

## Polish Congress Ambassadors Programme

The Krakow Convention Bureau participates in the Polish Congress Ambassadors Programme, which is realised in cooperation with the Polish Tourist Organisation (PTO) and the Conferences and Congresses in Poland Association. The objective of the Programme is to promote Poland as a location for the organisation of international congresses and conferences.

The Polish Congress Ambassadors Programme also aims at winning congresses for Poland and offering effective assistance in drawing such events to Poland by Poles working in the structures of international organisations, such as scientists and professionals in various fields. Similar congress ambassador programmes are successfully running in a number of countries, serving as a national marketing tool.

The Polish Congress Ambassadors Programme is addressed to outstanding personalities in the world of science and professional associations. Professor Michał Kleiber, President of the Polish Academy of Sciences, has assumed honorary patronage over the Programme. So far, 110 persons have been given the title of Congress Ambassador, and a number of outstanding personalities of Polish science, economy and culture have taken part in the works of the chapter. The task of the Programme chapter, which is elected every three years, is to appoint Polish Congress Ambassadors: the persons that promote and disseminate knowledge about the assets of Poland in their environments, contributing to the making of decisions on the selection of Poland as the place for the next international event.

NEW CONGRESS CENTER / OPENING: 2015



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Participation in the Polish Congress Ambassadors Programme entitles:

- Receiving promotional materials and information from the PTO POLAND Convention Bureau, the Conferences and Congresses in Poland Association and other entities declaring involvement,
- Assistance from PTO Polish Tourist Information Centres located abroad,
- Asking for assistance from Professional Congress Organisers and Incentive Organisers recommended by the PTO POLAND Convention Bureau and from the Conferences and Congresses in Poland Association,
- Assistance and support from the Convention Bureau of Poland.

More information on the Programme is available on the websites of the Polish Tourist Organisation:  
<http://www.poland-convention.pl/en/service/cbp-about-us/czym-jest-program/>  
and of the Conferences and Congresses in Poland Association:  
<http://www.skkp.org.pl/en>

Publisher

KRAKOW convention bureau



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[WWW.KRAKOW.PL](http://WWW.KRAKOW.PL)

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DWUTYGODNIK MIEJSKI

Krakow Convention Bureau  
Municipality of Krakow  
pl. Wszystkich Świętych 3-4  
31-004 Kraków  
tel. +48 12 616 60 69/53/72/51/77  
fax +48 12 616 60 56  
e-mail: [convention@um.krakow.pl](mailto:convention@um.krakow.pl)  
[www.conventionkrakow.com](http://www.conventionkrakow.com)

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KRAKOW  
- INSPIRED MEETINGS

KRAKOW convention bureau

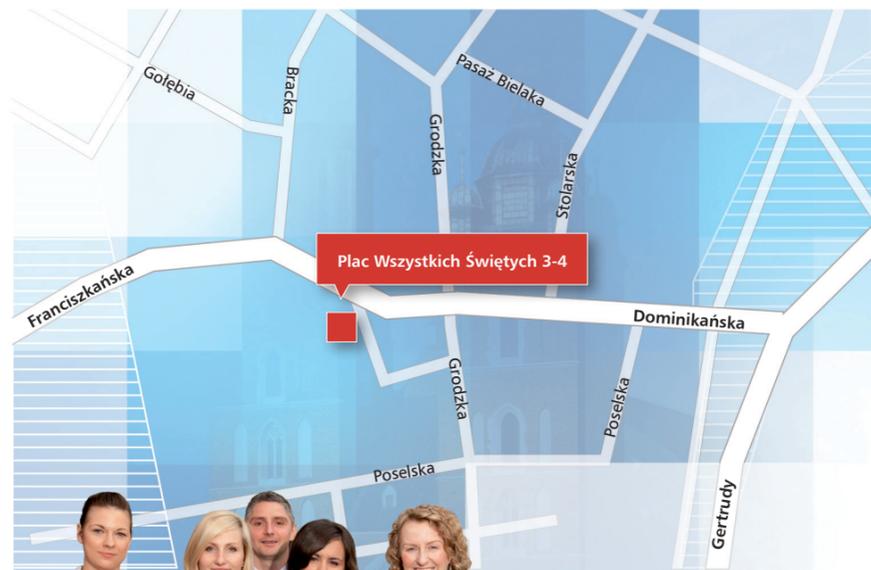
[www.krakow.pl](http://www.krakow.pl)



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BUSINESS TOURISM

## Where we are?



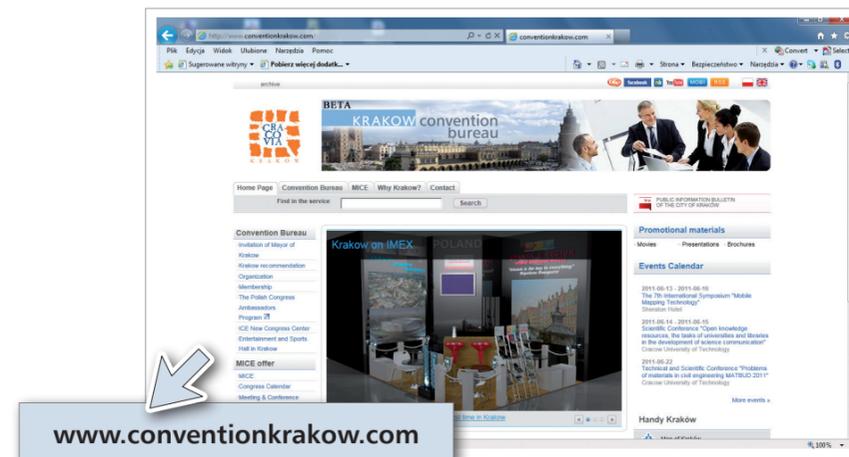
Krakow Convention Bureau  
Municipality of Krakow  
pl. Wszystkich Świętych 3-4  
31-004 Krakow  
tel. +48 12 616 60 69/53/72/51/77  
fax +48 12 616 60 56  
e-mail: convention@um.krakow.pl  
www.conventionkrakow.com



## Krakow Convention Bureau activity:

Municipality of Krakow, recognising the advantages of the meetings industry and the growing interest in Krakow as a business tourism destination, has decided to expand its activity in this field and established the Krakow Convention Bureau in 2004. Currently, the Bureau operates within the structure of the Department of Information, Tourism and City Promotion, functioning on non-profit principles.

Business tourism has a great impact on the economic development of the city and the region. Krakow is developing its base for business tourists (new congress centres and hotels equipped with conference rooms). The surroundings of Krakow are also essential in creating the business tourism offer. This is especially important for incentives that can be organised in places such as the Wieliczka Salt Mine and Niepołomice Castle.



The main objective of the Krakow Convention Bureau is to promote the city as an attractive destination for the international meetings industry. For this purpose, the Krakow Convention Bureau uses such forms of marketing as:

- > Participating in international business tourism fairs,
- > Publishing and distributing informational and promotional materials,
- > Advertising in domestic and international magazines,
- > Running recommendation programmes, including a recommendation system for PCOs,
- > International cooperation and site inspections for organisers of business meetings and events, and for journalists,
- > Running the [www.conventionkrakow.com](http://www.conventionkrakow.com) website,
- > Exploring the meetings industry market in Krakow.

### We offer assistance in terms of:

- a) Initiating new international congresses and conferences that could take place in Krakow,
- b) Preparing and carrying out site inspections,



- c) Organising 'Krakow' stands at congresses and conferences,
- d) Preparing multimedia presentations on the tourist and conferences assets of Krakow,
- e) Support as regards bid book preparation,
- f) Providing the entirety of informational and promotional materials on the infrastructure and conference services in Krakow,
- g) Providing the entirety of informational and promotional materials on Krakow,
- h) Information on congress and exhibition centres and other conference locations,
- i) Information on locations for special events,
- j) Information on incentives,
- k) Information on recommended PCOs,
- l) Information on recommended DMCs,
- m) Information on events and attractions accompanying business tourism,
- n) Information on the calendar of cultural, tourist and sports events.