them undergoing renovation, and several new projects which were announced in the past year. The above-mentioned investments undoubtedly contributed a great deal to good results both in the field of acquisitions of international association conferences and congresses, as well as corporate events, when we managed to build on the above-average results of the year 2018. With 83 newly confirmed events during the year 2019 there were more than 52 thousand delegates preparing to go to Prague in the coming years. That is about 12 thousand more delegates than we managed to acquire in the previous year.

The accomplishments mentioned above would not be possible without cooperation with the Prague Convention Bureau membership base, but also with its congress ambassadors

associated within our Ambassador Program, which completed its first decade of its existence last year. This anniversary was celebrated at the annual Ambassador Awards Evening, as well as by launching a new website site dedicated exclusively to the congress ambassadors.

Last year was also a very productive as for number of fam trips we held for foreign clients. Thanks to the successful cooperation with the CzechTourism agency, we organised a total of nine familiarisation visits. Apart from the foreign buyers, in six of the fam trips also journalists took part: they represented media covering the audience from the source markets the buyers came from. Our new promotional video summarizing what can participants expect from our fam trip was created at one of them. The video is available to all member entities for purposes of promotion of Prague.

In total, we organized or participated in 39 marketing and sales activities, that is historically a record number, and so is the number of inspection trips: 31. In the field of education, we have continued delivering our popular format of marketing workshops associated with our traditional networking breakfasts. Together with representatives of the member entities, we continued delivering our lectures within the course of Event Management at the University of Economics in Prague.

And finally, we supported the organization of a two-day international educational program IAPCO Edge Advanced, which took place in November 2019 in Prague.

At the same time, I would like to thank the Capital City of Prague for supporting the development of the congress industry, Prague City Tourism, CzechTourism / Czech Convention Bureau for their collaboration, and to our partners Václav Havel Airport Prague and ČSA for supporting a great number of our activities.

My thanks also go to the entire Prague Convention Bureau membership base, members of the Board of Directors, Revisory Committee, and of course to the whole Prague Convention Bureau team for their hard work, without which we could not have achieved all the accomplishments.



Roman Muška
Director of 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
Petr Břinčil	Board Member
Monika Hilm	Board Member
Jan Kubinec	Revisory Committee Member
Martin Lehký	Revisory Committee Member
Martin Židek	Revisory Committee Member

PCB TEAM

Employees

Roman Muška	Director
Petra Karásková	Office Manager & Member Relations Manager
Barbora Hýblová	Corporate Meetings & Incentives Manager until 9/2019
Amélie Perceau	Corporate Meetings & Incentives Manager since 9/2019
Hana Krejbichová	Marketing & PR Manager
Floor Bleijendaal	Association and Corporate Meetings Manager
Zuzana Lovitt	Marketing Specialist
Lucie Bučková (Čapková)	Association Meetings Manager – Ambassador Program until 11/2019

Contracted Representatives

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

A Prague City Tourism employee Veronika Marešová was also a part of the team, working in the position of Convention Tourism Coordinator until 2/2019





TIMELINE

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
22–25 January IAPCO EDGE Seminar	5 February Networking Breakfast with PCB Members	10–13 March Fam Trip Norway and Sweden	2 April China Training Day Seminar	7 May Site Inspection for European Society for Intensive Care	10 June Site Inspection for Clute Institute
24–27 January Fam Trip Italy	6–7 February Site Inspection for PPS Publications	11 March Site Inspection for ACBS	7–9 April Associations World Congress & Expo	7–8 May Site Inspection for ERA–EDTA	11 June Networking Breakfast and PR Workshop with PCB Members
28–30 January Sales Trip Germany	14–17 February Fam Trip Brazil	20–21 March Sales Trip Brussels	25 April Annual General Assembly Meeting	14 May Educational Seminar for New Congress Ambassadors	11–12 June Site Inspection for EASL Hepatocellular Carcinoma (HCC) Summit
28–29 January Site Inspection for ECVO	17–19 February MCE Central & Eastern Europe 2019	29 March Event Fest	26–27 April Women in Leadership	15–20 May Pre–IMEX Fam Trip for Mexican Buyers	12–13 June Site Inspection for Entrepreneurs'Organization (EO)
31 January – 1 February Site Inspection for WMIS	18–20 February Sales Trip Switzerland		24th April Site Inspection for ESSM 2020	18–20 May ICCA Seminar	13–15 June Meetings Space B2B Forum Summer 2019
			29–30 April Site Inspection for CEWEP EU	21–23 May IMEX Trade Show and Networking Breakfast within GSCA Group	13–15 June ICCA Destination Marketing Client / Supplier Business Workshop
				27–28 May Site Inspection for Society for Psychophysiological Research	17 June Site Inspection for International PCO Company Congress Geeks Representatives
				28 May Site Inspection for Protein Society	
				29 May – 1 June Site Inspection for EBMT	26–27 June Meetings Show B2B Forum and Participation in Networking Event at Czech Embassy in London
					30 June – 3 July Fam Trip for Chinese Buyers

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
25 July Site Inspection for International Parkinson and Movement Disorder Society	16 August Site Inspection for Society of Environmental Toxicology and Chemistry - Europe	3–5 September B2B Roadshow in England	3–4 October Site Inspection for Representatives of ESSKA Association	3–4 November UIA Associations Round Table Europe	2–5 December Site Inspection for Representatives of Association of World Federation of Hemophilia
	24–26 August Break the ICE Benelux and EU Buyers	10 September Networking Breakfast and Workshop with PCB members	3–5 October ICCA Business Workshop	5–8 November Roadshow Discover Czech Republic 2019	2–8 December Fam Trip for Buyers from Peru
	29–31 August ICCA CEC Summer Meeting	10–12 September IMEX America Fair	9 October Educational Seminar for New Congress Ambassadors at Academy of Sciences of Czech Republic	7 November Networking Breakfast with PCB Members	5–9 December Fam Trip for Buyers from USA
		24–25 September Site Inspection for Representatives of SOE and EFTTEX	10–11 October Site Inspection for European Academy of Allergy and Clinical Immunology	13–15 November IAPCO EDGE Advanced Seminar	9–10 December Site Inspection for Representative International Association for Travel Medicine
			11–13 October Site Inspection for International Baccalaureate Organization	16–19 November ICCA Forum for Young Professionals	12–13 December Open House with PCB Members
			14–15 October MCE Forum in Valencia	19–21 November IBTM Trade Fair	
			17 October Site Inspection for EORTC Representatives	22 November Sustainable Development Forum	
			17 October MICE Workshop in Paris	26–27 November Kenes Association Management Summit	
			23–25 October Press Trip	27 November Site Inspection for 3D Additive Manufacturing Conference	
			26–30 October 58th ICCA Congress, Houston	28 November – 3 December Fam Trip for Colombian Buyers	
			28–29 October Site Inspection for Organization Focused on research		
			31 October Site Inspection for Congress Consultants from the Netherlands		

JANUARY

22–25 January

International Association of Professional Congress Organisers (IAPCO) EDGE Seminar

A three-day IAPCO EDGE training seminar organised by the International Association of PCOs (International Association of Professional Congress Organisers—IAPCO) was held in the Hague. 80 representatives of PCOs, convention bureaus and venues from around the world participated in the seminar between 22 and 25 January seeking education in the field of association management, meeting acquisition processes, their impact on destinations and also in meetings financing and sponsorship. Among the speakers were Mathias Posch (IAPCO President), Ori Lahav (IAPCO Vice President) and Nicola Mc-Grane (CEO, Conference Partners International, Ireland). At IAPCO EDGE, PCB was represented by Tereza Fialová, who, apart from the representatives of other convention bureaus, met also with representatives of international PCOs and associations.

24–27 January

Fam Trip Italy

Prague Convention Bureau together with the Italian representation organised by CzechTourism in between 24 and 27 January fam trip for representatives of a total of eleven Italian agency. The group was also accompanied by a representative of Italian B2B MICE magazine. Together with our partners, Prague Convention Bureau prepared a varied program including a tour of several member hotels and social venues for organising various types of events. Included in the programme was also a wide variety of fun incentive activities that Prague offers. Prague Convention Bureau was represented at the fam by Barbora Hýblová.

28–30 January

Sales Trip Germany

Between 28 and 30 January, Prague Convention Bureau met with representatives of international associations and professional congress organisers based in Hamburg and Berlin. The purpose of the meetings was to present news from the meetings Prague. PCB was represented by Michaela Smetanová at the sales trip.

28–29 January

Site Inspection for European College of Veterinary Ophthalmology (ECVO)

Between 28 and 29 January, the Prague Convention Bureau organised site visits to venues suitable for organising the European Congress College of Veterinary Ophthalmology (ECVO) due to be held in 2021. In the course of two days, representatives of the institution visited three places suitable for organising social events. PCB was represented by Floor Bleijendaal.

31 January – 1 February

Site Inspection for World Molecular Imaging Society (WMIS)

Another visit, attended by representatives of the World Congress of Molecular Imaging Society (WMIS) due to be held in 2020, took place from 31 January to 1 February. The PCB was again represented Floor Bleijendaal, who accompanied the visitors to two social events venues and two hotels.

FEBRUARY

5 February

Networking Breakfast with PCB Members

The first breakfast in 2019 took place on 5 February from 8 AM at the Four Seasons Hotel Prague (Veleslavínova 1098 / 2a, Prague 1).

6–7 February

Site Inspection for PPS Publications

Prague Convention Bureau organised a site inspection for a representative of the British company PPS Publications, considering Prague for the ACI EUROPE-Airport Commercial and Retail 2020 event. During the site inspection, representatives visited four venues suitable for organising events and also two hotels. PCB was represented by Floor Bleijendaal.

14–17 February

Fam Trip Brazil

Prague Convention Bureau together with the Brazilian representation Of CzechTourism agency organised a fam trip for representatives of seven Brazilian agencies; the fam trip was held between 14 and 17 February. The group was also accompanied by a representative of Alitalia airline company. Prague Convention Bureau together with our partners prepared a varied program including a site visit to several member hotels and social venues for organising various types of events. The program also included a large number of fun incentive activities that Prague offers. Prague Convention Bureau was represented by Barbora Hýblová at the fam trip.

17–19 February

MCE Central & Eastern Europe 2019

From 17 to 19 February, Prague was the host destination of MCE Central & Eastern Europe 2019 B2B forum. About 80 buyers and almost 80 suppliers participated in the ninth MCE CEE, organized by Europe Congress. Prague meetings capacities were introduced at the destination presentation and at 35 one - to—one meetings with buyers. The event also included networking sections. PCB was represented by Barbora Hýblová.

18–20 February

Sales Trip to Switzerland

From 18 to 20 February, the Prague Convention Bureau met with representatives of international associations and professionals meeting organizers based in Zurich and Basel. The purpose of the meetings was to present news from the meetings Prague and discuss ongoing candidacies. PCB was represented by Michaela Smetanová and Tereza Fialová in the sales trip.

MARCH

10–13 March

Fam Trip Norway and Sweden

Prague Convention Bureau together with the Scandinavian representation of the CzechTourism agency organized a fam trip for representatives of seven agencies from Norway and Sweden between 10 and 13 March. A representative of the Norwegian MICE magazine also accompanied the group. Prague Convention Bureau and its partners prepared a varied program including a tour of several member hotels and social venues for various types of events. The program also included entertainment incentive activities that Prague offers. At the fam trip, Barbora Hýblová represented Prague Convention Bureau.

11 March

Site Inspection for Association for Contextual Behavioral Science (ACBS)

Prague Convention Bureau organized a site visit for representatives of the Association for Contextual Behavioral Sciences (ACBS) on 11 March. ACBS is a non-profit organization of therapists and researchers working in the field of psychology. The association included Prague in its shortlist of destinations for its World Conference in 2021. During the site inspection the representative visited five facilities (three venues and two hotels). PCB was represented by Floor Bleijendaal at the site inspection.

20–21 March

Sales Trip Brussels

From 20 to 21 March, Prague Convention Bureau held a sales trip to Brussels in order to promote Prague as an ideal destination for organizing congresses and conferences. PCB was represented by Floor Bleijendaal, who presented news from Prague venues to the meeting's participants and discussed details and specific requirements of individual conferences with them.

29 March

Event Fest

The Prague Convention Bureau participated in the Event Fest as an official partner. The festival consisted of two parts: one of them was an exhibition with more than 100 suppliers of event services, hotels and locations. The second part was an international conference dedicated to the current topics of event marketing.

APRIL

2 April

China Training Day Seminar

An educational China Training Day event was held in Dresden, Germany on 2 April, organized as part of the China Visitors Summit Europe. The goal of PCB's participation was to understand Chinese market and get acquainted with its MICE segment potential for Prague. The lectures covered topics such as Chinese ecosystem, local social media, outbound tourism statistics etc. In the framework of a long-term PCB strategic plan, China is one of the future target markets. PCB was represented by Barbora Hýblová.

7–9 April

Associations World Congress & Expo

From 7 to 9 April, we participated in the most important European conference for representatives and managing officers of international associations, Associations World Congress & Expo (AWC) in Gothenburg, Sweden. Included in the Congress programme was also an exhibition where we, together with the Prague Congress Centre, presented Prague as an ideal meeting destination to the participants. The AWC 2019 was attended by 140 representatives of international associations and more than 100 exhibiting destinations and suppliers. Prague Convention Bureau was represented by Michaela Smetanová.

25 April

Annual General Assembly Meeting

Annual general meeting of the Prague Convention Bureau was held at the O2 arena on Thursday, 25 April, at which the PCB 2018 annual financial report and 2019 budget were approved. Attendees had also the opportunity to view the premises of the new multifunctional O2 universum centre.

26–27 April

Women in Leadership

On 26 and 27 April, a representative of the Prague Convention Bureau Martina Fundaro participated in the Women in Leadership Meetings + Incentives event, organized by the American Northstar travel media. The PCB representative had 16 meetings with international organizers of incentives and conferences at the conference and workshop. She met several other clients at networking events.

24 April

Site Inspection for European Society for Sexual Medicine (ESSM)

Based on the candidacy won in January 2019, on 24 April a site inspection for the 2020 Congress of the European Society for Sexual Medicine (ESSM) took place in the Prague Congress Centre. The site inspection was attended by representatives of MCI Berlin PCO, who visited selected hotels, premises for social gala evenings and potential spaces for smaller meeting—a preparatory course, which is closely linked to the congress. PCB was represented by Tereza Fialová at the site inspection.

29–30 April

Site Inspection Confederation of European Waste to Energy Plants (CEWEP EU)

From 29 to 30 April, a site inspection took place in Prague for representatives of the Confederation of European Waste to Energy Plants (CEWEP EU) planning to organize the CEWEP conference for 250 delegates in Prague on 23–25 September 2020. Representatives of the international association visited pre-selected hotels and facilities for two social evening events. PCB was represented by Tereza Fialová at the site inspection

MAY

7 May

Site Inspection for European Society of Intensive Care Medicine (ESICM)

On Tuesday, 7 May, the Prague Convention Bureau organized an inspection tour for representatives of the European Society of Intensive Care Medicine (ESICM). The annual congress of ESICM LIVES is one of the world's largest and most prestigious meetings of experts in the field of intensive care medicine, with participation of more than 6,000 delegates every year. ESICM considers Prague as a host destination for 2025. ESICM representatives visited congress centres suitable for the congress and selected hotels during their site inspection. PCB was represented Floor Bleijendaal and Michaela Smetanová

7–8 May

Site Inspection for European Renal Association—European Dialysis and Transplant Association (ERA-EDTA)

Site inspection for European representatives of European Renal Association- European Dialysis and Transplant Association (ERA -EDTA), based on a long-term cooperation with the C - IN agency, took place at the beginning of May. Prague has even a chance to host ERA - EDTA Congress, which attracts about 10,000 participants every year, twice in the range four years (2024 and 2028). A representative of the association visited two congress centres suitable for holding the events. Prague Convention Bureau was represented by Michaela Smetanová and Roman Muška at the site inspection.

14 May

Education Seminar for New Congress Ambassadors

Seminar on "How to run a candidacy for an international expert congress" took place under the auspices of the Charles University Rector prof. MUDr. Tomas Zima, DrSc., MBA in the Carolinum building on 14 May. Ten new congress ambassadors participated in the seminar, representing eight academic and scientific institutions or associations, all interested in bringing expert events to Prague. In addition to traditional medical congresses, these are for example, linguistic conferences or the geography olympiad. The events considered could attract up to 8,300 delegates to the Czech capital in the next two to three years. PCB was represented at the seminar by Roman Muška, Michaela Smetanová, Tereza Fialová and Lucie Bučková.

15–20 May

Pre-IMEX Fam Trip for Mexican Buyers

Prague Convention Bureau together with the CzechTourism foreign representation in Mexico organized a fam trip for representatives of eight agencies from Mexico from 15 to 20 May. A part of the fam trip was a B2B workshop, during which the Mexican buyers met with local suppliers from the ranks of the Prague Convention Bureau members. Prague Convention Bureau was represented by Barbora Hýblová on the fam trip.

18–20 May

ICCA Seminar

Prague Convention Bureau participated in "Association Expert Seminar" of the International Congress and Convention Association (ICCA) from 18 to 20 May. The seminar annually brings together ICCA members and representatives of associations, and provides space for knowledge exchange, presentations of latest trends and networking. In 2019, more than 20 associations and 40 members of ICCA took part in the event. PCB was represented by Floor Bleijendaal at the seminar.

21–23 May

IMEX Trade Show and GSCA Networking Breakfast

From Tuesday 21 May to Thursday 23 May, MICE trade fair IMEX took place in Frankfurt, Germany, with Prague Convention Bureau participating as a co - exhibitor at the G300 Czech stand of the CzechTourism agency. Prague Convention Bureau was represented by Michaela Smetanová, Floor Bleijendaal, Roman Muška and Hana Krejbichová at the fair. On the first day of the fair, the Prague Convention Bureau, together with four other members of the Global Science & Convention Alliance (GSCA), organized a networking breakfast for representatives of international associations in the

premises of the Grandhotel Hessischer Hof. In addition to introducing the GSCA alliance, all the alliance members had the opportunity to present news from their destinations.

27–28 May

Site Inspection for Society for Psychophysiological Research (SPR)

On 27 and 28 May 2019, Prague Convention Bureau organized a site inspection a representative of the International Society for Psychophysiological Research (SPR) considering Prague for their annual meeting in 2021. Representative of the association visited pre-selected meeting venues and hotels. PCB was represented by Tereza Fialová at the site inspection.

28 May

Site Inspection for Protein Society

Prague Convention Bureau hosted a site inspection for representatives of the Protein Society. Tour of the venues recommended for holding a congress together with hotels requested by the client took place on Tuesday, 28 May. Prague was shortlisted for 2023 event along with the cities of Edinburgh and Barcelona. In case of a successful candidacy, Prague will host 800 delegates for 4 days. PCB was represented by Lucie Bučková.

29 May – 1 June

Site Inspection for European Group for Blood and Marrow Transplantation (EBMT)

From 29 May to 1 June, a site inspection took place for the organizers of the medical congress of European Group for Blood and Bone Marrow Transplantation (EBMT), which will take place in Prague in 2021. The Prague Convention Bureau organized inspections of social events venues and selected hotels for the participants. The PCB was represented by Lucie Bučková at the inspections

JUNE

10 June

Site Inspection for Clute Institute

On 10 June, site visits to selected hotels for the purpose of organizing Clute International Academic Conference took place attended by representatives of the Clute Institute. Prague, as a confirmed destination for this event, is due to welcome academics to share their research and the latest knowledge in education for 4 days in June 2020. PCB was represented by Lucie Bučková at the site inspection.

11 June

Networking Breakfast with PR Workshop for PCB Members

On Tuesday, 11 June, a PCB networking breakfast took place from 8:30 AM to 12:30 PM, including a PR workshop with internationally renowned speakers Cécile Koch and Rémi Dévé from the Boardroom magazine.

11–12 June

Site Inspection for European Association for the Study of the Liver (EASL)

On 11 and 12 June, Prague Convention Bureau organized a site inspection for representatives of the European Association for the Study of the Liver (EASL), which considers Prague as a potential destination for holding its HCC summit for 500 delegates in 2020. EASL is a medical association focusing on the research of liver diseases and training of experts in the field of hepatology. During the site inspection, representatives visited eight members of PCB. Prague Convention Bureau was represented by Floor Bleijendaal.

12–13 June

Site Inspection for Entrepreneurs ' Organization (EO)

From 12 to 13 June 2019, Prague Convention Bureau organized a site inspection for international representatives Entrepreneurs' Organization (EO), that was considering Prague for Entrepreneurs' Organization 's global event for 500 delegates in 2021. The association visited pre-selected meeting and social event venues and hotels. At the site inspection, PCB was represented by Tereza Fialová and Lucie Bučková.

13–15 June

B2B Forum Meetings Space Summer 2019

From 13 to 15 June, Helsinki, Finland was a host destination of the B2B forum the Meetings Space Summer 2019. Summer edition of the forum, which also included networking, was attended by about 70 buyers and 100 suppliers. Prague meeting capacities were introduced at the destination presentation and 25 one-to-one meetings with buyers. PCB was represented by Barbora Hýblová.

13–15 June

ICCA Destination Marketing Client / Supplier Business Workshop

From 13 to 15 June, Destination Marketing Client / Supplier Business Workshop organized the International Congress and Convention Association ICCA. Workshop took place in Montreal, Canada, attended by 17 convention bureaus and 17 representatives of international associations with meetings with more than 500 participants, and rotating across all continents. PCB was represented by Michaela Smetanová at the event.

17 June

Site Inspection for Representatives of Congress Geeks International PCO

On 17 June 2019, the Prague Convention Bureau organized a site inspection for representatives of the Congress Geeks international PCO, considering Prague for a conference in 2020. The representatives visited pre-selected meeting venues. PCB was represented by Tereza Fialová at the site inspection.

26–27 June

Meetings Show B2B Forum and Networking Event at Czech Embassy in London

From 26 to 27 June, Prague Convention Bureau participated in the Meetings Show B2B MICE forum in London. 2019 edition was the most successful in the forum 's history, as it was attended by more than 5,000 meetings industry professionals. PCB participated in the Meetings Show as a co-exhibitor at the stand of the CzechTourism agency. Floor Bleijendaal, who represented PCB at the event, also attended a networking event organized by the Czech Embassy on Thursday, 27 June PCB held a total of 15 meetings with buyers.

30 June — 3 July

Fam Trip for Chinese Buyers

From 30 June to 3 July, Prague Convention Bureau together with the foreign representation of CzechTourism agency in Beijing, China organized a fam trip for representatives of four agencies from China. The group was also accompanied by a representative of a Chinese B2B MICE magazine. Fam trip Included a networking breakfast where Chinese buyers met with local suppliers from among the Prague Convention Bureau members. Prague Convention Bureau was represented by Barbora Hýblová on the fam trip.

JULY

25 July

Site Inspection for International Parkinson and Movement Disorder Society (MDS)

Prague Convention Bureau co-organized a site inspection for representatives of the International Parkinson and Movement Disorder Society (MDS), which was considering Prague for their ES—Summit in 2022 with the expected participation of 700 delegates. On 25 July 2019 the association visited pre-selected conference venues. PCB was represented by Tereza Fialová on the site inspection.

AUGUST

16 August

Site Inspection for Society of Environmental Toxicology and Chemistry - Europe (SETAC)

Prague Convention Bureau organized a site inspection for representatives of the Society of Environmental Toxicology and Chemistry—Europe (SETAC) on 16 August. SETAC considered Prague as a host destination for its conference in 2023. Site inspection took place following a business meeting with the association's representatives, which took place in the Netherlands. Representatives visited two member conference venues and one venue suitable for holding a social evening in Prague. Floor Bleijendaal represented Prague Convention Bureau on the site inspection.

24—26 August

Break the ICE Benelux and EU Buyers

From 24 to 26 August, Prague Convention Bureau participated in the Break the Ice B2B MICE forum in Amsterdam and met with 30 buyers and 30 service providers. During the event, Prague Convention Bureau held 21 meetings, including a participation in accompanying networking events. The goal of the Forum was to support those projects that have a lasting positive impact on the host destination. Prague Convention Bureau was represented by Floor Bleijendaal at the event.

29—31 August

ICCA CEC Summer Meeting

From 29 to 31 August 2019, the Prague Convention Bureau participated in the educational and networking ICCA CEC 2019 - Central European Chapter Summer Meeting in Belgrade, which was attended by 105 delegates from 15 countries of the Central Europe Region. The panel discussions

that were part of the program focused on such topics as the social impact of meetings, digitization and its development, privacy and security, implications of implementing the Blockchain technology or destination competitiveness. Final panel discussion with representatives of multinational corporations gave participants an insight into the process of selecting destinations for international events in their companies. Lucie Bučková participated in the meeting on behalf of PCB.

SEPTEMBER

3—5 September

B2B Roadshow in England

At the beginning of the meetings season, from 3 to 5 September, Prague Convention Bureau organized a B2B roadshow in Great Britain. In cooperation with the British RAM Org company, the Prague Convention Bureau prepared a program in various locations including areas of London, Hertfordshire, Oxfordshire, Wiltshire, Surrey and West Sussex.

10 September

Networking Breakfast with Workshop for PCB Members

On June 10, a networking breakfast took place from 8:30 AM to 12:30 PM combined with a workshop on the topic of „How to rebrand effectively“ with Christopher Dobson and Ben Petter as speakers.

10–12 September

IMEX America Fair

The Prague Convention Bureau represented Prague meetings industry at the ninth edition of the IMEX America B2B trade fair in Las Vegas. The event took place from 10 to 12 September, and PCB participated as a co-exhibitor at the Czech stand CzechTourism agency. IMEX America 2019 was a record-breaking event again: 13,500 people participated in total including 4,226 buyers. PCB carried out 39 meetings. In cooperation with the CzechTourism agency, PCB attended a networking breakfast with 24 buyers on Tuesday, 10 September. PCB was represented at the fair by Michaela Smetanová.

24–25 September

Site Inspection for European Society of Ophthalmology (SOE) and European Fishing Tackle Trade Association (EFTTA) Representatives

On 24 and 25 September, PCB organized a site inspection for representatives of two associations:

- The European Fishing Tackle Trade Association (EFTTA), the organizer of B2B trade fair EFTTEX in Prague in 2020 looking for social spaces to hold a gala dinner.
- The European Society of Ophthalmology (SOE), which inquired venues for social evenings during the SOE Congress in 2021.

Clients were accompanied by Lucie Bučková during the site inspections

OCTOBER

3–4 October

Site Inspection for European Association Society for Sports Traumatology (ESSKA) Representatives

On 3 and 4 October 2019, Prague Convention Bureau organized a site inspection for representatives of the European Society for Sports Traumatology, Knee Surgery and Arthroscopy (ESSKA) accompanied by their core PCO KIT Group while considering Prague for their congress in 2024. Representatives visited pre-selected meeting and social venues. PCBs were represented by Roman Muška and Tereza Fialová on the site inspection.

3–5 October

ICCA Business Workshop

From 3 to 5 October, Destination Marketing Small Client / Supplier Business Workshop, organized by ICCA took place in Belgrade, Serbia. A total of eight convention bureaus and eight representatives of international associations that organize medium-sized conferences (up to 800 participants) with European rotation attended the workshop. PCB was represented by Michaela Smetanová at the event.

9 October

Education Seminar for New Congress Ambassadors at Academy of Sciences

Prague Convention Bureau again organized another seminar for new congress ambassadors, this time at the Academy Of Sciences of the Czech Republic. Seminar on "How to run a candidacy for an international expert meeting" took place on Wednesday, 9 October. Six new congress ambassadors and four representatives of the Academy of Sciences took part in the almost two-hour seminar, all interested in bringing professional events to Prague or already involved

in organizing events in the following years. The speakers at the seminar were: Roman Muška, Lucie Bučková and Tereza Fialová.

10–11 October

Site Inspection for European Academy of Allergy and Clinical Immunology (EAACI)

On 10 and 11 October, Prague Convention Bureau organized a site inspection for representatives of the European Academy of Allergy and Clinical Immunology (EAACI) considering Prague for their congress with the anticipated participation of up to 9,000 delegates. Prague and the Czech society allergology and clinical immunology were selected on the shortlist, together with three other destinations, for the organization of 2022 EAACI congress. PCB was represented by Michaela Smetanová and Roman Muška at the site inspection.

11–13 October

Site Inspection for International Baccalaureate (IB) organization

From 11 to 13 October, Prague Convention Bureau organized a site inspection route for the International Baccalaureate (IB) organization. The organization considered Prague as a destination for its conference in 2021. The site inspection was preceded by a meeting with the association in the Netherlands. A total of four PCB member entities were visited during the site inspection: two congress centres and two hotels. PCB was represented by Floor Bleijendaal at the site inspection.

13—15 October

MCE Forum in Valencia

Prague Convention Bureau participated in the MCE Forum in Valencia, Spain from October 13 to 15. The forum was organized for destination representatives and MICE service providers who had the opportunity to meet buyers from all over the world looking for suitable suppliers and venues for their upcoming events. The event was attended by over 70 buyers. At the forum, Prague Convention Bureau was represented by Floor Bleijendaal who carried out a total of 35 B2B meetings and also participated in networking dinner.

17 October

Site Inspection for European Organization for Research and Treatment of Cancer (EORTC) Representative

On 17 October 2019, PCB organized a site inspection for representatives of the European Organization for Research and Treatment of Cancer (EORTC). The organization was considering Prague for two of its congresses, which they organize in 2022/2024 with the participation of up to 4,300 delegates. PCB was represented by Lucie Bučková at the inspection.

17 October

MICE Workshop in Paris

The Prague Convention Bureau represented Prague MICE industry at a workshop organized by the foreign representation of CzechTourism agency in France in cooperation with the Czech Convention Bureau. The workshop took place in the ceremonial premises of the Czech Embassy in France on October 17. The event, which was open to only ten Czech and Prague suppliers, was attended by 34 French buyers from 23 different agencies. PCB was represented by Tereza Fialová at the event.

23—25 October

Press Trip

Prague Convention Bureau together with partner and member entities organized an autumn press trip for European MICE media journalists. At the end of October, nine journalists visited Prague from various media focusing on meetings related topics. Autumn press trip presented especially newly opened or renovated premises. The journalists were accompanied by Hana Krejbichová and Zuzana Lovitt throughout the program.

26—30 October

58th ICCA Congress in Houston

From 26 to 30 October, another ICCA (International Congress and Convention Association) Congress was held in Houston, USA, three years after the Congress had taken place in Prague. Czech metropolis was represented at the event by the Prague Congress Centre, Czech Convention Bureau and PCB by Roman Muška and Michaela Smetanová.

28—29 October

Site Inspection for Research Organization

Prague Convention Bureau participated in organising a site inspection on 28 and 29 October 2019 for European representatives of an association supporting research. Lucie Bučková from PCB delivered a destination presentation at the site inspection.

31 October

Site Inspection for Congress Consultants from the Netherlands

The Prague Convention Bureau organized a site inspection on 31 October for representatives of the Dutch PCO company Congress Consultants. They considered Prague as a potential destination for the European Multidisciplinary Meeting on Urological Cancers (EMUC); Floor Bleijendaal from PCB accompanied them on their inspection of suitable to meeting venues.

NOVEMBER

3—4 November

UIA Round Table Europe

From 3 to 4 November, the 13th annual European round table of the by Union of International Associations took place in Brussels. The round table was attended by almost 200 delegates, two thirds of whom were representatives of international associations. At the end of the whole event, Prague Convention Bureau hosted a networking reception with Czech wine tasting. The main goal of this reception was to invite participants to the next UIA Round Table Europe, due to take place on 12 and 13 November 2020 in Prague. Prague Convention Bureau was represented by Roman Muška and Michaela Smetanová.

5—8 November

Roadshow Discover Czech Republic 2019

From 5 to 8 November, PCB participated in Scandinavian roadshow "Discover Czech Republic 2019" organized by the foreign representation of the CzechTourism agency for Scandinavia and Finland.

...

Participants could meet with representatives of tour operators, travel agencies and product specialists from leisure, business and MICE tourism segments. The roadshow participants first went to Copenhagen and Helsinki, where Floor Bleijendaal, who represented PCB at the event, met the potential local clients during B2B workshops. The roadshow finished in Stockholm with the Travel News Market—an event with more than a thousand registered visitors, and one of Sweden's top events in tourism.

November 7

Networking Breakfast with PCM Members

On 7 November, a networking breakfast took place from 8:30 to 11:00 AM with the summary of Prague Convention Bureau 2019 activities and the introduction of 2020 marketing as the central topics.

13–15 November

IAPCO EDGE Advanced Seminar

IAPCO EDGE advanced training seminar organized under the auspices of the International Association of Professional Congress Organizers (IAPCO) was held in the Prague Congress Centre from 13 to 15 November. The three-day seminar in Prague was organized by AIM Group International with the support of Prague Convention Bureau and Prague Congress Centre. Other Seminar partners were the Capital City of Prague, Prague City Tourism, Holiday Inn Prague Congress Centre, Hard Rock Café, Zátíší Catering and QUIX. EDGE advanced seminar, intended especially for senior experts in managing positions, was attended by 40 representatives of PCOs, convention bureaus and venues from across the world. PCB was represented by Roman Muška and Tereza Fialová at the seminar.

16–19 November

ICCA Forum for Young Professionals

From 16 to 19 November, before the ibtm trade fair, the PCB participated in a forum organized by the International Congress and Convention Association entitled Forum for Young Professionals. The forum welcomed 36 young professionals from 25 countries of the world, all of them selected from 80 candidates. A program that was largely formed by the participants themselves and their mentors, focused mainly on discussing future challenges for the congress industry and their possible solutions. Floor Bleijendaal from PCB attended the forum.

19–21 November

IBTM Trade Fair

IBTM world trade fair for all professionals from the congress industry took place again in Barcelona, Spain, from 19 to 21 November. Prague Convention Bureau participated as a co-exhibitor at the Czech Republic stand of the CzechTourism agency at the fair. PCB held a total of 67 association and corporate one-to-one meetings with buyers during the event. Roman Muška, Michaela Smetanová, Floor Bleijendaal and Amélie Perceau participated in the fair on behalf of PCB. Floor Bleijendaal and Amélie Perceau were also present at the dinner for buyers hosted by Moulden Marketing on 20 November and attended by more than 40 buyers from Great Britain and Europe.

22 November

Sustainable Development Forum

On Friday, 22 November, in the premises of the Academy of Public Investments, the Forum for Sustainable Development took place, organized by the Government Council for

Sustainable Development. The main speaker of the Forum was Professor Jeffrey Sachs, Special Advisor on Sustainable Development to the UN Secretary-General and Director of the Sustainable Development Solutions Network at the UN. 2020 forum focused mainly on various aspects of innovative digital technologies application in practice. Tereza Fialová and Zuzana Lovitt attended the conference on behalf of the PCB.

26–27 November

Kenes Association Management Summit

The international PCO company Kenes Group chose Prague as the destination of their internal meeting at the occasion of celebrating 20 years of their association management services. The participants of the event were mostly managers representing large international associations and corporate management. Apart from Prague Convention Bureau, the main partners of the Summit were also Prague Congress Centre, Holiday Inn Prague Congress Centre and O2 universe.

27 November

Site Inspection for 3D Additive Manufacturing Conference

On 27 November, Prague Convention Bureau organized a site inspection for the 3D Additive Manufacturing Conference, due to take place in 2020 in Prague. During the inspection conference, representatives of the event visited three meeting centres, two hotels and one venue suitable for holding social gala program. Prague Convention Bureau was represented by Floor Bleijendaal.

28 November—3 December **Fam Trip for Colombian Buyers**

Prague Convention Bureau, in cooperation with foreign representation of the CzechTourism agency for South America, Organised a fam trip for representatives of four agencies from Colombia. The buyers stayed in the Czech Republic from 28 November to 3 December. Their program also included a meeting with local suppliers from the Prague Convention Bureau membership base and a visit to Brno and Karlovy Vary. PCB was represented by Amélie Perceau, Roman Muška and Tereza Fialová.

DECEMBER

2—5 December **Site Inspection for World Federation of Hemophilia (WFH) Representatives**

From 2 to 5 December, Prague Convention Bureau took part in a site inspection for representatives of the World Federation of Hemophilia (WFH), an association considering Prague for their 2024 conference. The representatives visited pre-selected meeting rooms, hotels, social venues and also took a tour of Václav Havel Airport Prague. Roman Muška and Tereza Fialová participated in the site inspection as the representative of PCB.

2—8 December **Fam Trip for Peruvian Buyers**

From 2 to 8 December, PCB and its member entities in cooperation with the representation of the CzechTourism Agency for Latin America organized a second fam trip for buyers of the South America region - this time for the visitors from Peru. Four representatives of various agencies participated in the fam trip.

5—9 December **Fam Trip for US Buyers**

Prague Convention Bureau in cooperation with the US representation of the CzechTourism agency was co-organising a fam trip for buyers from the United States. 10 buyers and an MPI (Meeting Professionals International) magazine journalist participated in the fam trip, which took place from 5 to 9 December.

9 – 10 December **Site Inspection for International Society of Travel Medicine (ISTM)**

Prague Convention Bureau took part in a site inspection for representatives of the International Society of Travel Medicine (ISTM), an association considering Prague for its conference in 2023. The representatives visited pre-selected meeting rooms, hotels and social venues. Tereza Fialová represented PCB at the inspection, which took place from 9 to 10 December.

12 – 13 December **PCB Open House**

On 12 and 13 December, an annual open house event took place in the PCB office. Over 100 representatives of PCB member entities visited the event in the course of two days.

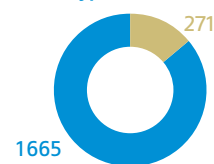


STATISTICS 2019 / BIDDING FOR PRAGUE, MEETINGS WON

STATISTICS 2019

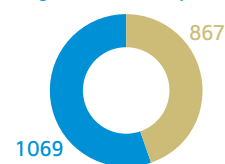
According to statistics obtained from 38 members of the PCB in 2019, 1936 events with an average duration of 2.54 days took place in Prague. A total of 86% (1665 events) of them were corporate events, 14% (271 events) were association events. Almost 72% (1,388 events) All events consisted of events for of up to 49 participants and 50-149 participants. Events with local participation (55%) prevailed over events with international participation (45%). Most events participants came from the Czech Republic, Great Britain, Germany, USA and France. Most events focused on the topics of pharmacy, education, medical sciences, IT and industry.

Event Type



■ Association Conference / Congress
■ Corporate Conference / Meeting

Origin of the Participants



■ International
■ Local

BIDDING FOR PRAGUE, CONGRESSES AND CONFERENCES WON

The year 2019 was successful for Prague in terms of the number of participants. Thanks to the activities of the Prague Convention Bureau 83 congresses, conferences and other events for a total of more than 52 thousand delegates were confirmed to Prague last year. These events 'potential is to generate more than 164,000 room nights for Prague. This is both corporate events and international association congresses and conferences.

SELECTION OF MEETINGS AND EVENTS WON IN 2019

EVENT TITLE	EVENT DATE	NUMBER OF PARTICIPANTS
General Conference of the International Council of Museums (ICOM)	2022	3500
Annual Congress of the European Society of Regional Anaesthesia and Pain Therapy (ESRA)	2023	1800
Congress of the European Society of Ophthalmology (SOE)	2021	4500
Society for Psychophysiological Research Annual Meeting (SPR)	2021	800
Congress of the European Society for Sexual Medicine (ESSM)	2021	1500
4 th EACTS European Mechanical Circulatory Support Summit	2019	350
HCC Summit	2020	400
Annual General Meeting of the Europe Direct Information Centres	2019	500
Protein Society Annual Symposium	2023	800
Intl. Society of Heart & Lung Transplantation 2024 Annual Meeting	2024	3000
PMI EMEA	2020	600
ES-Summit	2020	750

...

EVENT TITLE	EVENT DATE	NUMBER OF PARTICIPANTS
...		
Confederation of European Waste to Energy Plants Conference (CEWEP EU)	2020	220
Conference of the Czech Institute of Internal Auditors	2020	300
Annual World Congress (ISF)	2023	1000
Annual Scientific Meeting of the European Underwater and Baromedical Society (EUBS)	2020	250
International Sleep and Breathing Conference	2021	800
Acute Cardiovascular Care (ACCA CVD)	2021	1200
European Fishing Tackle Trade Exhibition (EFFTEX)	2020	300
Transplantation Learning Journey 2.0 (TLJ 2.0)	2020	600
General Conference of the European Political Science Association (EPSA)	2020	700

SALES AND MARKETING ACTIVITIES

TRADE FAIRS AND FAM / PRESS TRIPS

In 2019, Prague Convention Bureau took part in, organized, or participated in organization of 45 sales and marketing events where it spent a total of 72 days.

TYPE OF EVENT	2015	2016	2017	2018	2019
Trade fairs / Forum	5	5	6	4	5
Workshops	15	12	13	15	16
Sales Trips	3	2	3	6	4
Fam Trips	2	2	2	5	9
Press Trips	3	2	2	4	6+1*
Educational conferences / congresses	5	5	4	3	4

* In 2019, one group press trip for a total of 9 participants took place. Six other journalists joined the individual fam trips from various destinations..



EVENT PARTICIPATION OVERVIEW

DATE	EVENT	LOCATION	DATE	EVENT	LOCATION
23.–25. 1.	EDGE - IAPCO Seminar	Hague, Netherlands	5.–6. 8.	Sales trip Netherlands	Amsterdam / Hague, Netherlands
24.–27. 1.	Fam trip Italy - in cooperation with CzT	Prague, Czech Republic	22.–24. 8.	Break the Ice Forum	Amsterdam, Netherlands
28.–30. 1.	Sales trip Germany	Berlin / Hamburg, Germany	29.–31. 8.	ICCA CEC Summer Meeting	Belgrade, Serbia
14.–17. 2.	Fam trip Brazil - in cooperation with CzT	Prague, Czech Republic	3.–5. 9.	UK Roadshow	Great Britain
17.–19. 2.	MCE Central & Eastern Europe 2019	Prague, Czech Republic	10. 9.	Networking Breakfast with IMEX Hosted Buyers	Las Vegas, USA
18.–20. 2.	Sales trip Switzerland	Geneva / Zurich, Switzerland	10.–12. 9.	IMEX America	Las Vegas, USA
20.–21. 3.	Sales trip Belgium	Brussels, Belgium	3.–5. 10.	ICCA Sector Destination Marketing Small Client / Supplier Business Workshop	Belgrade, Serbia
10.–13. 3.	Fam trip Scandinavia - in cooperation with CzT	Prague, Czech Republic	13.–15. 10.	MCE South Europe 2019	Valencia, Spain
7.–9. 4.	Associations World Congress	Gothenburg, Sweden	17. 10.	MICE Workshop Paris - organized by CzT	Paris, France
26.–27. 4.	Women in Leadership Meetings + Incentive (WILMI)	Boston, USA	23.–25. 10.	Press trip	Prague, Czech Republic
15.–20. 5.	Fam trip Mexico + Press trip - in cooperation with CzT	Prague, Czech Republic	28.–30. 10.	ICCA Congress	Houston, USA
18.–20. 5.	ICCA Association Expert Seminar 2019	Frankfurt, Germany	4. 11.	UIA Associations Round Table Europe 2019	Brussels, Belgium
21. 5.	Association Breakfast (GSCA)	Frankfurt, Germany	5.–8. 11.	Nordic Roadshow „Discover Czech Republic “by CzT	Copenhagen, Denmark; Helsinki / Stockholm, Sweden
21.–3. 5.	IMEX Frankfurt	Frankfurt, Germany	13.–15. 11.	IAPCO Edge Advanced	Prague, Czech Republic
29.–30. 5.	IBTM Americas	Mexico City, Mexico	16.–19. 11.	ICCA - Forum for Young Professionals	Barcelona, Spain
13.–15. 6.	ICCA Sector Destination Marketing International Client / Supplier Business Workshop	Montreal, Canada	19.–21. 11.	IBTM World 2019	Barcelona, Spain
13.–15. 6.	The Meeting Space	Helsinki, Finland	26.–27. 11.	KAM summit Event – Kenes	Prague, Czech Republic
26.–27. 6.	The Meetings Show UK	London, Great Britain	28. 11.–2. 12.	Columbia fam trip in cooperation with CzT	Prague, Czech Republic
30. 6.–3. 7.	Fam trip China - in cooperation with CzT	Prague, Czech Republic	3.–7. 12.	Peru fam trip in cooperation with CzT	Prague, Czech Republic
			5.–9. 12.	US fam trip + press trip	Prague, Czech Republic



AMBASSADOR PROGRAM

OVERVIEW OF ACTIVITIES OF PROGRAM FOR SUPPORT 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

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 2019

April	Ambassador Awards Evening – evening gala with the ceremony of awarding the congress ambassadors
May	Seminar for the Charles University representatives
October	Seminar for representatives of the Czech Academy of Sciences
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
- prof. MUDr. Jan Starý, DrSc.
- prof. RNDr. Jiří Vlček, CSc.

LIST OF THE PARTNERS OF THE PROGRAM

- Prague City Hall
- Ministry of Regional Development
- CzechTourism/Czech Convention Bureau
- Czech Confederation of Commerce and Tourism
- COT Media

PROGRAM AUSPICES

- Czech Academy of Sciences
- Charles University



SITE INSPECTIONS / SALES ACTIVITIES STATISTICS OVERVIEW

SITE INSPECTION

In 2019, PCB arranged 31 site visits for clients in total, keeping the PCB team busy accompanying them for 52 days.

DATE	CLIENT NAME
28. 01. 2019	EVCO Gala Dinner 2021
31. 01. 2019	WMIS 2020 Social venues
06. 02. 2019	ACI Europe 2020
24. 04. 2019	ESSM Pre-Conference Course 2020
29. 04. 2019	Confederation of European Waste-to-Energy Plants (CEWEP) 2020
06. 05. 2019	ESICM 2025
07. 05. 2019	ERA-EDTA Congress 2024–2030
27. 05. 2019	The Protein Society 2023
27. 05. 2019	Society for Psychophysiological Research (SPR) 2021
29. 05. 2019	The European Society for Blood and Marrow Transplantation (EBMT) 2021
07. 06. 2019	The Clute Institute 2020
11. 06. 2019	Entrepreneur's Organisation (EO) 2020
11. 06. 2019	HCC Summit 2020
17. 06. 2019	Congress Geeks
25. 07. 2019	International Parkinson and Movement Disorder Society (MDS) 2022
16. 08. 2019	SETAC 2023
24. 09. 2019	SOE 2021 social venues

DATE	CLIENT NAME
25. 09. 2019	EFFTEX 2020 Social Venues
27. 09. 2019	World Environmental Education Congress (WEEC) 2021
28. 09. 2019	EARMA
03. 10. 2019	ESSKA 2024
10. 10. 2019	EAACI Annual Meeting 2022/23
11. 10. 2019	IBO 2021
14. 10. 2019	European Society of Cardiology
17. 10. 2019	Site Inspection EORTC
12. 11. 2019	ESOT TLJ 2.0 in 2020
14. 11. 2019	ISHLT 2024
02. 12. 2019	WFH 2024
08. 12. 2019	CISTM 2023
17. 12. 2019	ESPEN w/local ambassadors

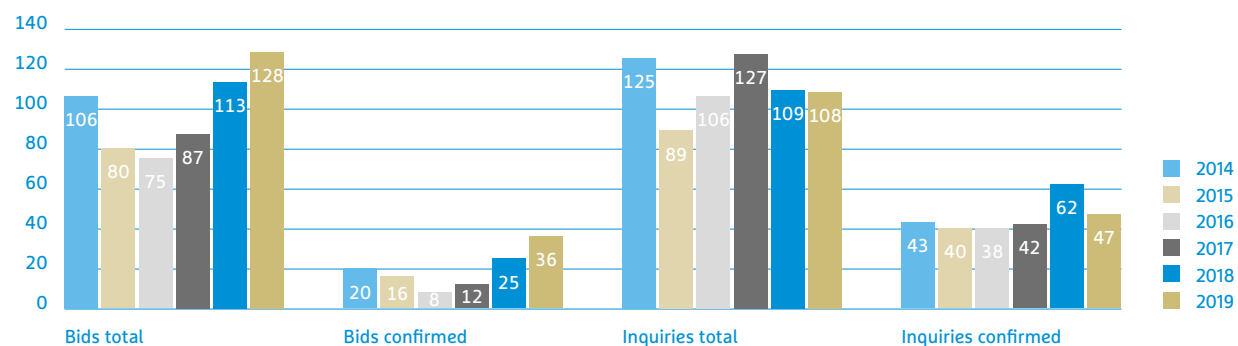
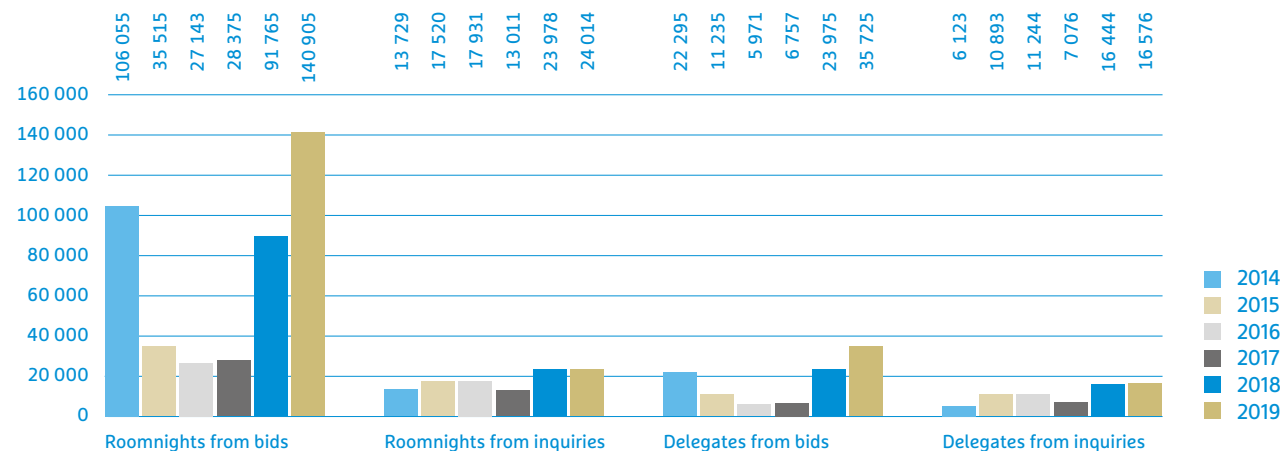
SITE INSPECTIONS / SALES ACTIVITIES STATISTICS OVERVIEW

PROJECT MANAGEMENT STATISTICS OVERVIEW

Total amount of updated contacts in database	6 226
Total amount of inquiries	109
Total amount of confirmed inquiries	47
Total amount of pending inquiries	0
Total amount of roomnights in MICE and corporate segments*	24 014
Total amount of bids	128
Total amount of bids won	36
Total amount of pending bids	51
Total amount of roomnights in associations segment*	140 905

PCB received and processed 60 applications for administrative support and facilitation of fare-free public transport for delegates

* Generated and assisted roomnights





MARKETING TOOLS

PARTICIPATION OF JOURNALISTS IN ORGANIZED FAM TRIPS

In 2019, we linked a press trip to a fam trip for the first time ever, as all the previous similar events had taken place separately before. Apart from our traditional group press trips, which are usually attended only by representatives of international B2B MICE media mainly from Europe, we were able to introduce Prague to media from other than European markets. In our fam trips, if possible, only one representative of the media from the given region participates. In 2019, we thus joined a total of six site inspections with participants from China, Mexico, USA, Scandinavia, Great Britain and Italy.

More information about Fam trips Prague Convention Bureau is available at [this address](#).

VIDEO PRESENTING OPTIONS OF PRAGUE FAM TRIPS

In the fourth quarter of 2019, we introduced a video presenting options of fam trips in Prague. Video, guided its viewer through individual parts of fam trip incl. site visits and incentive programs, is intended primarily for potential participants of fam trips and for also member entities of Prague Convention Bureau, who can use the video for promoting their own site inspections. Video is available for free sharing directly on Prague Convention Bureau [YouTube channel](#) or for further usage with the sublicense agreement.



WE LAUNCHED NEW AMBASSADOR PROGRAM MINISITE AND RECEIVED AWARD FOR ORGANIZATION MAIN WEB

To mark the tenth anniversary of the Ambassador Awards Evenings, in April 2019, a new ambassador program minisite in Czech language was launched. It serves primarily as a source of information for local congress ambassadors, who are considering or already organizing a congress or conference in Prague.

The new page can be found at:

www.pragueconvention.cz/cz/ambassador/.



At the beginning of 2019, the awards were also presented at the 12th annual Grand Prix of Tourism, which is traditionally part of GO and REGIONTOUR trade fairs in Brno. Prague Convention Bureau website, launched in the first half of 2018, on the tenth anniversary of the founding of the organization, was awarded as the third best electronic project of Czech tourism. More information is available [here](#).

MARKETING WORKSHOPS FOR MEMBER ENTITIES' REPRESENTATIVES

In 2019, we continued with the organization of marketing workshops for Prague Convention Bureau member entities; the format was first introduced in 2017. As parts of the summer 2019 member breakfasts, two workshops took place. At the first of them, representatives of leading as-

sociation magazine Boardroom focused on communication with journalists and especially on the principles of writing press releases. The September workshop then focused on various

aspects of rebranding. The workshops were again attended by representatives of marketing and PR departments of member entities

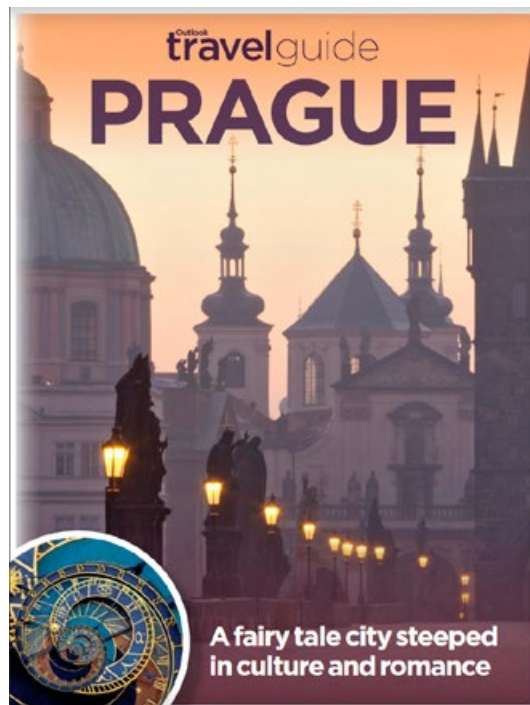


Photo gallery and more information about the June workshop is available [here](#). Details of the September workshop can be found [here](#).

MARKETING TOOLS

UPDATED PRAGUE BUSINESS GUIDE

In 2019, the Prague Convention Bureau continued its cooperation with the B2B business magazine EME Outlook, which focuses on the EMEA region. For the third year in a row, an updated Prague Business Travel Guide was published on 24 pages with distribution around 395 thousand subscribers. Guide was published in September 2019 as a supplement to EME magazine Outlook and it is also available for download for 12 months from the date of publishing as a separate brochure [here](#).



MARKETING COOPERATION IN LOCAL AND INTERNATIONAL EVENTS HELD IN PRAGUE

In 2019, the Prague Convention Bureau entered into marketing cooperation with a total of seven events with international as well as local participation, including Event Fest trade fair and conference

CONTRIBUTIONS TO PRAGUE CONGRESS CENTRE "FEEL THE CHANGE" MAGAZINE

Prague Congress Centre began publishing its own magazine called Feel the Change for business partners, clients and events participants in 2019. Prague Convention Bureau regularly contributes to the content of the magazine with a two-page presentation of Prague as an ideal meeting destination. Individual issues of the magazine are available for download [here](#) and [here](#) in English.

PROFILE OF MEETINGS PRAGUE ON SLOVENIAN "CONGRESS MAGAZINE" WEB

In 2019, PCB continued its cooperation with Slovenian 'Congress' specialist magazine creating content for exclusive meetings Prague profile. We launched the subpage in April 2017 and it is available at [this address](#). Up to 4 news are published monthly on this profile, their content relating to the Prague meetings industry and entities operating in this sector.

UPDATED DESTINATION PRESENTATION OF PRAGUE

Over the course of 2019, PCB was continuously updating information and graphics of the destination presentation of Prague, reflecting on the development and changes in the Prague meetings industry. Prague's destination, which was for the first time presented in its current graphic form at the IMEX fair in Frankfurt in 2015, can be downloaded at website of the Prague Convention Bureau in the ["Download"](#) section or in the section ["Why Prague"](#).

Marketing communication in 2019 aimed especially at supporting and promoting Prague as an ideal meeting destination in international MICE media. Locally, we promoted importance and benefits of meetings industry for Prague and the Czech Republic, above all their economy, social and educational aspects. Our marketing and PR communication 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, and our news blog available at the Prague Convention Bureau web. 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 **515 thousand euro (13.4 mil Czech crowns)**.

COMPREHENSIVE TABLE OF MARKETING COMMUNICATION OUTCOMES

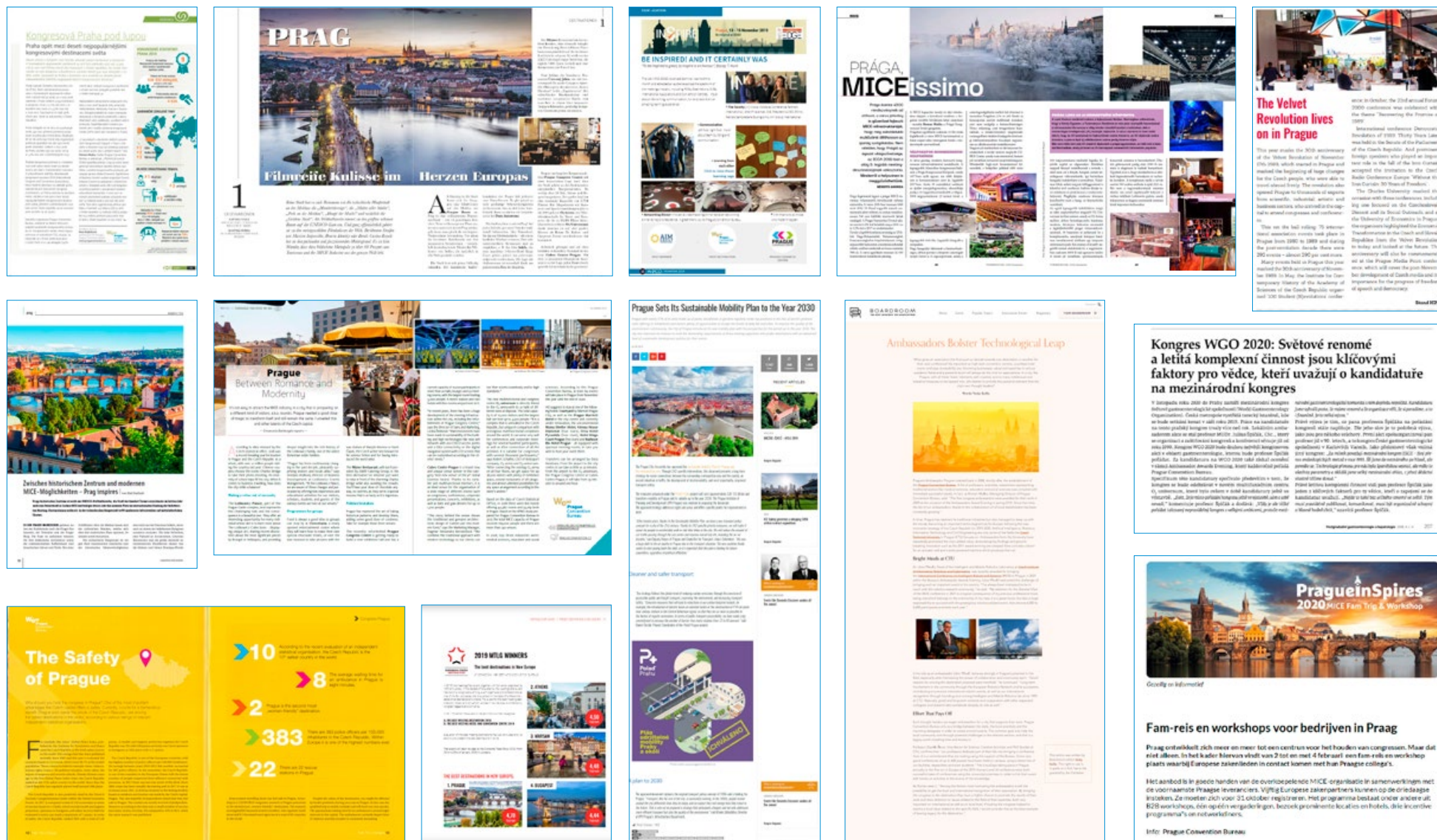
E-newsletters in Czech language	12
E-newsletters in English language	12
Press releases	10
Media outcomes	372 (268 international, 104 local)
Advertisements*	10
Press conferences	0

* advertisements published within the project of cooperation with Kongres Magazine are not included



2019 ADVERTISEMENTS OVERVIEW / OVERVIEW OF MEDIA, WHICH PUBLISHED ARTICLES ABOUT PRAGUE, BASED ON PCB RELEASES IN 2019

SELECTION OF PR OUTCOMES



2019 ADVERTISEMENTS OVERVIEW / OVERVIEW OF MEDIA, WHICH PUBLISHED ARTICLES ABOUT PRAGUE, BASED ON PCB RELEASES IN 2019

LIST OF 2019 ADVERTISEMENTS AND PR ARTICLES:

INTERNATIONAL

- Association Meetings International (AMI)
(advertorial, full page in print)
- Boardroom *(editorial, two two-page spreads in print)*
- Business Destinations
(editorial, full page in print, online article)
- Conference and Meetings World (C -MW)
(half-page in print, image ad)
- International Conferences Summits & Convention
(advertorial, full page in print)
- Meetings International
(advertorial, full page in print)
- UIA Round Table
(banner in printed programme)
- Verbände report
(advertorial, two-page spread in print)
- Meetings Prague profile on the Kongres magazine web
(4 online articles monthly)

LOCAL

- A / Science and Research,
magazine of the Czech Academy of Sciences
(advertorial, two-page spread)
- Všudybyl
(advertorial, half-page in print, online article)

LIST OF MEDIA, WHICH PUBLISHED ARTICLES AS RESULTS OF PCB ACTIVITIES OR WHICH MENTIONED PCB IN 2019

LOCAL	
Akutně.cz	lidovky.cz
Best for Events in the Czech Republic	MAM - Marketing & Media
BusinessInfo.cz	medicina.cz
Český rozhlas	mice-cee.com
CLK Tempus Medicorum - časopis Lékařské komory	Parlamentnilisty.cz
COT Celý o turismu	Postgraduální gastroenterologie & hepatologie
Council on Czech Competitiveness	Praha TV
ČTK	praha.eu
CzechTourism	PrahaTV.eu
E15	Pražský patriot
E15.cz	ProLekare.cz
Euro	Reflex.cz
Euro.cz	RIX, s. r. o.- Prosperita
e-vsudybyl.cz	Rozhlas.cz
FeedIT.cz	StandByNordic.com
FXstreet.cz	SvetHG.cz
Gastroahotel.cz web	TTG
Guarant International News	ttg.cz
Horekaweb.cz	Všudybyl
HoryDoly.cz	Weby Univerzity Karlovy
icot.cz	Zentiva.cz
Klinická farmakologie a farmacie	Zpravodaj COT

2019 ADVERTISEMENTS OVERVIEW / OVERVIEW OF MEDIA, WHICH PUBLISHED ARTICLES ABOUT PRAGUE, BASED ON PCB RELEASES IN 2019

INTERNATIONAL			
ADV Training	FinancialBuzz.com	MeeTurkey Incentive Magazine	travelandtourworld.com
Aljesri Travel	Focus on Travel News	MICE & TOURISM Around The World	traveller-online.at
AMImagazine.global	FordSeries.XYZ	Mice Central & Eastern Europe	TravelNews.no
Ardina	FOX 40 WICZ.TV	mice-cee.com	TravelQuotidiano.com
Associated Press (apnews.com)	Global Banking & Finance Review	micetraveladvisor.com	TravelSellers.Club
Association Meetings International (AMI)	Global Travel Media	Mission	TravelTradeDaily.com
ATQ News (Africa Travel News)	GlobeNewswire.com	Missionline.it	TravelTradeEurope.com
Boardroom.digital	GoTravelWith.me	Mopays.com	TravelTradeLuxury.com
Bookify Travel	HeadQuartersmagazine EMEA	NegociosyConvenciones.com	TripInNature.com
Business Magazine	Heute.at	NEW BUSINESS	TTG mice
CasinoGlobal.info	HostCity.com	news4travel.com	UC news
CIM - Conference & Incentive Management	Hostnews.com.ar	oPeniazoch.sk	UIA.org
Cimunity.com	China BT MICE	PlanetMICE	Verbändereport -Fachinformationsdienst für die Führungskräfte der Verbände
C-IN News Blog	IBTM Show Daily	Portal Turizmo Total	Vienna Online
citmagazine.com	icot.cz	Prague Morning	Voyages d`Affaires
c-mw.net	idealista News	PRESSE NETZ	Voyages et Stratégie
Conference News	IncentiveTravel.co.uk	PROPERCITY BERLIN	voyages-d-affaires.com
Convention International	International Conferences Summits & Conventions	REGIONNEWS.AT	YAHOO! Finance
Council on Czech Competitiveness	International Meetings Review	reisverwijs.nl	zTravelNews.com
CzechTourism	intravelreport.blogspot.com	Revista Ven America	
Diari de Girona	Inversion y turismo	Safe-trips.blogspot.com	
e20 (print), e20express.it (web)	Irish Travel Trade News	Sentí Argentina	
EIN Newsdesk & EIN Presswire	Kongres - Central and South East Europe Meetings Industry Magazine	Stand By	
El Economista	Kongres Magazine Newsletter	StandBy.dk	
EME Outlook	kongres-magazine.eu	StandByNordic.com	
EMEOutlookMag.com	L,Echo Touristique	The MICE Travel	
ETB travel news	MEET and TRAVEL mag	The PCO (IAPCO)	
eTurboNews e-newsletter	Meeting e Congressi	The Slovak Spectator	
eTurboNews.com	Meeting Media Group	The Travel Magazine	
Event Industry News Europe	Meeting Media Newsletter	Think MICE	
EventPointInternational.com	MeetingeCongressi.com	ThinkMICE.pl	
Events Magazine	MeetingPlanner.pl	TimeLottery.ru	
Events-magazine.de	Meetings International	TourExpi.com	
Evintra Catalogue	Meetings.Travel	Travel Daily Media UK	
ExhibitCityNews.com	MeetingsInternational.com	Travel Daily News International	
ExpoDatabase.de / MeetExpo		Travel News Digest	

MEMBERSHIP / EVENTS FOR PCB MEMBERS / SPECIAL EVENTS

MEMBERSHIP

In 2019, the number of PCB members increased slightly, as we welcomed 7 new members. The member base consisted of 69 subjects, of whom the largest group comprised hotels (33 members), DMCs and event agencies (12 members), services (10 members), conference venues (10 members), and PCOs (4 members).

EVENTS FOR PCB MEMBERS

The PCB board of directors held 9 meetings in 2019. Furthermore, the annual general meeting, 4 networking breakfasts with members, and the Christmas gathering took place.

SPECIAL EVENTS

- Networking breakfasts
- Sector meetings
- Ambassador Awards Evening: the congress ambassadors award ceremony
- Christmas gathering with members: „Open House “
- Workshop focused on PR: drafting press releases and rebranding





2019 ECONOMIC RESULT

BUDGET

In 2019, the total income of Prague Convention Bureau was CZK 13.2 million; CZK 1 million less in comparison with the year 2018. This decrease occurred due to the fact that of the total amount of CZK 24 million provided from the contract on cooperation with the City of Prague for the period of 36 months (from 10/2017 to 09/2020) in 2019 we drew an amount lower by CZK 1.3 million than in the previous year. The reason was financial savings for the next year, as we were preparing for a fam trip for 50 international buyers in the beginning of 2020, with the planned costs exceeding CZK 1.2 million. A positive fact was the new increase in income from member and marketing fees, which was CZK 350,000 higher than in 2018 (an increase of more than CZK 1.3 million since 2016). Among our long-term partners who financially supported our activities are especially Václav Havel Airport Prague, CzechTourism and CSA.

The overall performance of PCB ended in a modest profit.

BUDGET OVERVIEW

Income (excl. VAT)	CZK 13 157 467.00
Membership and marketing fees	CZK 4 758 225.00
CzechTourism/CzCB	CZK 179 746.00
Sponsorship	CZK 731 195.00
Prague City Hall	CZK 7 000 000.00
Project management	CZK 480 137.00
Other	CZK 8 164.00
Expenditures	CZK 13 155 681.00
HR	CZK 6 445 747.00
Administration	CZK 837 795.00
Marketing	CZK 1 333 751.00
Project management	CZK 4 339 238.00
Membership	CZK 100 575.00
Other	CZK 98 575.00
Profit/Loss	CZK 1 786.00

PCB IN NEXT YEARS

We are due to organize two important events in 2020. The first of them will be our Prague InSpires MICE workshop & fam trip for 50 European buyers on February 2-4, 2020. This event will be unique in its extent, as in addition to the 25 local partners who will participate in the workshop directly, we will also engage other member entities into the organization of incentives, numerous city tours and other networking activities.

Another important event will be the organization of Union of International Associations (UIA) members' meeting: the UIA Round Table Europe is due to take place in Prague from 12 to 13 November 2020. The round table will welcome around 150 foreign participants, two thirds of them representing international associations. Successful organization and the related promotion of meetings Prague could provide a substantial support of the future position of the city when running candidacies for meetings of the participating associations.

The year 2020 will be crucial for the Prague Convention Bureau with regards to decisions on the future functioning of the organization and its discussed incorporation into official municipality structures. The aim of this strategic step is to continue closer cooperation at the promotion of the capital city as an ideal meetings destination.

OUR PARTNERS / OUR MEMBERSHIP

OUR PARTNERS



OUR MEMBERSHIP



MEDIA PARTNERS

