

GO CZECH REPUBLIC



MICE

CENTRAL & EASTERN EUROPE



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CzechTourism

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Convention
Bureau

CONTACT DETAILS:

CzechTourism – Czech Convention Bureau, Vinohradská 46, 120 41 Prague 2, Czech Republic
Phone: +420 221 580 111, Fax: +420 221 580 463
czechconvention@czechtourism.cz or visit www.czechconvention.com and www.czechtourism.com



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Ladies and Gentlemen,

It is my pleasure to welcome you to the Czech Republic, a country with many wonderful sights and monuments, which together form part of a rich and colourful history with a great cultural tradition. Everywhere you go in the Czech Republic you will find well-preserved historical towns, ancient castles, impressive palaces and châteaux, majestic cathedrals and gloriously decorated churches - as can be seen from the number of our monuments and nature reserves on the prestigious UNESCO World Heritage List.

The Czech Republic is also a country renowned for its excellent cuisine, the diversity of its cultural heritage and its beautiful countryside. Its capital city Prague, its spa towns, its national parks and mountains attract a wide range of tourists every day of the year. Many foreign visitors to the Czech Republic are so enchanted by the richness of its culture, the historical ambience of its towns and the beauty of its natural scenery that they cannot wait to come back. Although it was classified as part of Eastern Europe due to events in the second half of the last century, thanks to its prior history the country has retained a Central European character, which is why it is often referred to as the “Heart of Europe”.

We must not forget to mention that the Czech Republic is currently also one of the world’s top congress destinations - last year it was placed 14th worldwide in the annual ranking compiled by the International Congress and Convention Association. The high-level international meetings which



have been held in Prague, such as the Annual Meeting of the International Monetary Fund and the NATO Summit, as well as the Czech Presidency of the Council of the European Union, have brought exceptional economic benefits for the tourist industry. Last year the Czech Republic was visited by over 560,000 conference participants from many different countries of the world. These figures are one of the reasons why the number of accommodation facilities is continually increasing, both in Prague itself and in the various Czech regions, the range and quality of services is growing, and many new conference venues are being built. All this makes the Czech Republic an ideal location, where you can not only spend an enjoyable holiday, but also participate in major conferences or corporate events.

All that remains is to wish you a wonderful stay in the Czech Republic, full of experiences which, until now, you may have heard about only from others.

Kamil Jankovský

Minister for Regional Development
of the Czech Republic



The historical building of the Ministry for Regional Development at Old Town Square, Prague.

A CzechTourism information centre, where you can get all necessary information and promotion materials about the Czech regions, is located next to this building, at Staromestske namesti num. 5.



MICE

DEAR COLLEAGUES,

It is the beginning of yet another new year, and time for a new issue of GO CZECH REPUBLIC. The past season was excellent for congress tourism and this year already looks promising. We are pleased that Prague is once again becoming a place where large congresses are making a return. Let's just hope that airlines services and customer relations also improve.

Our traditional issue is focused on the Czech Republic. Not only Prague, but other regions such as Eastern Bohemia and Moravia are increasingly sought after locations for MICE events. Local organisations are continuously trying to improve the quality of services, enabling customers to choose from a variety of hotels, venues and accompanying programs that deliver unique experiences connected to local culture and specific Czech products. We would like to retain the „typically Czech“ or „typically French“ distinctiveness in our increasingly unified Europe without losing the vibrant spirit of these special places. In the end, it is these differences that attract us.

I believe that you will enjoy exploring the Czech Republic through the pages of our magazine. If you would like to receive the issue free of charge and delivered directly to your office, please visit our website (www.mice-cee.com) for additional information.

We hope you enjoy our publication.

Sincerely,

Zuzana Adamson PhD

Publisher

zuzana.adamson@mice-cee.com

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MICE CENTRAL & EASTERN EUROPE ■ Registration MK ČR E 17637 ■ **Publisher & Managing director:** Zuzana Adamson PhD., Široká 10, 110 00 Prague 1, Czech Republic, IČO: 74326481 ■ **Contact details:** TEL: + 420 731 232 049, E –MAIL: zuzana.adamson@mice-cee.com, WEB: www.mice-cee.com ■ **Cooperation:** Lucia Udvardyová, Denise Powers ■ **Contributors:** Jana Collins, Mike Snow ■ **Photos by:** Wikimedia, Shutterstock, Czechtourism, Steven Adamson, Aron Brand, Andre SR, Yuri Arcus, Andrey Popov ■ **Layout:** www.soliter.com, Prague ■ **Date of Publication:** January/February 2013

Our business is nature - friendly. When you have finished with this magazine, please recycle it.



AREA AND LOCATION

The Czech Republic extends over an area of 79,000 square km in total and is located in Central Europe. It has approximately the same size as Austria or Ireland. The Czech Republic is divided into three parts: Bohemia in the west, Moravia in the east and Silesia in the north-east. The country is divided into 14 regions, the largest being the Central Bohemian Region.

BORDERING COUNTRIES

Germany (646 km), Poland (658 km), Slovakia (215 km) and Austria (362 km).

CITIES

Praha (Prague) is the capital city with a population of 1,188,126 inhabitants. The other big cities include Brno (400,000 inhabitants) which is the capital of Moravia, Ostrava (319,000 inhabitants), Pilsen (170,000 inhabitants), Olomouc (about 101,000 inhabitants) and Liberec (98,000 inhabitants).

CLIMATE

The Czech Republic has a mild climate and has four seasons. The highest mountain is Sněžka (1,602 m AMSL), situated in Krkonoše and with an average yearly temperature of 0.4 degrees, while in the lowlands in Moravia, the average yearly temperature is about 10 degrees C.

AREA CODE

+420

CURRENCY

The Czech Crown (CZK), in Czech “koruna”.

DISTANCES

Prague is situated 340 km from Berlin, 290 km from Vienna, 336 km from Bratislava and 535 km from Budapest.

IMPORTANT TELEPHONE NUMBERS

General emergency line 112
Police 158
Municipal Police 156
Ambulance 155
Fire Service 150

INTERNATIONAL AIRPORTS

Prague Ruzyně Airport www.prg.aero
Brno Airport www.airport-brno.cz
Carlsbad Airport (Karlovy Vary) www.airport-k-vary.cz
Ostrava Airport www.airport-ostrava.cz
Pardubice Airport www.airport-pardubice.cz

LANGUAGE

The official language is Czech. Especially in the bigger cities, however, people understand English.

MOBILE OPERATORS

T-Mobile, Vodafone, Telefónica O2.
The mobile connection is available almost everywhere.

NATIONAL HOLIDAYS

1st January: Czech Independence Day, 8th May: Liberation Day, 5th July: Day of the Slavic Apostles Cyril and Methodius, 6th July: Jan Hus Day, 28th September: Day of Czech Statehood, 28th October: Independent Czechoslovak State Day, 17th November: Struggle for Freedom and Democracy Day.

VACCINATION

No special vaccination is necessary prior to visiting the Czech Republic. If you are planning on staying in forest areas, vaccination against ticks is available.

POLITICAL SYSTEM

Parliamentary democracy.

POPULATION

10,200,000 inhabitants.

POWER NETWORK

230 V/50 Hz, two-pronged plug with safety pin.

PRESIDENT

Miloš Zeman since 2013

RAIL TRANSPORT

The international and national rail network: www.cd.cz

ROAD TRANSPORT

BUS: www.studentagency.cz, www.eurolines.cz
RENT A CAR: www.hertz.cz, www.holidayautos.cz

SMOKING

Smoking is prohibited in all public places, such as bus stops, sports facilities, stadiums, trains, offices or schools. In restaurants, smoking is allowed only in designated areas. Tobacco is sold to customers over the age of 18.

TAXIS

Taxis can be hailed in the street or booked over the phone. However, especially in Prague, it is advisable to order taxis in advance. The AAA taxi company provides a very reliable service: 221102211, 14014 (from Prague).

TIME

Central European Time (GMT + 1 hour), Summer Time applies from March to November: GMT + 2 hours.

THE ECONOMY

In the fourth quarter of 2011, the Czech economy expanded by .6% compared to the same period in 2010, with overall growth of 1.7%. How did neighbouring countries fare? Germany experienced 1.5% 4th quarter expansion in 2011, the Slovak economy grew by 3.4%, while the Polish economy spurred ahead by 4.2%. Meanwhile, Hungary chalked up 1.4% growth. So the economic downturn which started in the second half of 2010 continues to decelerate. A 3.7% jump in exports managed to offset a slump in the building and other service industry sectors and rising costs overall: gas spiked 25.1%, water jumped 12%, while controlled rent rose by 14% in



2011. The price of food, medications and medical aids also surged. Based on these problematic price gyrations, the middle class is getting increasingly poorer. The financial deficit has eroded trade, knocked back share prices, and resulted in a deficit in Czech Republic foreign relations. ■

MICE STATISTICS

According to the Czech statistical office, 10,601 MICE events (events with more than 50 participants) were organized in 2011 in the Czech Republic, with 1,350,459 delegates. The capital, Prague, hosted 4,030 events with more than half a million of participants. It is positive that these numbers are progressively increasing each year. In 2010, there were 10,146 MICE events with approximately 1.29 million delegates. When it comes to the regions, the majority of MICE events took place in South Moravia, which also includes Brno, the second largest city in the Czech Republic and the capital of Moravia with 1,659 events and 214,021 participants. The South Moravian Region, when compared to 2010, experienced a slight loss.

The Moravia-Silesia Region, with 1,088 MICE events and 135,478 participants, came third. Compared to 2010, there was a surprising growth in the number of MICE events. Vysočina also progressed with 667 events and 53,557 participants. The statistics for 2012 seem to be even better and we can expect growth this year. The most promising proved to be the second quarter of 2012 with 3,350 MICE events and 422,495 persons. The number of MICE events organised in Prague is also on the increase. The Liberec Region, has noted a rise in the number of events, albeit with smaller numbers of participants. In 2010, 233 events with 38,450 participants took place, while in 2011 it was 291 events with 34,218 participants. ■

PRAGUE: UNUSUAL AND ORIGINAL VENUES AT THE FOREFRONT

According to the Prague Convention Bureau, Prague recorded 324 MICE events in the third quarter. These statistics, encompass only 38 PCB members, and thus do not paint a comprehensive picture, nevertheless, certain facts that they reveal, are interesting. Compared to 2011, the length of events dropped from 3.1 to 2.38 days. The largest part was represented by corporate conferences and meetings. Their number, when compared with the third quarter of 2011, dropped by 21 events. The overall number of associated conferences grew only by a single event, while the number of incentive meetings decreased significantly from 37 to 10 events, and the number of

other business meetings grew from 32 to 129 MICE events. The statistics have shown, that organizers choose various unusual venues for their events, as well as such places, where conferences are not usually held. The more idiosyncratic and exotic a venue, the better! When it comes the type of industry, the majority of MICE events stem from the pharmaceutical field, followed by IT and communications and manufacturing. When it comes to the length of events, most of them lasted 1 day (100 events), followed by 2 days (100 events) and 3 days (45 events). ■

Why choose the Czech Republic FOR YOUR NEXT MICE EVENT?

We spoke to various professionals from the MICE (meetings) industry. We asked those who promote the Czech Republic but also those on the other side – buyers who have held their MICE events in this remarkable country. How do international MICE professionals view this incredible CEE country, and especially, how do they view its capital Prague?

■ **By Zuzana Adamson**



Barbara and Guy Belliard,
Promoserv, FRANCE

What are your impressions of Prague ?

It is a very vibrant, beautiful city with plenty of sites. From a MICE perspective, it is an extremely attractive destination, offering lots of historical monuments and locations that are ideal for supplemental programs. As for accommodation, there is a wide variety of possibilities and an equally diverse selection of quality restaurants. Prague is easily accessible from France, requiring no more than a two-hour flight. The city offers plenty of opportunities for MICE events, congresses and trade fairs, and in February we are planning to feature it prominently on our website:

<http://www.promo-serv.com>.

We are also planning to send out a newsletter about Prague to all our clients. My tip is to come during the winter, when the rates are very attractive and you can see the snow-covered Charles Bridge in the dark, which is a unique and memorable experience.



Robin Anderson,
Media consultant with EFAPCO

My first Prague encounters came at the height of the student protests which swept across Europe in the late Sixties – indeed, just weeks after the tragic happenings which took Wenceslas Square into global headlines in 1969. But it is since I began working as a journalist in the international meetings industry in the mid-1980s that I came to know Prague both as a leisure destination and as a conference city with a rapidly burgeoning repertoire of attractions and capabilities. Its historic city centre has graced the UNESCO World Heritage List for more than 20 years, and with compelling reason.

These days the Czech capital has been transformed from one of Europe's "hidden" delights into a marvellously professional global destination. Represented worldwide by one of Europe's most imaginative and proactive convention bureaus, Prague combines historic and cultural charisma with cutting-edge 21st century business travel services. Every visit unwraps new possibilities: new top-flight hotels, new entertainment venues, bars, cafes, nightlife, restaurants and a mesmerising array of shopping. Prague now holds 14th place in the ICCA rankings for best congress destination in the world. It offers the best hotel service worldwide according to TripAdvisor. The portfolio includes such names as Four Seasons, Hilton, Sheraton, Mandarin Oriental and Kempinski. Its leading hotels and venues offer free Wi-Fi internet access to event organisers. And for the very first time Prague now boasts two Michelin-star restaurants: Alcron and La Degustation Boheme Bourgeoise.

A walk along the "Royal Way" encapsulates the unique nature of Prague, from the splendidly art nouveau Municipal House, across the Old Town Square over Charles Bridge – which has linked the banks of the River Vltava since the 14th Century – then up to Prague Castle the centrepiece of the largest castle complex in Europe and one of the finest locations for conference receptions, anywhere. It's a city packed with intriguing incentive event possibilities from the historic Zofin Palace to the Tower Park Praha, the Strahov Monastery, the Lobkowitz Palace and Museum and the Kampa Museum, home to a splendid collection of Central European modern art.

But with so many business-minded hotels and captivating locations for conference receptions, banqueting and entertainment, Prague is now ready for a super-large convention and exhibition centre. Sites are probably being considered – perhaps near the now-named Vaclav Havel Airport Prague, maybe in the city centre. But where? How about a gleaming high-tech complex commanding a long, wide open space in the city's buzzing historic heart?

The Wenceslas Square Prague Convention and Exhibition Centre? That would do MICE-ly!

City officials consistently get superior, reasonably price sub-contracting services (i.e. catering, F&B, coach transfers, language interpreters etc.), on-site personnel planning, briefing and training and coordination of all event service.

REPRESENTATIVES & SELLERS TALK



Viktor Tancer,

Director of Sales at Hotel Grand Majestic Plaza, Prague

There are many good reasons why Prague makes a great selection for MICE visitors. The city is consistently improving its reputation as a great destination for productive conferences, offering visitors many ways to spend leisure time away from official conference programs. Prague's popularity is evident from its steadily rising ratings as a top MICE destination, now ranked at 14. Once statistics are in, I have no doubt they will show a continuation of this trend. One of the most important factors for meeting planners is cost efficiency, and Prague offers top-flight lodging and conference standards at attractive prices. The city's combination of unique capacity and consistent service quality makes the Grand Majestic hotel very attractive for MICE events. Because Prague is in the heart of Europe, it offers convenient flight connections to corporations with international branches. In addition, the Czech Republic is a stable and safe country with steady economic development. Prague, the nation's capital, is rich in history and culture, which quickly becomes evident to visitors, along with the latest trends in architecture. The public transportation network in this compact city is both effective and comprehensive, giving visitors easy access to great sightseeing and cultural attractions nearby the Grand Majestic. Visitors bent on exercise can walk to these venues, which are easily reachable by foot.



Pavla Pěkná (Hubáčková),

General Manager at Best Western Premier Hotel Majestic Plaza, Prague

Prague is a historical gem of Europe, whose amazing heritage of architectonic sights stands out. Yet at the same time it remains modern and dynamic, pulsating with life, energy, culture and entertainment. Prague is notably different in all aspects, boasting an excellent transport system and a wide array of top quality services. Our four star **** "superior" hotel, the MAJESTIC PLAZA, is a member of the BEST WESTERN PREMIER chain. Situated only a few steps from renowned Wenceslas Square, it offers excellent services, with a staff trained to satisfy the needs of most demanding clients. Hotel Majestic Plaza has 182 rooms equipped in two interior styles - Art deco and Biedermeier. In planning meetings, it is possible to utilize up to four multi-purpose conference rooms, which feature bright light and state-of-the-art AV technology. Guests can also visit the Magestic's two restaurants and club Havana, where they can make use of the excellent room service and enjoy an unforgettable view of the Prague Castle, Petřín or, from the top floor Majestic Panorama Club, the golden roof of the National Theatre.



Nicolas le Brun,

Partner & Managing director at Destrée, BELGIUM

This was not my first visit to Prague (EFAPCO Ass. In January 2013). I had previously been in the frame of a conference we held a few years ago for the European Commission. We experienced at that time the high level of service from the different suppliers and this was confirmed during this trip too. One aspect which is appreciated is the local's good level of spoken English. From the taxi driver to the staff in the hotel, almost everyone was very comfortable which is of course so much easier when you have delegates from all over Europe. I thought the city was even more beautiful this time with its snow mantel and the short boat trip on the Vltava organized by the efficient Prague CVB was a great opportunity to discover the city differently. Finally, a special mention to restaurant Mlynec. We had privatized the venue for a dinner in the frame of a conference. We received only praise for the quality of the food and the professionalism and kindness of the whole team. I was happy to return this time with my EFAPCO colleagues and note that nothing had changed!

THOUGHT Internalized Language

- *There is a good deal of scientific support for the hypothesis that higher levels of thinking depend on language. Thought can be regarded as internalized language. Most of us conduct an interior monologue, often accompanied by visual imagery. The more educated and literate the individual, the more complex and sophisticated this monologue becomes, and there is no doubt that most of this goes on „in words,“ whether expressed aloud or not.*
- *We can assume that German, Italian and Malaysian businesspeople do the same thing in their own language. When each speaks, we merely glimpse the tip of a huge iceberg of verbal activity that never breaks the surface of audibility. If you make this reasonable assumption, then you can presume that whatever is said to you will be a brief projection of the inner world of the other person's thoughts. What is said may be grammatically accurate or erroneous in the extreme, but it will be colored by the person's view of reality, which is itself influenced by the rigidity of his or her own language structure. This line of reasoning tends to become somewhat involved.*

Richard D. Lewis:

„WHEN CULTURES COLLIDE: Leading across cultures“

Nicholas Brealey International
(2006, 1999, 1996)
Boston, London

Large Congresses

RETURN TO PRAGUE



Prague remains an increasingly popular business hub with an intensely bright future. Praised by visitors universally for its easy accessibility, attractiveness, affordability, historical sites and unusually rich culture, the stature of this renowned *Town of Hundred Towers* as a leading MICE destination is further enhanced by add ons that Czech state organisations routinely provide.

■ **By Zuzana Adamson, Mike Snow**

According to statistics from the ICCA, Prague hosted 98 of the 122 large-scale congresses that took place in the Czech Republic in 2011, 19 more than in 2010. Although the duration of the

average congress is decreasing, the number of congresses is on the rise. Major groups from Britain, the US, Germany, Italy, France and Poland chose Prague for their 2011 events. Visitors are invariably enamored by the city's endless litany of premier attractions, including include Prague Castle, the Charles Bridge, Old

Town Square, the Jewish Quarter, the Lennon Wall and Petrin Hill. But the accolades don't just stop with the city's recognition as a Unesco World Heritage Site. Creativity is the mother's milk of this constantly evolving Mother of All Cities, and event planning is just one of



its trump cards. Special touches include wireless internet connection for all delegates and cloud managed virtual video services that enable presenters to appear remotely. There is a soaring demand for unusual and original venues, such as historical halls, cloisters, outdoor resorts, museums, foreign factories or the Charles

Bridge. Creativity is increasingly important during organizing an event.

The Prague Congress Centre, ideally located in the city's centre, can accommodate up to 9,000 delegates. Skin is Vital, a congress sponsored by the European Academy of Dermatology and Venerology Congress (EADV), drew some 8,000 participants in September 2012, marking a return engagement from a triumphant EADV Congress that took place in Prague just a decade earlier. German organizers of the event originally had settled on Riga, but finally opted for Prague because of their



previous success in the city, according to Hana Obrázková, Sales Manager at Prague Congress Centre. "We had to shift some cultural events swiftly," she observed, "but everything turned out well."

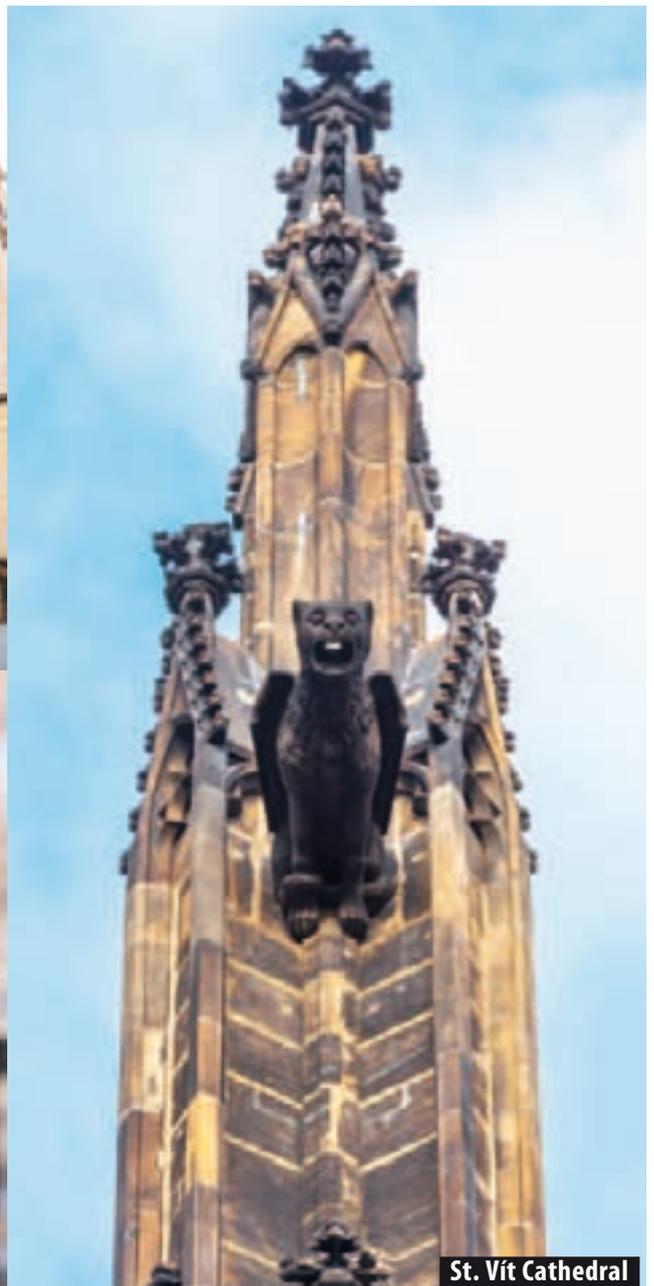
By most accounts, Prague's ability to stay ahead of the curve sets the industry standard. The city's facility with modern technology over the past few years has substantially changed the local meeting scene, said Obrázková, who noted that a secure, free wireless connection can make a big difference in how delegates perceive their visits. With meetings of more than 5,000 persons, this was



St. George's Basilica and medieval narrow Jirská Street at the Prague Castle



Sculpture of Angel at a cemetery



St. Vit's Cathedral



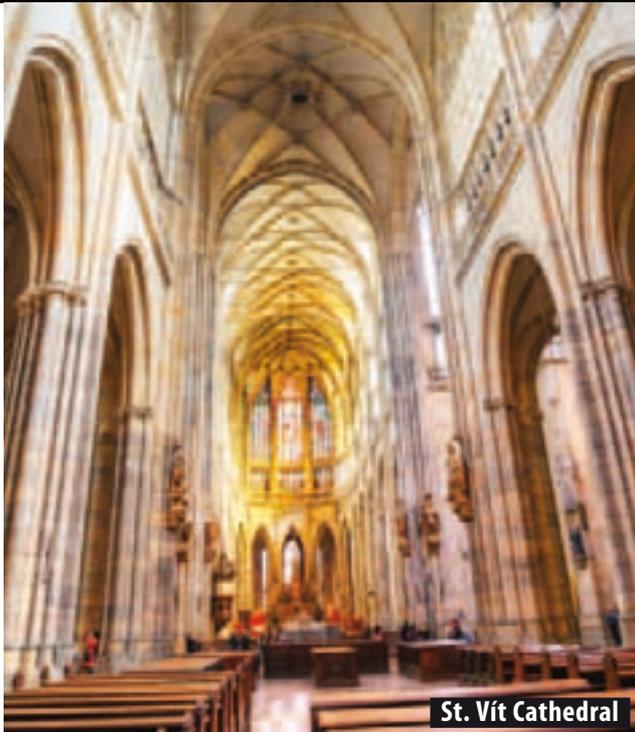
Charles Bridge



From the State Opera



The Dome of National Museum



St. Vít Cathedral

problematic in the past, she noted, referring to the 2008 AMEE Congress. But the availability of premium universal internet access will almost certainly enable the group's 2013 Prague meeting to unwind seamlessly, even if many of the delegates opt to use Skype, which consumes large capacity.

Another change pertains to catering. Organizers sometimes are tempted to cut back on refreshments and food, but this can be counter-productive, warned

Obrázková, pointing out that many delegates who have ventured into Prague during lunchtime breaks ended up lingering for long periods in the picturesque city centre rather than tending to the important business of the conference. To prevent this, the organizers now offer lunch catering at the venue itself, she said.

For all these reasons, it is no wonder that 2013 is shaping up to be another excellent year for the Prague Congress Centre. In addition to the AMEE congress, 3,000 delegates have already signed up for the family medicine congress (WONCA) while an additional 3,000 attendees will be on hand at both the The World Veterinary Congress and European Association of Palliative Care Congress.

For 2012 and 2013, Prague hotel bookings are higher than in 2010 or 2011, mirroring the country's overall number of international visitors. Though the final tally isn't yet in, the upward trend makes Prague hotel owners optimistic about the future. According to Josef Bára, head of executive board of EuroAgentur Hotels & Travel, occupancy has been significantly higher during the last couple of years. Bára is relying on continuing growth for the hotel's primarily Russian market niche, which remains underutilized but with strong MICE potential. MICE appeal to visitors from Asian countries – particularly from developing economies such as China, India or Indonesia – likewise seem promising. ■

INTERVIEW

We Advise Our Clients How to Save

It's our pleasure to talk with **Sylvie Neves**, Director of DMC Ovation, Prague, whose 14 years of MICE experience makes her an industry expert.

How has business fared lately?

Prague is more easily able to secure MICE events than some of its competitors. Whereas other destinations such as Germany, Slovenia or Croatia have lots to offer, the Czech capital often is given first priority because of its superb connections. A plethora of international flights gives the city a distinct advantage over other Central and Eastern European destinations. What is more, Prague is not in the Eurozone, which means more favorable prices and constantly improving service. In 2011 and 2012, we have been able to observe a trend of „come backs“. Clients from Europe or the US have returned to Prague. There is also an increased interest from the Middle East.

How have client demands changed in recent years and where are they heading?

Corporate clients often organize events themselves, believing that they will save money that way. This is not true, simply because local agencies tend to have favorable contracts with suppliers and are able to buy in volume. In the Czech Republic, corporate clients who do their own planning are 99.7% more likely to pay higher prices than if they simply go through an agency. Unfamiliarity with local markets also tends to make it harder for corporate clients to obtain the most favorable terms. This can be done, of course, but in such a situation owners are more likely to book a hotel only to discover later that it is undergoing reconstruction. Or perhaps they will contract with a favorite restaurant, only to learn later that it has been sold and operates

under new management or, worse, that its reputation has deteriorated. We can give the best possible advice, not only because we know the milieu, but we have comprehensive knowledge.

In what other ways are you able to help your client save money and host a successful event?

Companies that organize events approach us with certain goals. Once we understand exactly what clients are looking for, we will recommend the strategy most likely to satisfy them. If a client's aim is to boost team spirit, for instance, we will arrange for delegates to spend time together in a smaller hotel so they encounter each other more often, etc. Companies with longer term objectives (i.e. one year) and more simultaneous events will be better suited by development of our strategic meeting management package.

How does technology influence the nature and organisation of MICE events?

Business is changing rapidly, generating a massive shift in technology and technological gadgets in the realm of project management that profoundly influences the nature of MICE events. As a result, we try to integrate technologies on several levels. Implementing programs into event organisation accelerates the preparation process, as well as selection and execution of the event itself. When putting a program event together, we can send photographs, videos, and music samples that enable the client to respond immediately. Integrating such options saves time and generates positive feedback. This often enables decisionmaking to be done at the

last moment, whereas in the past, planning required at least three years, including the selection of the destination.

What about implementing technology gadgets when organizing the event?

First, a program is needed to cover the needs of registration that include integrated option services. Registration takes place online, prompting the delegate to fill in – for example – various questions about boarding preferences. Next, comes the integration of facebook, linkedin or twitter, communication platforms which enable clients to widen their knowledge base. This open conferences to interested persons from other companies and they can virtually access content. Because of these new techniques, content is varied and the number of participants is growing.

By adopting a specific business strategy for an event, you help clients reach the best ROI.

We ask clients about the purpose of an event, i.e. whether to include technological gadgets. Depending on their objectives, we can recommend what to include and in what way, whether this relates to security or environmental considerations, and whether we can be flexible and suggest an apt solution. Fifteen years ago, not everyone had a computer. But now, delegates can print their own materials, each of them produces exactly what he or she needs, even if it's just a few pages from a lecture. Other requests pertain to saving on food, an item on which money is often needlessly spent. I do not recommend cutting back on food, though, because this could leave a lasting, negative image in the minds of attendees. So this is not a question of cutting back on quality, but proper planning. By satisfying both the client and the event participants, we fulfill the objectives of the client. ■



HUMOR
in Business

- *As world trade becomes increasingly globalised, businesspeople meet their foreign partners more frequently and consequently feel that they know each other better. It is only natural that when they develop a closer relationship, they begin to converse in a more relaxed manner.*
- *Humor during business meetings is not infrequent in most European countries, although it is less common among Latins than with Northern peoples, where it is a valuable tool for breaking the ice. Perhaps among the Spaniards, Portuguese and Italians, there is little ice to break. Their own racy, gossipy, confiding conversation style constitutes in itself a valid humorous element.*
- *It is in the Anglo-Saxon countries that humor is used systematically. Relaxed in Canada and New Zealand, it can be barbed and provocative in Australia. In the United States, particularly, sarcasm, kidding and feigned indignation are regarded as factors that move the meeting along and help get more done in less time. Time is, after all, money. It is perhaps in Britain, though, that humor is most intertwined in business talks. The British hate heavy or drawn-out meetings and will resort to various forms of humor and distracting tactics to keep it all nice and lively.*
- *However, two nationalities in particular avoid jokes and other forms of humor during the actual business sessions. Germans find it out of place during negotiations. The Japanese also fail to see any benefit in introducing humor into business meetings. They will laugh if they are aware that you have told a joke. They take anything you say quite literally.*

Great Venues

4 GREAT VENUES IN PRAGUE



1 LOBKOWICZ PALACE at Prague Castle

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For more information, please visit our website at www.lobkowicz.cz, e-mail us at sales@lobkowicz.cz or simply call us at +420 728 309 816.

2 THE STATE OPERA

For many visitors today, a night at the Prague opera is the highlight of their Prague trip. At Christmas the Prague State Opera is the grand setting for classical music concerts, and on New Year's Eve it hosts a celebrated gala ball. The Prague State Opera is a grand opera house with a great history, built in 1888.



Today, it presents a varied program of opera and ballet performances by Verdi, Tchaikovsky, Puccini, Rossini, Prokofiev, etc. Its location is just a few steps from the top of Wenceslas Square. The venue can be rented for your cultural and social events, especially gala dinners.



3 INCHEBA EXPO

Prague Exhibition Grounds with 20,000 m square indoor spaces and 10,000 m sq. outdoor area. Incheba Expo Prague organizes and produces exhibitions and international trade fairs and offers spaces for a wide spectrum of professional, cultural, social and sports events. A part of Incheba Expo is an impressive monument, Industrial Palace, completed in 1891 in the art nouveau style, deigned

by a well known architect Bedrich Munzberger. The venue can be used for exhibitions, but also for balls, concerts, fashion shows, gala dinners and more. www.incheba.cz

4 ŽLUTÉ LÁZNĚ

It is located on the Vltava river bank and it is an excellent venue for your outdoor activities. Thanks to its concept, the venue reminds you an Asian luxury resort where you can organize sports activities – such as volleyball or table tennis, outdoor sales exhibitions, conferences, gala dinners, music performances, dance parties and also press conferences. Its river side location induces a relaxing atmosphere.



Monika Milanova,
 Director of Sales & Marketing
 at Sheraton Prague Charles
 Square Hotel, talks to us.



1. How has corporate demand for MICE events changed and evolved over the last few years?

This year we see that demand for meetings & events is growing again after the crises of 2009, though we could still see a significant drop in the Prague market.

2. Would you tell us more about the way how meetings at the Sheraton are organized?

There is a move from more traditional meeting set ups to more interactive formats. For example, requests are being increasingly made for cabaret-style seating to give delegates more opportunity to interact with one another. Also, there is a tendency for establishing meeting agendas that encourage more discussions. Delegates are divided into working groups and usually present their results as a team. With

the addition of our new conference room, there is now more space to suit these requirements. Meeting Organizers are also focusing on hotels that have Green policies. At the Sheraton, we offer "clutter free" Meetings, leaving clear space on the tables and enabling more efficient meetings. Pens, pads, energy candies and jugs filled with fresh lemon water are set up on a separate table in the meeting rooms. As part of our Sustainable Meeting Package, we offer healthy coffee breaks and lunch menus that offer a selection of organic items, i.e. unlimited water in jugs rather than bottled water; a guestroom green program; and personalized group websites that allow attendees to make their own reservations online.

3. Why should companies choose your hotel for international MICE events?

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For more, please visit sheratonprague.com/meetings



Ms. Zlatuše Muller with her husband

Prague: *Magical City*

Alive with Inspiration

Because Prague's richness is largely linked to the arts, visitors can make the most of their MICE visits by carefully researching the city's vast artistic treasure trove and cherry picking where to go before they actually get here. To help narrow the infinite number of choices, we have come up with a suggestion list that any visitor would be wise to consider.

■ *By Jana Collins*

In February, for example, fashionistas of all stripes won't want to miss the city's annual dress ball, brainchild of the illustrious and creative lady Zlatuše Muller and her husband. The ball, in the historical building of the Clam-Gallas Palace in Prague city centre, is the crowning touch of the two-week long Carnevale Praha, subtitled „be whoever you want to be“. Mask parades, baroque soirées with live music and energetic dancing (which used to be presented at the royal court of Louis XIV and other) abound with jugglers and acrobats. The event culminates with the Crystal, or Grand Mask Ball, where

participants will find themselves bedazzled with artistic masks, enchanting music and tantalizing food, ensconced in an epic, baroque-era world. For part of the programme, this electrifying event gyrates through streets of the Old Town Square, complete with mask parades, juggling and acrobatic extravaganzas. During carnival time, some Prague restaurants offer traditional Old Bohemian specialities rife with meat, which in olden times would be eaten before the onset of fasting prior to Easter. The event's

authenticity is underscored by a ritualistic hog slaughter in front of the Intercontinental hotel. For more information, click here www.carnevale.cz



Restaurant U Balona



Archiv Carnevale Praha
© Triglaw Corp s.r.o.

Another „must see“ is the commemoration of the arrival of St. Martin on a white horse every November 11. According to Czech tradition, St. Martin brought snow as well as wine fresh from the vine, which helps explain why this annual Czech and Moravian celebration is one of the most popular of the entire year. During this holiday, traditional baked goose specialities, as well as cakes, rolls, and horseshoe pastries referred to as „Martins,“ can be found everywhere. Because

St. Martin was a patron of horses and winemakers, St Martin feasts combined with culinary treats can be found in many old Czech towns. Several restaurants in Prague offer St. Martin goose, goose pate and other specialities, washed down by young rose wine. In some areas, such as the Jiřího z Poděbrad Square in Prague 2, traditional goose liver specialties can be bought at St. Martin fairs as music from ancient times infuses the ambience with special charm. ■

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Our company was established 1997 as an incoming tour operator.

Our aim is to provide all required support and services to the clients placing events in CEE region. As experienced DMC we feel all events as an opportunity to get together something that will "wow" your client and still come in within budget. Whether you're planning a conference, incentive, gala event, simple meeting, sport competition or an exhilarating activity, our company has the experience, skills and resources needed to make it happen.

WHAT WE DO

Simply name it! Hot ballooning we did for Henkel. You can have Gala dinner placed at Chapel, Meetings in opera, Cocktail in the sky, Fashion shows, car race or exploration of the caves. You will get motivated partner for your vision & mission as your success is our success. We will understand you to propose right solution regarding venue, place to stay, mean of transport and activity for your clients.

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Prague Event Solutions



Martin Limberský,
Managing Director

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Prague Event Solutions is Prague's leading full-service event and

destination management company. We rely on our expertise in event management and organization, as well as our commitment to the principle of integrity. We utilize our local knowledge, as well as extensive listing of only the most reliable and professional vendors available.

WHAT WE CAN DO

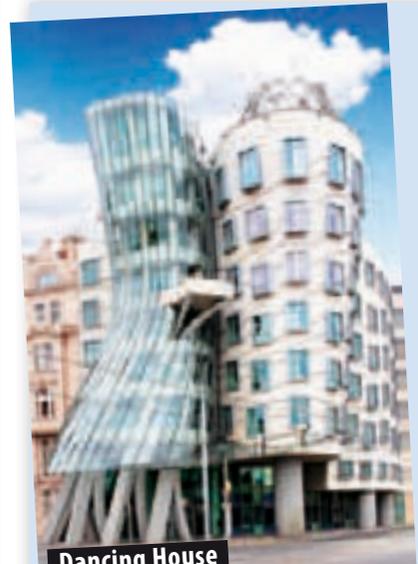
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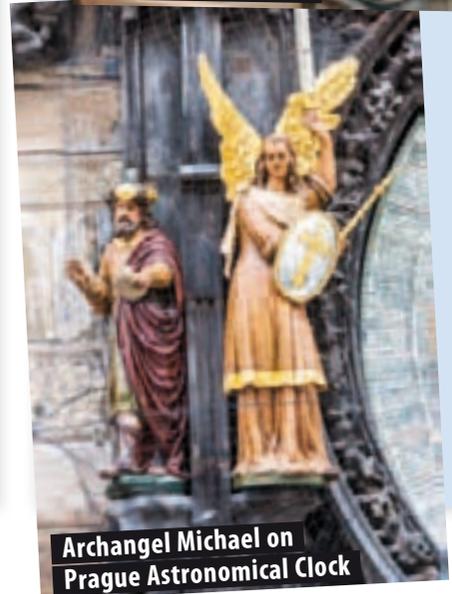
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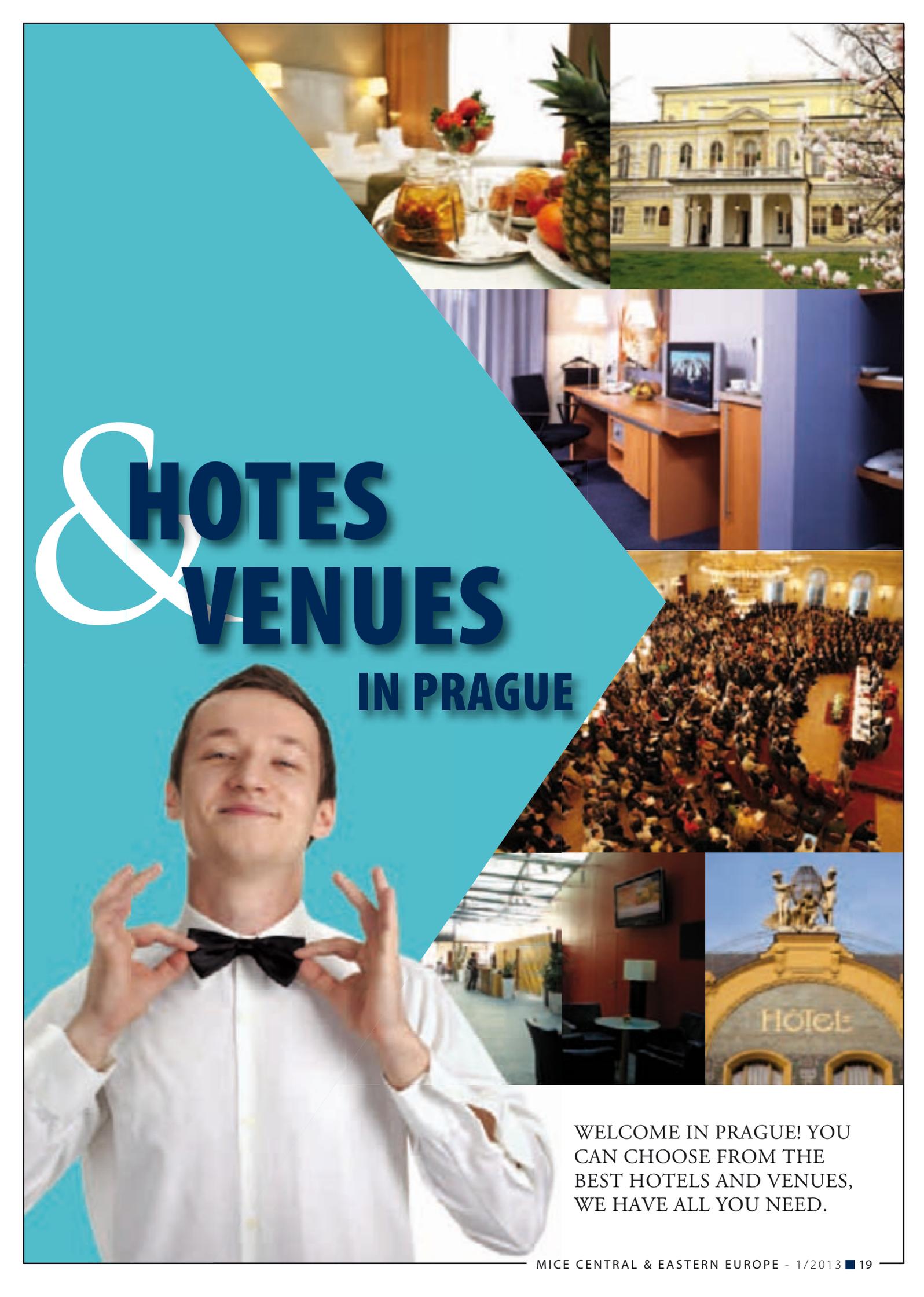
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YASMIN III.	90	75	60	30	36	75
YASMIN I.+II.	133	125	90	50	60	125
YASMIN II+III	140	125	90	50	60	125
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CAPACITY

	Classroom	Theatre	U-Shape	Cocktail	Area (sq-metres)
Hawaii	120	200	54	240	170,3
Zanzibar/Madagascar	30	50	15	60	47,5
Tahiti	12	20	-	25	24,2
Barbados A / B / C	36	63	24	70	60,7
Hawaii Zanzibar Madagascar	220	324	69	340	280
Barbados A+B / B+C	72	126	33	130	119
Barbados A+B+C	120	202	51	220	178
Hawaii+Zanzibar+	440	648	111	700	515

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Common conference chair on the left, comfort conference chair at Grand Majestic Plaza Hotel on the right



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B	38	58	38	25	21	35
C	42	42	28	18	15	20
D	75	75	50	30	27	50
A+B	115	115	75	45	42	65
A+B+C+D+foyer	230	230	230	230	230	230
Orangerie	80	80	60	32	30	40

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CAPACITY

Conference rooms	m ²	Theatre	Classroom	Block	U-shape	Banquet	Party
JALTA I – CONGRESS HALL	200	150	80	55	45	100	150
JALTA II	50	40	30	24	20	20	40
JALTA III	50	40	30	24	20	20	45
JALTA IV	20	12	9	12	9	10	-
CONFERENCE FOYER	186	80	-	-	-	80	100



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Time for... KARLOVY VARY

The luxury spa town is the hub of the Carlsbad Spa Triangle in western Bohemia. Founded by Charles IV, Roman Emperor in 1370 and subsequently named after him, its illustrious tradition of health-boosting



has long attracted visitors from neighbouring Germany, Russia and other countries. Karlovy Vary became an enclave of wealthy Russians after the fall of Communism in 1990, and now Russian (and also German) is mostly spoken there, even in restaurants and shops. The commercial esplanade along the river offers plenty of high-end fashion shops, while the historical colonnade boasts renowned thermal healing springs – twelve in total, with the thirteenth being the famous liquor Becherovka, a Czech speciality made of herbs. Crystal lamps and glassware manufacturing are a longstanding tradition in the region. Guests can stay at stunning hotels and spa complexes and dine at quality restaurants there.



The annual International Film Festival Karlovy Vary, which has taken place each July since 1946, has attracted international celebrities, including as Alan Alda, Sharon Stone or Helen Mirren. ■

WHERE TO STAY & MEET

Hotel Imperial Karlovy Vary 4 ****

An ideal place for organizing conferences and social events, Hotel Imperial Karlovy Vary (****) offers well-equipped halls and lounges with a 600-seat capacity. There are also 205 comfortable single and double rooms; in the Standard category, 27 single and 154 double rooms; 12 Suites; 7 Superior double rooms; 3 Superior Suites and 2 Deluxe Suites. Guests can also enjoy modern sports and spa centres.



Spa Resort Sanssouci 4 ****

The Sanssouci Spa Resort, with 337 modern furnished rooms, hosts various functions. Its many halls and lounges are suitable for small, medium and large-sized MICE events of up to 240 people.



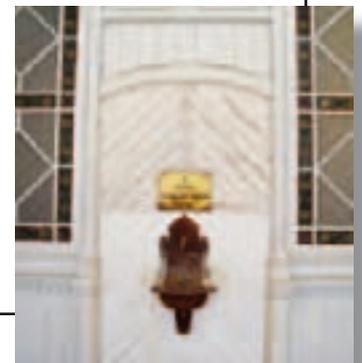
ACTIVITIES

The thermal healing water brims with carbon dioxide gas, as well as various elements conducive to rejuvenation and purification of the body. Try sipping this medicinal water as you stroll along the historical colonnade (though not more than half a litre of water per day). Seventy nine

springs have been discovered in and around the town, 13 of which are used for external and internal therapies. Most of these springs can be found on five beautiful colonnades, including Sadova, Mlynska, Trzni, Zamecka and Vridelni. For 100 to 200 Czech



crowns, you can buy a genuine porcelain glass depicting Karlovy Vary and use it to pour water from the individual springs, each of which has its own unique taste. Be careful though, because the water tends to be hot – 30 to 72 °C. The hottest and most famous is undoubtedly « Vridlo », with a temperature of 72 degrees Celsius, the source of the thermal water.





DIANA LOOKOUT TOWER

Diana is perhaps the most popular tourist attraction in Karlovy Vary. To get directly to this famous look-out-tower and its century-old restaurant and mini-zoo, take the cable car from Colonnade Street, relishing the stunning views of city that are perfect for picture takers.

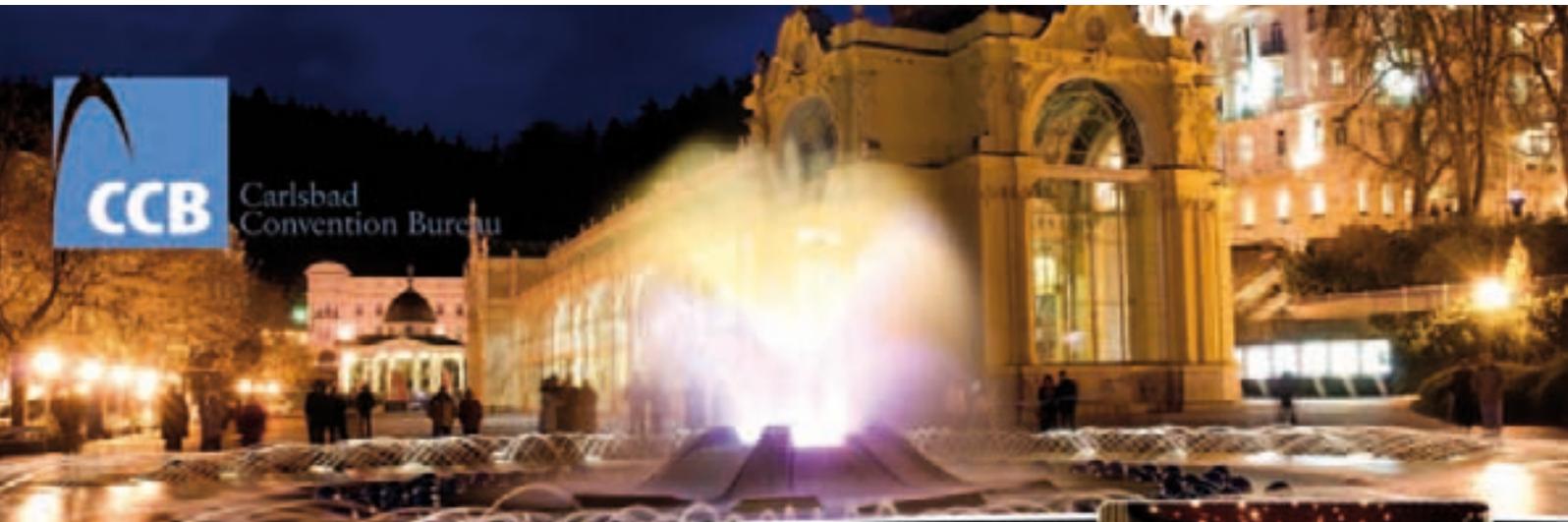


MOSER GLASS MUSEUM

When visiting the spa city Karlovy Vary, don't miss touring the world famous Moser Glassworks, where glassmakers have been perfecting their art since the factory opened in 1893. Watch with wonder as these master craftsmen blow and shape modern day masterpieces amidst the aroma of wooden moulds that smoulder with the heat and beauty of molten glass. Tours are offered daily from 9:30 till 14:30, with ticket prices about 7 EUR.

QUISISANA PALACE

Regardless of whether you come to Karlovy Vary for the magical healthy powers of the thermal springs or the shopping: the elegant, lovingly decorated rooms and suites of the Quisisana Palace are the perfect starting point for all the activities you plan during your stay in the city. The Palace offer 19 majestic rooms and suites.



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Foreign visitors to Eastern Bohemia come primarily from Germany, the Netherlands and Poland. The region's picturesque landscape includes 24 castles and chateaux, a plethora of folk architecture and more than 30 protected zones dotted by classic Central European towns centered around historical squares. Nature plays an indispensable role in beautifying the scenery, especially the serrated landscape of Polabí that surrounds the river Elbe. One of the Czech Republic's most bountiful regions, it is rife with fish ponds, rivers and sun-drenched meadows. Let's take a closer look at the region's historical towns.

Eastern Bohemian Region:

HORSES, MUSIC, SIGHTS

■ By *Zuzana Adamson*

The largest is **Hradec Králové**, situated on the confluence of the Elbe and Orlice Rivers. The oldest written reference to the town dates back to the 13th century, but archeologic sights document settlement of the area in prehistoric times. This town of 100,000 was influenced from the outset of the 20th century by world renowned architects that include Jan Kotěra and Josef Gočár. Dubbed the „lounge of the republic“ thanks to these two personalities, Hradec Králové is steeped in beauty, originality and diversity. Hradec Králové's many alluring attractions include baroque

WHERE TO MEET

The multi-purpose congress centre, Aldis, features a large hall that can hold up to 1,500 persons, a small hall with a capacity of 500, Eliška's hall, which can accommodate 200 delegates, a 200-capacity meeting room, the 80-seat Hradec Restaurant, a smaller lounge that can seat 50 persons, and



a ground floor lobby for 100 persons. Elbe hall holds 120 persons, while an additional 80 can congregate in the exhibition hall. The Aldis is suitable for trade fairs, exhibitions, congresses,

conferences, meetings, balls and society events. For more information, please visit www.aldis.cz.

Kuks, adorned with statues by Matyáš Braun, whose work also appears on Prague's Charles Bridge.

Kladruby nad Labem is a small town renowned as the seat of the National Stud Farm. It supplies European royal courts with white horses, including the stallion, Favory Alta, a wedding gift to Prince William and his wife Kate Middleton. These noble horses originate from the old Kladruber breed, which dates back to 1779.

Pardubice is famous for its two major sports events. Foremost is Velká Pardubická, the oldest continental horse race, which each year attracts many

WHERE TO STAY

The hotel Nové Adalbertinum, in the city centre on the Grand Square, can accommodate up to 60 guests in its 30 rooms. The hotel's three lounges and spacious hall can fit an additional 500 for special events. The four-star EA Hotel Tereziánský dvůr is a design conference hotel with modern interiors and extensions in an 18th century historical building and includes a congress

hall with a restaurant, two residential buildings and DRAK, the town theatre. Its 80 luxurious rooms can accommodate up to 148 guests. The congress hall, which can hold up to 250 persons, features state-of-the-art technology. The 40 modern apartments at Boromeum in the city centre include couches, satellite TV, the Internet and designer kitchens.

foreign visitors. Another popular draw is the Golden Helmet Speedway Race. Rural tourism, especially centered around traditional horse breeding, is growing rapidly Eastern Bohemia.

OUR TIP

Velká Pardubická

It is a famous cross-country steeplechase run in the town of Pardubice since 1874. It takes place every year on the second Sunday in October and is similar to the Aintree Grand National, as it tests the stamina and jumping ability of horses. The race is ran over a 6,9km course with 31 obstacles.

Litomyšl, a small picturesque town with a historical courtyard, is a tourist hotspot. Renaissance castle and the surrounding area – which dates back to between 1568 and 1581 – is a UNESCO site. The castle, which boasts no derath of two century-old grafitti, is popular for weddings and other ceremonies. In addition, Litomyšl has a Museum



devoted to Josef Váchal, a remarkably idiosyncratic graphic designer, writer, mystic and book printer, whose home interior of a certain Josef Portmon, gloriously decorated by Váchal in

WHERE TO MEET

For larger conferences, the Castle Congress Centre, which can host events for up to 1,200 persons, nicely fits the bill. The largest hall accommodates up to 200 delegates, while the European Education Centre Litomyšl is ideal for smaller events. Litomyšl offers three multi-purpose halls: an exhibition hall with a 200-person capacity, seminar hall (100 persons) and an Ecumenical chapel (100 persons). The library (capacity 50 persons).

1920s, offers exquisite paintings, ornate furniture, incredible accessories, and period photography. ■

WHERE TO STAY

The four-star Hotel Aplaus offers luxury accommodation in 21 double rooms and 2 apartments. The lounge at Bohém, the hotel's restaurant, accommodates up to 44 persons for meetings, while the refurbished historical building provides small incentive groups with a compelling modern interior and surroundings that are perfect for teambuilding activities.



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LET'S MEET IN THE LIBEREC REGION



Ještěd

For those who want a wide choice of special perks for their next MICE event, the Liberec Region is a natural choice – in more ways than one. Situated in the north of the Czech Republic just 100 km from Prague, 150 km from Dresden and 220 km from Wrocław, the region, with Liberec as its epicenter, is characterized by unparalleled beauty. Krkonoše, the Jizerské and Lužické Mountains and, of course, Czech Paradise, are all breathtaking. Within easy reach of spa towns, each offers a perfect backdrop for everything from small congresses to MICE events that can accommodate up to 2,000. In Liberec, delegates can luxuriate in comfortable chateaux as they seek out new contacts, wash away their worries in the healing waters of local thermal springs while strategizing, or repose amidst untouched mountains within easy reach of Prague as they hammer out deals. Imagine conducting business with a view of Ještěd, or in



Gold Club Babylon

the hotel Ještěd itself, with a great view around. All this is possible in the Liberec Region. The North Bohemia Convention Bureau helps organize MICE meetings in the area, and can recommend various options for conferences and high-end accommodation which will satisfy clients without imposing a financial burden on them. Several congress centers are available in the region for larger conferences. The four-star **Hotel Babylon Liberec** is part of the Congress and Leisure complex at **Centrum Babylon**



Panorama

Liberec, which offers a wellness centre, an aquapark, and even an IQpark. The hotel can accommodate more than 1,000 people, and has conference facilities for up to 2,000. **Eurocentrum**, a newly opened multipurpose congress centre, can be found in the heart of Jablonec nad Nisou. The large hall fits up to 550 persons; the small one is big enough for 90 persons. Eurocentrum hosts the Euroregion Tour, a travel industry trade fair encompassing a five-storey exhibition centre that spans 716 sq metres, in addition to many other trade fairs and exhibitions.



Eurocentrum



Eurocentrum – congress centre

We have also surveyed all four-star hotels in the region that are suitable for MICE hosting. Aside from Hotel Babylon Liberec, there is the **Orea Vital Hotel Sklář**. Situated in the heart of Krkonoše, the hotel is an ideal venue for events that champion a healthy lifestyle, providing 380



beds in 169 rooms and a multipurpose congress hall for up to 400 persons. **Hotel Morris** in Česká Lípa is a relatively recent addition, offering 28 luxury rooms and a meeting room that can accommodate up to 70. **Parkhotel Morris** Nový Bor is yet another choice, offering 41 rooms, a conference centre suitable for 130 persons in its halls and an additional 80 in its salons, plus a pleasant outdoor restaurant, the Atrium. The **Chateau Hotel Sychrov** at the edge of scenic Czech Paradise, is only 85 km from Prague, near chateau Sychrov. It offers conferences for 120 persons, along with a priceless, picturesque calmness perfect for producing results and dynamic teambuilding. Up to 86 persons at a time can attend. ■



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SHANGHAI: to Host the 52nd ICCA Congress 2013



The 52nd Congress of International Congress and Convention Association (ICCA) will be held in Shanghai on November 2-6, 2013. This annual congress is to be jointly organized by ICCA and Shanghai Municipal Tourism Administration in coordination with ICCA Chinese members.

Hosting ICCA Congress 2013 will play an important role in promoting Shanghai to the international meetings and tourism

market, attracting more international meetings to Shanghai, and giving a strong boost to the growth of Shanghai's meetings and industry, especially in maintaining and enhancing the appeal of Shanghai to the international meetings and tourism market after the World Expo 2010. ■

PRAGUE: 16 August 2012 - Prague won the candidacy for the 21st European Congress of Biomechanics (ESB), which will be held in 2015

"We are very pleased to have worked with the Czech biomechanical society from the very beginning of the entire project and thus we could significantly contribute to the candidacy. After selecting PCO, which is the company CZECH-IN, the presentation of Prague took place in Lisbon and turned out very successfully," said to obtaining the congress Director of Prague Convention Bureau Lenka Žlebková.



Several candidates were invited to the Annual Board Meeting held during the 18th Congress of the European Society of Biomechanics in Lisbon on July 1 - 4 July 2012 to present their candidacies for the organization of the 21st ESB Congress in 2015. The candidates from France (Paris) and Austria (Graz) could, unlike the Czech Republic, rely on

an extensive network of researchers. However, based on a well-prepared, comprehensive and compelling presentation, the Board chose the Czech Republic and its capital as the next destination to

host the meeting. Every year, this multidisciplinary congress is attended by up to 1000 delegates, among them mostly scientists, engineers and other specialists in the field. All services associated with the organization of the congress will be provided by the company CZECH-IN.

The European Society of Biomechanics was founded at a meeting of 20 scientists from 11 countries in Brussels in 1976. Now it is the largest biomechanical company in Europe with more than 750 members. ■

PRAGUE: convention bureau guarantees free wi-fi for event organizers



Free Wi-Fi Internet access for events in Prague is no longer "hit and miss". Prague Convention Bureau now guarantees free Wi-Fi internet access to event organizers in most Prague hotels and venues that are members

of Prague Convention Bureau. In a survey conducted by Prague Convention Bureau, 50 per cent of respondents mentioned free Wi-Fi for delegates as very important; international associations even put this response in the first place. Following these findings, Prague Convention Bureau began negotiations with its members, appealing on the need of free Wi-Fi service in Prague. As a result of the negotiations, 90 per cent of Prague Convention Bureau member hotels offer free Wi-Fi internet for conference attendees to a certain extent; some of them provide free Wi-Fi in the entire hotel including guest rooms, some of them at least in the conference premises, at the reception, in the lobby bar, or restaurants. Venues usually offer Wi-Fi internet at a basic speed; if higher speed is required, the service is mostly charged. The move is aimed at boosting the congress tourism industry and meeting clients' needs. ■

TURKEY: Russians are seldom regular guests



ITB Berlin and IPK International have analysed which countries are most often visited by Russians, Germans and Britons - the Germans' favourite is the Netherlands, Britons rate holidays in France

Turkey is the preferred holiday destination of Russian holidaymakers, although when it comes to how often they visit the country this source market still has enormous growth potential. In

categories: newcomers, explorers (first or second-time visitors) and regular guests (four or more visits).

Turkey is a favourite with German holidaymakers. In 2011, 1.5 million (41 per cent) of the 3.8 million holiday trips undertaken by Germans to Turkey represented a fourth-time visit or more. Out of the 2.2 million trips undertaken by Britons to Turkey 31 per cent were trips by newcomers and 32 per cent trips by regular guests respectively. Visits by "explorers" represented 38 per cent.

The findings of ITB Berlin and IPK International also confirm that Germans are regular visitors to the Netherlands. 63 per cent of Germans' trips to

2011, only 14 per cent of the 3.4 million holiday trips undertaken by Russians to Turkey represented a fourth-time visit or more, whereas the proportion of first-time visitors was 48 per cent. 37 per cent of Russians have already been to Turkey two or three times. These are the latest findings of the World Travel Monitor, a special survey carried out by IPK International and commissioned by ITB Berlin. One of its goals was to find out how often Russians, Germans and Britons chose a particular country for their holidays (not counting trips to relatives and friends). Depending on how often they visited a destination travellers were divided into three



their neighbours represented a fourth-time visit or more. Austria and Italy were ranked second and third among the countries that were regularly visited. Conversely, Germany is the favourite holiday destination of Scandinavians, mostly of Norwegians. 64 per cent of Norwegians are genuine fans of regular visits to Germany. Among Danes this proportion is 55 per cent and among the Dutch it is

54 per cent. France is highly rated among Britons, 48 per cent of whom take their holidays just across the Channel. Russians prefer to visit their neighbours as well. 50 per cent of Russians were found to have taken their holidays four times or more in Ukraine, a former Soviet republic. ■



& MICE INDUSTRY



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Over 300 MICE professionals participated in the 14th Trend Event Expo in Prague

The 14th B2B meeting for event marketing experts and other persons interested in the MICE industry, was held on the 17th of October 2012, in the EDEN ARENA in Prague.

Over 60 exhibitors were from different sectors of the MICE industry: some presented attractive unusual destinations, others came from companies directed to catering. MICE planners and invited meeting organisers could meet also with representatives from enterprises offering accompanying programs, technical securing or decoration. The visitors came from large companies, but also from travel industry sector, and all the delegates wanted to learn the news and new trends in the meetings industry.

The organiser, the website portal FiremniAkce.cz, created not only an exhibition, but also a rich programme with interesting speakers at the main stage of the EDEN ARENA, including musicians from musical Gross The

RockSet and Marimba Live Drums. The delegates could listen to professional lectures from people involved in the MICE industry: Pavel Hofrichter who talked about news from his professional website dedicated to the event industry www.firemniakce.cz, Miroslav Pecho who talked about Hotel profiles in the social networking reseaux on internet. Zuzana Adamson presented news about her B2B magazine MICE CENTRAL & EASTERN EUROPE, Hedvika Machová and Michaela Šilpochová talked about Industrial venues (galleries of modern art) for your event, and Jindřich Knödl gave the presentation of the company Taiko a.s.

The 14th Trend Event Expo was a very successful event and all the delegates are looking forward the next Trend Event. The organisers will choose another venue for it.

For more informations please see www.firemniakce.cz and www.trendevent.cz. ■

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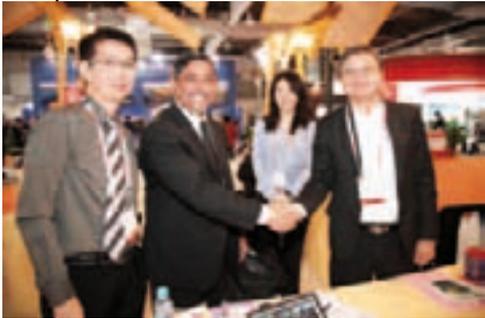
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IT & CM IN SHANGHAI

MCI Group To Support Inaugural Association Day And Contribute To Corporate Travel Education Programme At IT&CM Events

Each Association Day expected to welcome some 40 international and local Association buyers



TTG Events has teamed up with world leading association & event management company MCI Group to bring Association Day as well as an education segment on incentive travel to each of the three IT&CM Events in Shanghai, China (IT&CM China), Delhi, India (IT&CM India) and Bangkok, Thailand (IT&CMA and CTW Asia-Pacific).

"Association Day was born in recognition for the need of a focused and comprehensive association executive programme consisting of tailored education, networking and

structured business engagement sessions for association decision makers. Exhibitors at the IT&CM events are also very eager to explore business opportunities with association buyers." said Mr. Darren Ng, Managing Director for TTG Asia Media. "In addition, all three IT&CM events are committed to strengthening their relevance and appeal to Corporate Travel professionals – another pivotal buyer group that our exhibitors are looking to meet. Our partnership with MCI Group will go a long way in achieving this duo-prong objective".

MCI Group will be lending its expertise to two half-day educational tracks. Topics will be catered specifically to attending association buyers and corporate travel professionals focused on Incentive Travel/Performance Improvement. The educational tracks for these two delegate groups will run concurrently alongside each other, with allocated slots for business appointments and networking with exhibitors at the event.

Familiar with organising educational programmes the world over, MCI Group views this partnership as a major opportunity to engage association and corporate travel executives and discuss the growth of their industry in Asia.

"Through the very nature of their job, association and corporate travel executives are isolated and have limited opportunities to interact and meet with peers who face the same strategic and operational challenges and issues. Each IT&CM Association Day and incentive travel education segment by MCI Group offers a unique opportunity for these association buyers and corporate travel executives to network with like-minded professionals and share issues and concerns they have in their own organisation, and learn best practices from experts in the field." explains Robin Lokerman, President Asia Pacific & Americas of MCI Group.

In its inaugural year, each Association Day is expected to see some 40 international and local association professional attending. ■

EIBTM SUPPORTS KEY EVENTS IN MEETINGS INDUSTRY CALENDAR

EIBTM (www.eibtm.com), the global hub for the meeting and events industry, which is dedicated to driving the industry forward, has kicked off 2013 through supporting a number of key events in the meetings industry calendar across the globe.

During the month of January, EIBTM supported events including the Fresh Conference, which took place in Copenhagen from the 13-15 January, where they were a Gold Event Sponsor. The Fresh Conference (www.thefreshconference.com) is committed to exploring and sharing new insights into meeting design and demonstrating them to attendees in the most practical way possible.

David Benitez, "IBTM Talks" Project Manager, Reed Travel Exhibitions (UK) and Amber Zhang, CIBTM Hosted Buyer program director, Reed Travel Exhibitions (Hong Kong) also took part in a round table discussion "Motivation programmes as a tool for increasing the event efficiency and quality" at the EFEA (www.euras-forum.com/conference) which took place in St. Petersburg, Russia from 23-25 January.

The EIBTM show team were also supporters of the launch event for the Sustainable Events Summit (www.sustainableeventssummit.com), organised by Sustainable Events Ltd, Positive Impact and Smyle which took place in London on 24th January 2013 at The Crystal.

Jennifer Booth, Group Operations Manager, Reed Travel Exhibitions

delivered an education session at the event, sharing insight and routes to best practise through a case study about EIBTM and event sustainability management systems (ISO20121).

Following her presentation, Booth commented, "These events are really important as they give us a great opportunity to network with industry peers and impart the learnings we have achieved through years of experience in the industry. We hope that through sharing our knowledge, we can help other meetings planners create and deliver more efficient and dynamic events."

As part of their wider support and commitment to Meetings Professional International (MPI), EIBTM were also sponsors of the Opening General Session at EMEC 2013 (<http://www.mpiweb.org/Events/EMEC2013/index>), The conference for meetings and events professionals in Europe which took place in Montreux, Switzerland from January 27-29.

Graeme Barnett, EIBTM Exhibition Director, Reed Travel Exhibitions commented, "We see our support for the industry as a year round exercise, we are not just a once a year event and our clients and partners can benefit from our commitments through the sharing of knowledge and connections across the globe. Our own annual calendar of IBTM events also enables critical business touch points throughout the year."

EIBTM 2013 takes place 19th-21st November, Barcelona. ■

India Hosted the IT & CM Trade Fair

■ By Zuzana Adamson

The first year of this newly established MICE trade fair, organized by TTG Asia Media, took place August 21-23, 2012 in Delhi. The India Expo Centre & Mart is situated in New Delhi in the vicinity of the hotel complex Jaypee Greens Golf & Spa Resort. Due to the venue's relative distance from the city centre, delegates could engage in business without being distracted by all of the city's common tourist attractions.

Faithful to the slogan "promoting India to the World and the World to India," the trade fair hosted MICE delegates from 57 countries, 146 exhibiting companies, 136 invited international and Indian buyers from 33 countries, and 46 media representatives from 14 countries. The organizers managed to obtain an excellent ratio of 2.4 buyers per exhibitor. Traditional Sellers-

Delhi and its environs are among the top 5 Indian destinations visited by tourists from all around the world each year. It is the third largest city in India, the capital of the country, and centre of commerce and industry in northern India. Twenty-two languages are officially spoken in India, among them Hindi, which is the main language.



Meet-Buyers (SMB) and Buyers-Meet-Sellers (BMS) sessions were also part of the event.

During the gala launch dinner at the luxury hotel Ashok in central Delhi, delegates may have been surprised by the absence of a speaker or any official opening remarks. Instead, talented Indian musicians provided a soundtrack to a tasty dinner, whose start was also not announced, resulting in the delegates having to sit with empty plates, while the tables on the sides of the ceremony hall were brimming with local specialities. It is clear that these issues will have to be resolved for future trade fairs.



Participants in the press conferences concurred that India has a lot to offer as a MICE destination, but it is necessary to improve the profile and develop the infrastructure and customer rapport. At the same time, Indian tourists and MICE delegates represent a great potential market for other countries: the citizens of India are getting richer and traveling abroad more for incentive trips and visits to faraway destinations.

Quality luxury hotels provided delegates with accommodation: Doubletree by Hilton, Hilton Mayur

Vihar, Jaypee Greens Golf & Spa Resort and Radisson Blu. Security measures at hotels and other places, including the underground, were slightly inconvenient, requiring people to pass through scanners upon entry.

We wish this new trade fair plenty of success in the future and look forward to the next edition, which is set to take place August 20-22, 2013. ■

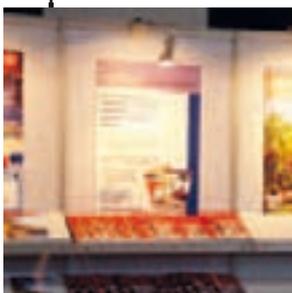


IT & CMA trade fair celebrates 20th anniversary

■ By **Zuzana Adamson**

This year's MICE IT&CMA trade fair in Bangkok was slightly more ceremonial than usual to celebrate the occasion of the fair's 20th anniversary. Darren Ng, managing director of the event organizer TTG Asia Media, announced the launch of a special publication at a press conference on 2 October 2012. The event was held for the 11th time in Bangkok, a destination popular with MICE professionals.

Let's look at the numbers. There were 850 exhibitors, 497 buyers and travel managers, 159 conference delegates, 132 media representatives and 941 visitors, VIP guests and other MICE professionals totalling to 2,579 persons from 57 countries with a ratio of 1.5 buyers per exhibitor. New corporate buyers were recruited from Austria, Mexico and Peru; they amounted to 63 per cent of new buyers, since organizers aimed to offer exhibitors the best opportunities for their businesses to obtain real financial results. The showcase of destinations, hotels, airlines and golf resorts was colourful and was accompanied by a number of events. Out of the new exhibitors, let's mention the Arab countries: Dubai presented in an area of 24 square metres. Thailand's destinations, such as Chiang Mai, also increased their promotion. Pattaya introduced new resorts and MICE infrastructure with an emphasis on the future development of the MICE industry. Thailand excelled with an exhibit area of 375 square metres featuring 63 individual exhibitors. A new addition was the Global Networking Zone, open to all delegates, providing more opportunities to network in a single area.



The trade fair is truly international, offering interesting possibilities to exhibitors from CEE countries. The distribution of invited buyers was: 46 per cent from Asia-Pacific, 39 per cent from Europe, 7 per cent from the Americas and Pacific, 6 per cent from Australasia and 2 per cent from other countries. The majority of the buyers arrived from India, Philippines and Poland. It would be of benefit to present Central and Eastern European locations to the buyers from the ASEAN countries at the trade fair. As has become evident from the discussions with the buyers, Prague in particular, and its famous Infant Jesus, is for TA from Philippines, with 90 per cent of the country of Christian denomination, a very attractive location. According to Mrs. Fe Abling Yu, general manager of Arfel Travel & Tours, which organizes trips to Europe, Prague must be included in the programme.

Between October 2 and 4, three vigorous days of cooperation development, networking and boosting existing contacts took place during which buyers and exhibitors met at Sellers-Meet-Buyers and Buyers-Meet-Sellers sessions. A rich programme encompassing dinners and luncheons also included the Opening Ceremony and Welcome Cocktail, hosted by Thailand Convention and Exhibition Bureau, where delectable Thai specialities were served. Further events were sponsored by Meetings & Exhibitions Hong Kong together with TTG Events, Penang Global Tourism, and The Westin Grande Sukhumvit Bangkok.

Thailand and the Exhibition Bureau prepared interesting programmes in the form of pre-show city tours. Cooking classes featuring Thai specialities were also offered, as well as massages, a visit to the flower market, Chinatown and several other Bangkok sites. Delegates were able to choose from a selection of two post-show destination tours and, for a fee, visit Krabi or Chiang Rai on a three-day trip. A diverse programme augmented the knowledge about Thailand.

Our magazine, MICE CENTRAL & EASTERN EUROPE, as each year, was the media partner of this event. Since the completion of the fair, delegates have already started to look forward to next year's event. The next IT & CMA trade fair will take place October 1-3, 2013. ■

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Michal Barszap, President/CEO of ITS Tours, Meetings & Incentives, USA

“Am **very satisfied with the numerous new contacts** I made at the event as well as new ideas and knowledge on destinations gained.”

Agnieszka Kaminska, Project Manager of Impuls Travel, Poland

“I've attended a lot of industry events and **this is the best** among them.”

Gabe Dakwa, Travel Manager of Agilent Technologies, USA

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Leena Andrews, APAC Travel Manager of Juniper, India

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22 – 24 JANUARY	ATF – Asean Tourism Forum and TRAVEX Vientiane, LAO PDR..... www.atflaos.com
10 – 12 FEBRUARY	 MCE CEE Budapest, HUNGARY www.europecongress.com
20 FEBRUARY	 EventExpo Bratislava, SLOVAKIA www.eventexpo.sk www.eventexpo.cz
6 – 10 MARCH	 ITB Berlin, GERMANY www.itb-berlin.de
6 – 8 MARCH	ITB Berlin Convention Berlin, GERMANY
18 MARCH	 INTERNATIONAL M.I.C.E. FORUM Moscow, RUSSIA www.miceforum.ru
19 – 21 MARCH	 CONFEX London, UK www.international-confex.com
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17 – 19 APRIL	 IT&CM CHINA Incentive Travel and Conventions, Meetings Shanghai, CHINA www.itcmchina.com

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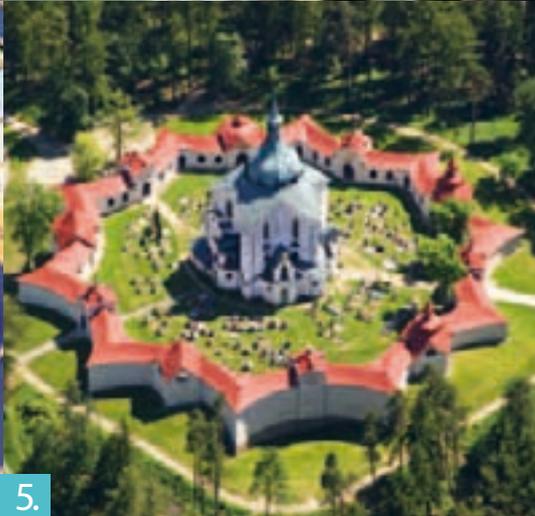
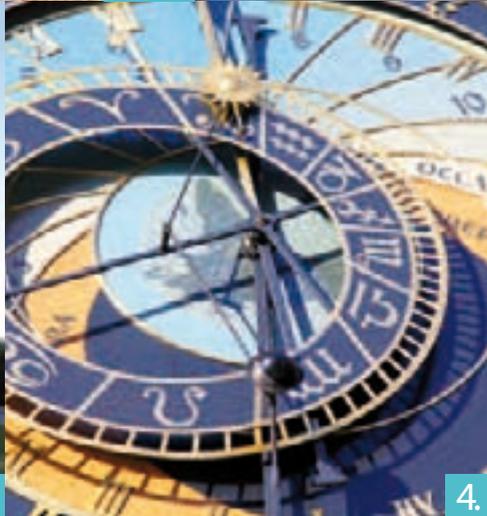


From Mibexpo, Moscow





1. 2.



3.

4. 5.

6. 7.



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