

Feel The Change

Prague Congress Centre's Magazine | Vol. 1/2020

- Report from the 22nd ESSM Congress
- Interview with Lenka Žlebková,
CEO of the PCC



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**Dear business partners,
dear readers,**



You are holding this first year's edition and overall, the third edition of the Feel the Change magazine and I am honored, that I can write these lines. I was wondering what we can await in the Prague Congress Centre. Due to the current turbulent period related to the occurrence of the coronavirus in Europe, the period of my taking up the post of CEO of the PCC is a huge challenge on how to cope with this unexpected and crisis situation. I firmly believe that this era will make us stronger and that it will quickly start the often-needed changes in the direction to innovative solutions and new opportunities.

It was never more necessary to focus on the happiness and satisfaction of the employees and also on a sufficiently motivating vision for all. The PCC is facing ground-breaking events in the up coming years. The construction of the New Exhibition Hall, which will provide us with an additional 5000 m² of exhibition space, was officially approved by the shareholders, and we can leap vigorously into possible phases of its implementation. The revitalization of the entire public area around the PCC will also open opportunities to the general public and enhance the surrounding area. However, we are already working on small steps that will benefit the public, for example by incorporating the public into the architectural festival Open House this year. I am looking forward to that and I hope to meet you on this occasion.

We tried to make this issue in the spirit of comfort and convenience that we offer during congresses and you will definitely experience during your event. You can also read about, how we were doing in 2019 or interesting facts from 22nd European Congress of Sexual Medicine and you can get to know another one of our architectural elements, the breathtaking metal and glass lighting fixture ...

I wish you pleasant reading,
Lenka Žlebková

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The year 2019 in the Prague Congress Centre

Feel The Change

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New CEO of PCC

The Prague Congress Centre has a new CEO, Lenka Žlebková. She was the Sales and Marketing Director of the PCC since 2016. Lenka took her new position on March 1, 2020, however due to the worldwide pandemic of coronavirus she experienced a difficult start with a lot of crisis management meetings. But the company believes that her vision of rebuilding the PCC surroundings will soon move forward.

Unconventional Course Of The Year

The beginning of 2020 was culturally intensive in the PCC. The Congress Hall hosted interesting cultural performances from the Moscow Ballet, which together with a live orchestra performed the Swan Lake to Circus Mother Africa from Cape Town, which showed us exotic and incredible acrobatic numbers on stage. We admired the courageous and persistent Czech team at the Dakar Rally, which came to us to show their experiences from this year's race in Saudi Arabia. It wasn't Mireille Mathieus first visit of the PCC, just this year the Congress Hall was sold out twice because of her visit. Right after that, however, all the events had to move and we're looking for the right dates. Our team is mainly home office based gaining new strengths for the summer and autumn season, which will be busier than we expected.

Christmas Trees Are Growing

The PCC team continued in the established tradition and bought a tree in a pot on Christmas 2019, which was in early April planted next to his brother from last year. We enjoy initiatives that make sense and add a new touch to our surroundings.



Prague Has Received An Award

Prague was awarded by the Meeting Star Awards as the best congress destination of New Europe. We received the valuation on behalf of the Prague Convention Bureau in Ljubljana during the opening evening of the Conventa Trade Show. The Prague Congress Centre was also awarded in the venue section and it took the 2nd place as the most suitable venue in Europe to host events.



THE CURRENT SITUATION REQUIRES FLEXIBILITY and rapid response, so our colleagues sew masks for employees, who cannot work from home because they ensure the necessary operation of the building. The tablecloths that were used from our events found a new mission in protecting the health of our team. Thank you!



**6 057 486
EUR**

THE REVENUE OF THE PRAGUE CONGRESS CENTRE reached 6 057 486 EUR in 2019. We have reached this number thanks to the 205 events that took place here in the last year. Thank you all and we are looking forward to other interesting and inspiring events th in 2020.

The Expansion Of The PCC Takes a Realistic Form

The new PCC exhibition hall has been given a more specific form of how the entire project documentation is almost done. The PCC is preparing for the tender of a construction company, which should be known in the second half of the year 2020. Prague 4 has also organized a survey in which the residents of the PCC area as well as commercial entities and their employees express what they would like on the southern and northern sides of the PCC or what they would like to do in the vicinity of the neighborhood and what is currently missing.



PCC Is Part Of The Open House Festival

The Prague Congress Centre will for the first time in history, join the international festival Open House Prague, which is the world's largest architectural event, when architecturally interesting buildings, which are normally not accessible to the public, are open. This way, the PCC wants to support its goal of being more open to the public and to show its current role they have for the society.



Specialists in Sexual Medicine Met at the PCC

On January, the 22nd Congress of the European Society for Sexual Medicine (ESSM) was held in the Prague Congress Centre. The association also celebrated its 25th anniversary during the opening ceremony.



ESSM Congress in numbers

25th anniversary
of ESSM

15 halls and lounges

200 presenters

810 delegates

71 participating
countries

Sexology is still a relatively new field. With a few exceptions, such as the Czech and Slovak Republics, there is no independently certified medical sexology field. In other countries, this discipline is practiced by physicians in related fields such as gynecologists, urologists, psychologists, psychiatrists, and others. One of ESSM's main tasks is to educate other sexology specialists. ESSM strives to make basic knowledge of sexual medicine available to all medical students and all doctors in their own language. It is also important to educate health professionals about the benefits of this field of study. And all this can be learned at

the professional congress, which was held for the twenty-second time this year.

Growth from basic research to clinical practice was the main motto of the Prague congress. The latest and most interesting findings and achievements in sexual medicine were presented. Leading sex specialists have shared their latest research findings that can translate into clinical applications. They have also demonstrated how clinical findings support and enrich everyday medical practice.

One of the main priorities of the annual congress is an educational program aimed at training young professionals and deepening the knowledge of more advanced doctors. It was no different in the Prague Congress Centre. Topics like problems concerning all sexes and all sexual orientations were discussed. Emphasis was placed on the latest educational opportunities and the latest innovative research. The congress also held a national symposium for the Czech and Slovak Republics.

Visitors to the congress could attend various lectures, workshops and discussions. An interesting element of the congress was the so-called boxing ring, in which discussions were held at regular times by two experts defending their opinion on an issue with boxing gloves on their hands. The viewers then had the opportunity to vote through an app for an opinion they identified with. We could see that the interactivity of visitors contributed to the overall excellent atmosphere of the event and also brought them closer together.

The congress was divided into four sections: sexology, male sexual dysfunction, female sexual dysfunction and reconstructive surgery.

An important part of each congress is the final examinations of the Multidisciplinary Joint Committee on Sexual Medicine (MJCSM). This committee works under the auspices of the European Union Medical Specialists (UEMS). Its aim is to study, promote and harmonize the highest level of sexual medicine in Europe, both at basic and postgraduate level. First, MJCSM organizes educational courses whose graduates take the final exam at the congress. If they succeed, they will be awarded a certificate, which in some countries replaces the sexologist attestation, and can therefore pursue the profession at the medical level.

At the ESSM Congress, awards are given every year for the best presentation. This year, this success was achieved by a representative from the Czech Republic, namely Mgr. Renáta Androvičová. Her lecture on Reactivity of Frontal Brain to Sexual Stimuli in Pathological Sexual Aggressors: The FMRI study was awarded as the best presentation in the sexology section of the congress. "For me it is a great honor and satisfaction. I have been talking about the results of this research on conferences for three years



and it seems that they have finally resonated. The professional community has taken note of them. My presentation was also mentioned in the "Conference Highlights" section, so I was twice as happy," says Mgr. Renáta Androvičová, who works at the National Institute of Mental Health.

She was satisfied not only with her success, but also with the overall level of the whole congress. "The conference was very stimulating for me from a professional point of view and important for networking. ESSM is an important professional organisation, not only of European but global reach, and it is important for Czech sexology to be actively involved in its activities," she adds: "As for space, I appreciated the compactness of the space; the staff on the accreditations was very nice and I also appreciate the service during coffee breaks and lunches."

ABOUT THE ESSM

The organization of experts in sexology was established in 1995 under the name ESIR. In the same year, the first congress took place in Greece. Experts from all over Europe came together there. In 2003, the organization changed its name to the present one. Although the name includes the word European, the cooperation of experts has developed on a global level. In 2005, 13 national associations joined the ESSM, four years later it was 25.



The Prague Congress Centre Is a Very Good Brand, Says Doctor Ondřej Trojan

The European Society for Sexual Medicine (ESSM) held a congress in Prague this year, a year earlier, than originally planned. “For organizational reasons we had to switch the location with Rotterdam. But we handled it anyway,” says dr. Ondřej Trojan, who organized the event. The congress took place in the middle of January in the Prague Congress Centre. Czech sexology experts are associated with the Czech Society for Sexual Medicine, which also had its congress participants there.

Can you introduce to us the Czech Society for Sexual Medicine?

The Czech Society for Sexual Medicine is a professional association that brings together experts from many different fields in which sexuality plays some kind of role, or even the exploration or treatment of sexual behavior, or eventually problems with sexual experience. Few examples would be urologists, psychologists, psychiatrists, sexologists of course, endocrinologists or general doctors. Many nurses also attend the conference.

Is sexology a broad medical field?

In our country sexology is an independent medical field, but it is not like that everywhere. As for Europe, it is independent only in the Czech Republic and Slovakia. But we can say that sexual medicine has a much larger scope, than sexology alone. Abroad, sexual medicine is mostly involved in relative fields. It can be urology, psychology, psychiatry and others.

What do you mean by saying, that sexology is not an independent medical field abroad?

I mean, it is not certified as a medical field like in the Czech Republic or Slovakia. Abroad, education takes various forms. For example, ESSM organizes a school or rather a course that ends with exams directly during the congress. Who has passed this course and has passed the exams, receives a certificate that in other countries replaces this attestation. It's included in the system of postgraduate education.

Are students interested in this specialization?

Unfortunately, there is not much of an interest in this field in the Czech Republic. There is only one training workplace in the Czech Republic and that is the sexology Institute. And this institute is continuously struggling with a lack of new people interested in this field. Every year there are individuals, who start studying this field but it is not a great quantity of interested students. There is an average of three students a year. It would be very convenient if more people studied this field, because there are no sexologists at all in many districts and sometimes even in whole regions. We also need to increase the number of sexologists to have enough forensic experts in cases of sexual deviations. A relatively extensive activity of my practice is related to the work of an expert witness.

Every three years there is an international meeting. But the fact that the European meeting is held in Prague does not mean that there are no non-European participants. There are visitors from the US, Korea, China, South Africa, India or Indonesia. They are mostly individuals, but for instance from Israel we had 18 representatives.

What was the topic of this year's congress?

The subtitle of the congress was Growth from basic research to clinical practice. That means, that today more than ever, more attention is paid to clinical practice than to basic research. Currently we already have comprehensive treatment options for various problems for both men and women or perhaps also people, who feel different from the sex they were born into.



How is the the location of the congress chosen? Why was Prague chosen?

The location is always awarded based on competition. Anyone, who wishes to hold and host a congress must prepare an offer, so it presents the advantages of space, price or availability. All of this later plays a role when there is a vote on where the congress will eventually take place.

The ESSM Congress takes place every year. How long in advance of the congress is the location selected?

Prague was chosen last year, but the congress was not to be held until 2021. For organizational reasons, however, there was a change in the host countries and we managed to prepare everything a year earlier.

Why did you choose the Prague Congress Centre for the event?

The Prague Congress Centre is a very renowned brand, that was one reason. The other was that we didn't know in advance how many participants we will have. It could be 800, but also

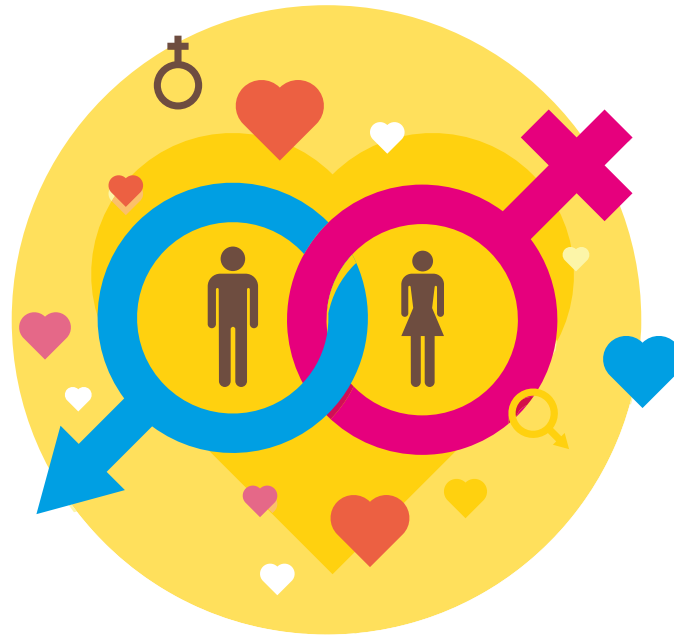
over a thousand. That's why we wanted a place which will be variable in terms of the number of participants, but also a place that even with a higher number of participants will still be comfortable. And the Prague Congress Centre fulfills that. We would also like to thank the city Prague for having supported our congress.

What is your evaluation of the ESSM Congress 2020 in terms of organization?

Everything was absolutely perfect. The Prague Congress Centre has stood out for the best and I would highly recommend it to other colleagues, who are looking for a place to hold a similar congress.

How does the Czech Republic compare to the world in the sexology field?

I think we are keeping up well with foreign countries. The National Institute for Mental Health Research receives various research grants and also deals with sexological problems.



SEXOLOGY HAS AN EXCEPTIONAL POSITION IN THE CZECH REPUBLIC AS A FIELD OF STUDY

Sexology as a medical field has a long tradition in the Czech Republic. The Institute of Sexology was established at the Faculty of Medicine on Charles University in Prague in 1921 and it is the oldest sexological university institution of its kind in the world.

This institute was and still is the center of medical sexology in the country. The founder of Czech sexology school was Dr. Josef Hynie, who studied medical school and later specialized in the field of sexology. In 1935 he became the head of the Prague Institute of Sexology and led it until 1974. He is also the author of several professional publications and his name bears the award of the Czech Medical Association of Jan Evangelista Purkyně for the best professional publication in the field of sexology.

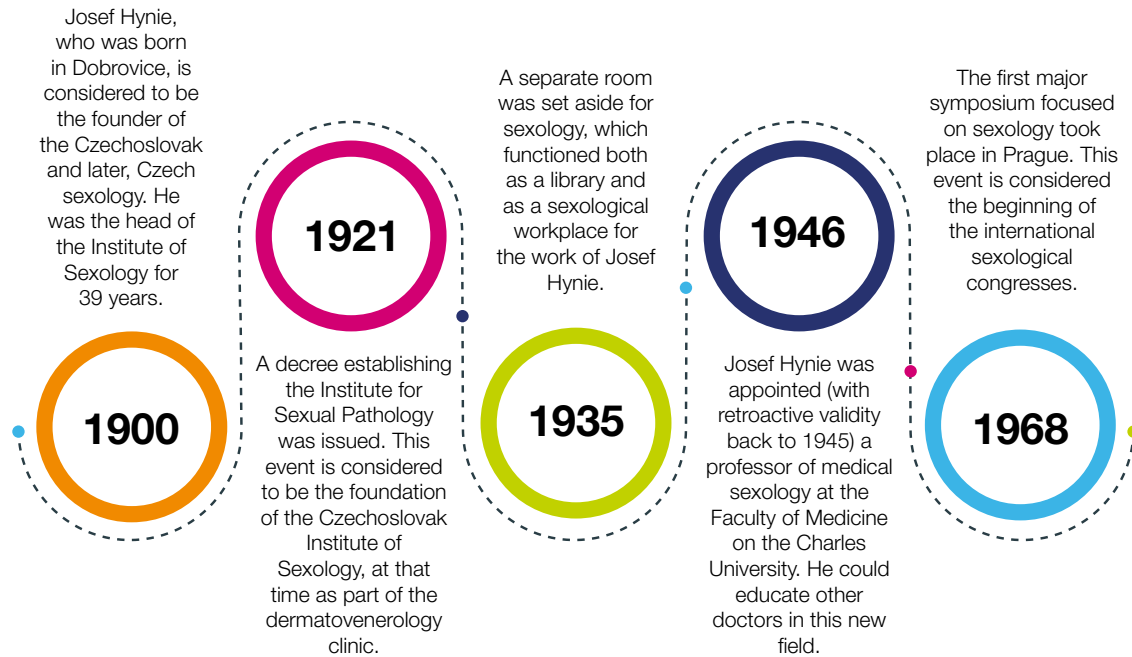
Although it is stated that the Institute of Sexology was established in 1921, it actually did not fulfill its function until the arrival of Dr. Hynie. The original name was the Institute for Sexual Pathology and it was created as a part of the Department of

Dermavenerology. The decree for establishing this institute was received by Professor Pečírka in 1921, but in January 1922 the professor died without being able to carry out any activities for the institute. He left behind only a few books called the Institute for Sexual Pathology. Seminars on this topic, however, had not occurred and gradually both the founding of the department and the publications began to disappear into oblivion. Around 1927, Dr. Josef Hynie began to educate himself in sexology, and he also attended several trips to other countries, especially to Berlin to educate himself more in the topic.

Establishment of the Institute

When the head of the Department of the Faculty of Dermavenerology in Prague died in 1935, his successor discovered books published under Professor Pečírka. They created a sepa-

CZECH INSTITUTE OF SEXOLOGY IN TIME



rate library for these books and the sexologist Dr. Josef Hynie began with his new field of career. He was also appointed as an administrator of the former Institute for Sexual Pathology.

After the end of the Second World War, when Czech universities were reopened, Dr. Josef Hynie was appointed professor of medical sexology. It was his works that created sexology as a new medical discipline in Czechoslovakia.

Over the years, Czechoslovak sexology had become known abroad. Czech experts attended conferences, seminars and other professional meetings. In 1968, the Sexuologicum Pragense Symposium was held in Prague, attended by 300 experts from 19 countries. This symposium is known as the beginning of international sexological congresses.

Other experts

Dr. Josef Hynie's successor, Dr. Jan Raboch was another head of the Institute of Sexology from 1974 to 1989. He is also an author of several professional publications in the sexology field.

His successor was Dr. Jaroslav Zvěřina, who became the head of the Institute in 1989 and is its head to this day. Dr. Zvěřina also contributed to the popularization of this field not only among the professionals but also the general public. He is also a valued expert in the international arena. He was a member of the Committee of the World Sexology Association (WAS) and the European Federation for Sexology (EFS). He is an honorary member of several foreign sexological societies and has also worked as an editor of several major professional journals.

Currently, there are several sexological centers in the Czech Republic, whether in hospitals or psychiatric clinics. There is also a number of private practises, but most of them do not specialize in sexology alone. As we have already mentioned, sexology is on the border of several disciplines, so specialized practises usually offer their services also in other related areas such as urology, psychology or psychiatry.

The work of sexologists is not just to work in a clinic or practise, but many of them also act as judicial experts.

Visiting Prague for Business and Luxury

Business trips, meetings with partners, incentive programs for groups or participation in events - all these can take place with a flair of comfort. The following presents a selection of what Prague has to offer in the luxury segment.

You can enjoy comfort already on your journey to the Czech capital. Due to its location, Prague has excellent transport connections with Europe and the rest of world. You can reach the Czech capital from most of the European destinations in just two hours of flying. Thanks to 17 long-distance flights that Prague Airport offers in 2020, the intercontinental routes are not so stressful anymore. You can also travel with such companies as Delta Air Lines, Emirates or Korean Air, whose services are considered as the best. On your way back you can make your waiting more pleasant in one of the newly reconstructed Prague Airport lounges offering all-inclusive refreshments and other services.

By choosing a pleasant location, you can make even the most demanding business meetings enjoyable. Invite your business


partners for lunch or dinner to one of the Michelin Star awarded restaurants or enjoy a menu with a view of one of many Prague's towers. During the degustation, it would be a sin not to taste the local wine made of grapes that matured in Prague vineyards.

If you are looking for a suitable incentive program for smaller and larger groups, that is original and its participants will take away unforgettable experiences from it, Prague will not disappoint you.

- Book a ride on the newly renovated T3 Coupé tram. It holds luxury features such as a bar and stunning views of Prague through its skylights. A tram with a capacity of up to 30 people won the prestigious Red Dot Design Awards award in 2019 and you can have it all for yourself.

 **17** long-distance flights is distance by The Prague airport for this year

 **46** five-star hotels are in Prague

 **18** the 18th most expensive street in the world is the street na Příkopě according to an independent survey



- In addition to the iconic design tram, the Vltava river and related boat transportation are an inherent part of Prague. Prague's five-star hotels located on the waterfront offer private boats to explore the picturesque spots on the river. There are also modern high-capacity boats for up to 550 people offering various sightseeing tours combined with a luxurious dinner. Prague's fleet also includes environmentally friendly electric boats.

- The river and the city around it have inspired composers for centuries. The opera Don Giovanni by Wolfgang Amadeus Mozart had its premiere here in Prague. It was first introduced at the Estates Theatre in October 1787. The atmosphere of past times soaks you in thanks to the musical tones that you can enjoy at private concerts on Prague's historical premises. If you don't want to "just listen," but you also want to get actively involved, there is nothing easier than arranging a special teambuilding program. At a session, an instructor will teach you the basics of violin playing and rehearse a composition with you to such perfection that the whole team will be able to play together like an orchestra!

In your free time, you will be attracted not only by the local monuments, but also by the shopping opportunities. Visit two of Prague's most expensive boulevards - Pařížská street and Na Příkopě street - with a plenty of world-class luxury goods. In 2019, Na Příkopě street ranked as the 18th most expensive street in the world in the Cushman & Wakefield ranking. Thus,

the Czech Republic was the only country in Central and Eastern Europe to rank among the TOP 20. When browsing the shops, do not forget to look for an original souvenir for your loved ones or for your business partners. Czech crystal is world famous and its production technologies have been passed on from generation to generation. Glassmaking itself has had more than 800 years of tradition in Bohemia. Ladies will certainly appreciate the jewels decorated with flame red Czech garnet. You can admire the world's largest collection of this sort of minerals exclusively at the National Museum in Prague.

After a busy day, a moment of well-deserved relaxation comes in handy. In the Czech Republic, the paradise of beer, you should not miss a beer spa. Beer baths and a sauna with hop essences await you. If you do not want to abandon the comfort of one of Prague's luxury hotels in the evening, you can visit its spa, and many of the hotels became famous for their pampering spas. Speaking of accommodation, did you know that you can choose from a total of 46 five-star hotels in Prague? Together, they offer accommodation for almost 12,000 guests with the top-quality amenities and services. Stay in stylish themed rooms and suites, book hotels with panoramic views of Prague Castle or monasteries, banks and historical palaces transformed into hotels in the very centre of the city. To end your working day in luxury style, do so at a place that impresses you not only with its perfect service, but also with its history and story.

How to Keep the Congress Participants' Attention? Give Them Comfort And Relaxation

You have prepared a great program for your congress, but how to make sure that the guests give it enough attention? It is important to take into consideration that even the best program will not keep the participants attention for 100 % of the time.

The program is not to blame, but listeners are not responsible for it either. It is not physically possible to maintain 100 % attention for several hours. According to experts, one can maintain maximum attention for just 20 minutes.

Give participants regular breaks, so they are able to retain valuable information. In addition to the usual "coffee breaks," you can also use some type of relaxation activities. Thanks to them, people not only rest, but are also entertained, allowing them to feel comfortable and to be better listeners. The advantages of relaxation activities are that you disconnect people from computers, mobile phones and tablets. Whereas during a coffee break there is a habit of using electronic devices. During relaxation there's no time for such things at all. People with their head cleared out will return to the halls able to absorb more information. The Prague Congress Centre has experience with several types of relaxation activities. What can you prepare for the congress participants?



Yoga exercises

- Relieves pressure
- Deep breathing exercises calm the mind
- Improves concentration
- Relieves stress
- Contributes to good mood
- Charges with energy



Meditation

- It has positive effects after a single session
- Relieves stress
- Reduces pressure
- Improves concentration
- Increases sensitivity
- Boosts immunity



Sport equipment

- Can be easily rented (eg. treadmill or rowing machine)
- Promote competition and thus a good atmosphere among the participants
- Can be linked to a charity overlap (eg. for every rowed / ran kilometre you will donate a certain amount to a charity foundation)
- Support team spirit
- Participants will be in a better mood due to endorphins



Hockey goal

- Ideal for smaller spaces
- A scored goal causes euphoria
- Team play reinforces the team



Music

- Recharges energy
- Calms the mind
- Evokes a feeling of euphoria
- You can also choose an alternative variant (eg. sundrum sound - percussive musical instrument with a beautiful sound)
- Can be combined with an unusual experience (eg. listening in complete darkness)

Lenka Žlebková: I Fully Believe In The Services The PCC Has to Offer

Since this March, Lenka Žlebková has been the CEO of the Prague Congress Centre. She is the first woman to take this position. However, the PCC is not an unknown environment for her, she was in charge of sales and marketing for three and a half years. “My main goal is to transform the entire area,” she says.



How would you describe the PCC, in your own words as you have known it?

A unique Prague icon. It has a hidden meaning for the general public, one that is huge from the standpoint of the Czech economy and developing science and research. There are a lot of amazing and inspiring conferences and meetings held here. But the PCC gives a lot of people joy with its concerts and other cultural events. The building has a huge genius loci. There are still many things that can be improved upon, but the PCC is of great importance.

Has the PCC fulfilled the ideas you had about it?

I've always believed in the building and the service it offers, otherwise I wouldn't have come here at all. What has changed, however, is seeing it as someone from outside, someone who looks at the building's appearance with a pejorative eye. Over the last three and a half years I've changed my mind. I think that old doesn't necessarily mean bad. Before, I'd also felt that I had to change everything, but that feeling has gone now. Some of the meeting rooms are so unique that they need to be preserved because of their great artistic value. The materials used at that time were truly unique; nowadays no one would build with them such building – for instance marble, anodised metals, etc.

Do you have a favourite place in the PCC?

There are lots of nice places here. But I must mention the view from the foyer on the second floor. It's perfect and quite unique. I also like the chandeliers in the Southern Lounges and the main staircase on the south side. And then, of course, there's the Congress Hall itself, amazing.

A number of well-known personalities or important people from various areas have come to the PCC. Have you met someone who really fascinated you?

I meet people very often, be it from show business or other fields, so I can get to know them in a different way. But I don't want to name just one particular person. It's not just about famous people. There are many interesting and inspiring events - such as Happiness at Work, the World Start Up Summit, the Marketing Festival, the For All the Women Festival and more. These events have inspirational speakers, I love listening to them and getting inspired. They're the types of people that even when you hear them a third time, they always bring you something new. Likewise, the medical and scientific conferences are very enriching.

You have been the General Manager of PCC since March. Why did you apply?

I like challenges. I've always liked them, and whenever an opportunity to move ahead has presented itself, I've taken it. I espouse the philosophy that one should seize the opportunity when it is offered. And I'm a fighter. But the main reason I applied was because I joined the PCC with a vision of making the PCC even better and even more useful. I took it as an opportunity to have a huge influence in where the PCC is heading; and I can try to get the whole team on board, all the people from PCC on the same ship. So that everyone goes to work knowing the reason, meaning and potential of the building and identifies with it. That was the biggest motivation for why I applied. And I want to see if we can do it.

Was it a long decision before you applied?

It was certainly not a decision to which I immediately said, 'yes, I'm going for it'. I've been considering this for a long time. But I was supported by the Chairman of the Board, who eventually convinced me to apply for the selection procedure.

You are the first woman to be the head of the PCC and to run one of the municipal organisations in general. Were you surprised?

It's not surprising for me. I've been working among men all my life. For instance, at the Prague Convention Bureau (PCB), there were nine men on the Board of Directors and only me - the director. I would like to be an inspiration for women, so they're not afraid and go for it. Of course, I can be so successful because I have a husband who supports me and takes care of my family. Not every woman has this support. Most probably have to decide between their family and their career. Thanks to my husband's support, I've never had to make that decision, he's always supported me in my career. Moreover, my motto is: a happy woman, a happy child and a happy family. The work that I have always done, has fulfilled me. For me, work is also a hobby. I think that when you see it like that, then you don't care whether you are the director or not. It hasn't sunk in at all. It is definitely a step out of my comfort zone for me right now. It's not something I take for granted. But when I decide to do something, I go head-on, intuitively, like a typical Taurus.

Does it help that you already know PCC?

Definitely. I was not limited to just sales and marketing. For instance, I fought for the New Hall to be built. I was at all the milestone days, at the reconstruction, I attended all the important meetings. So, I think that I was also quite drawn into the running of the Centre. This is an integrated vessel and I would like to

work on that point even more. Sales cannot be separated from operation. If it's not running well, the client won't be satisfied and won't return. Sales generates events and is the engine of the innovation that it brings from the market. But the technical and operational sections are no less important to ensure that the events are successful.

Speaking of the New Hall. What is its current status?

The General Assembly approved the construction of the New Hall, at that time the project documentation for planning permission and regional management were sent to the Planning Authority for approval. We're really looking forward to it; after getting planning permission we should be tendering out the building contractor and hopefully by next spring we'll start digging. According to the current timetable, the hall should be completed by the end of 2022. We still have a bit of leeway there. If everything goes according to plan, we should be open in the spring of 2023.

What will the new hall bring?

The hall will stand on the south side, where the car park is now. It will be used mainly for accompanying exhibitions during medical and scientific conferences, but also for smaller exhibitions, gala dinners, etc. For 22 years, ever since we have been fighting for a new hall, we have had a handicap; most medical congresses over 5000 people did not have a large enough exhibition space for the client's needs. This is important because it finances about 60 percent of the budget for the entire event. Because we only have the foyer for the exhibition area, we have a reduced potential income for an event. This has meant that, recently, large events have not wanted to come to Prague at all. I also see a lot of room in the possibility of a gala dinner. At the moment, Prague has very limited possibilities for organising gala dinners for over a thousand people.

What goals are you bringing as the General Manager?

The construction of the hall is one of the goals, but the biggest one I'd say is transforming the entire environment. Be that the reconstruction and improvement of the existing building, the extension of the hall, as well as the transformation of the south side and Pankrác Square, which should bring a significant improvement to the public space - benches, a cafe and other services for the public. In the next phase, the plan is to revitalise the northern part, i.e. the one at the exit from the metro. Here, for example, we'd like to build access for the disabled. The main vision is, therefore, to transform the entire location, to make it prettier, more open to the public, so that congress delegates, tourists and the public can mingle together.



Luxury and Comfort According to Your Taste

Everybody imagines luxury and comfort differently. Zátíší Catering can manage what you desire.



How to define luxury and comfort? Previously, it was inconceivable that food from a Michelin-starred kitchen would be served differently than on a porcelain plate. Today, even in the most luxurious restaurants, your meal can be presented in a paper cone or on a moss tray, if the chef in his creative immersion desires it in that way. Previously, it was impossible to imagine a chef of a luxury restaurant other than in an ironed white smock, majestically ruling in his perfectly organized and furnished kitchen with a perfectly coordinated company of waitresses and waiters. Today there can be a Michelin sticker with a recommendation on a small bistro where the food is served directly by a chef dressed in jeans and a gray apron.

The standard of luxury and comfort is constantly changing and succumbs not only to historical developments but also to current trends. Until recently a pound of caviar and streams of champagne were luxury treats, but today even the wealthiest clients enjoy fresh bread with homemade butter with the same excitement. Those who like to pay extra for meaningful luxury in the form of quality local ingredients and products from above-board



farmers are increasing. Zátíší Catering can satisfy your dreams, whether you say "that's luxurious" after sitting on velvet chairs, tasting foie gras from a golden fork, or have a big bite of our bread with roasted shredded meat on a sofa from old pallets.

Pomposity, the joy from wealth and life

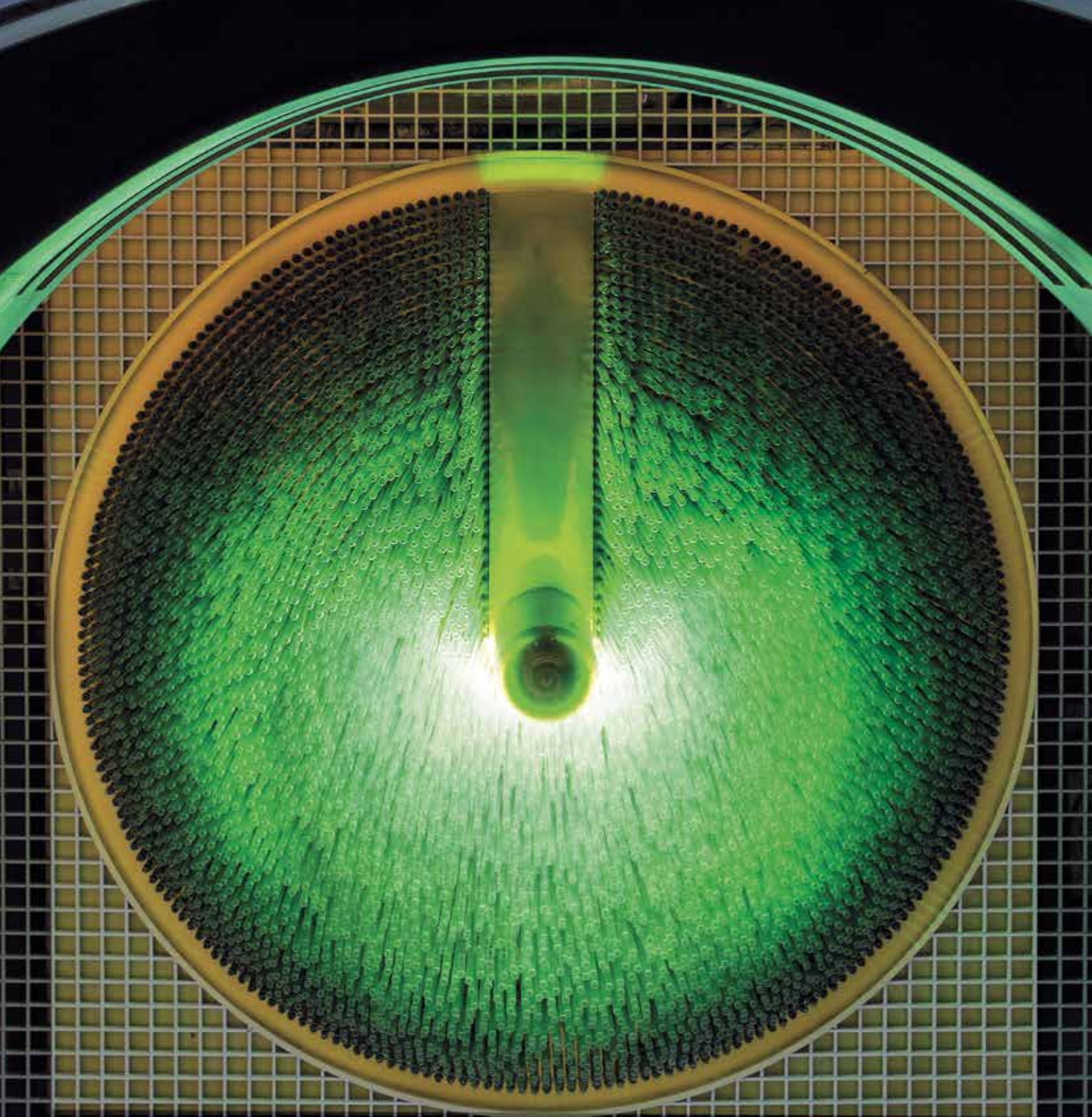
Would you enjoy lifestyle of the Greek Zorba or The God Dionysus? The men who did not avoid hedonistic pleasure and without shame absorbed experience with full gulps? At Zátíší Catering, guests can enjoy all the delicacies that life provides during a gala dinner. Eat with golden cutlery, drink champagne and wines that have aged in world-famous wine cellars. Let your plate be served with meals from all over the world. In one evening, you will taste the mussels of St. James caught on the coast of America, fresh tuna, which was still swimming in the Indian Ocean 24 hours before and desserts that combine the taste of tropical fruits, selected chocolate and even truffles.



Meaningfulness, bio quality, simplicity

Today, however, it is clear that we cannot all live a completely hedonistic way of life - our planet would not bear it. Sustainable concepts are even becoming something that clients are willing to pay for. Aside from a different range of tastes and ingredients they are interested in a wider context, wanting luxury wrapped in environmentally friendly and sustainable packaging. Raw materials, unaffected by artificial chemistry, grown with love and the care not only for farm profits, but also for the world around us, are becoming a luxurious item. Zátíší Catering has taken the idea of responsible actions in mind and when it hears the word "sustainability" from a client, it immediately responds enthusiastically with "Yes!"





**The Perfect Interplay
of Metal and Glass**

What happens when the art of a glass artist and a blacksmith come together? Unique works of art that fulfill both – aesthetic and utility functions of the Prague Congress Centre. Thanks to the cooperation of seemingly unrelated crafts a beautiful light object was brought to life.

In the last issue of *Feel The Change*, we introduced the Sun and stairs sculpture that dominate the prestigious premises. However, this work would not be complete without the semi-circular illuminator that complements the Sun. Together they form a composition illuminating the staircase.

The Sun and the light object are works of the same author, Vladimír Procházka. While the Sun can be found at the foot of the staircase, the semicircular light object can be found on the ceiling at the level of the second floor. The semicircular light was created by Vladimír Procházka in collaboration with Petr and Pavel Pataki, as well as some of his other works. “I have worked with the Pataki brothers for several years in ensuring the implementation of my authorial designs,” says Vladimír Procházka. “It has always been an execution of the metal part of light objects, fountains etc.,” comments the artist who has created other works of art at the Prague Congress Centre, which we will step by step introduce to you in the *Feel The Change* magazine.

Vladimír Procházka is a glass artist, so he works on the glass parts of his creations. The Pataki brothers, as artistic blacksmiths, were in charge of metal parts in terms of light objects, so they were responsible for support structures. The support structure is also a part of this work, which is located above the stairs.

“The semicircular body above the staircase consists of a support structure that is covered with brass plate and additionally fitted with brass pipes,” describes Vladimír Procházka. “Glass simax tubes are fixed in these tubes,” adds the prominent Czech glass artist. Simax is a special type of glass that has high temperature and chemical resistance and, above all, low temperature expansion. Simax glass is used to produce technical and laboratory glass as well as domestic glass. Simax glass products are smooth, perfectly transparent and corrosion-resistant, even in heavy-duty operations. In addition, this glass is very environmentally friendly.




About the autor

Vladimír Procházka is one of the authors who participated in the creation of works of art decorating the interior of the Prague Congress Centre. As a glass artist, he created mainly light objects and glass sculptures. He was born in 1947.

His professional life is connected with northern Bohemia, namely with Ústí nad Labem, where he was born and where he still lives and creates. In nearby Železný Brod he attended the Secondary School of Applied Arts for Glassmaking, later in Prague he attended the Academy of Arts, Architecture and Design, where he worked in the glass studio of Professor Stanislav Libenský, also one of the leading glass artists of Czechoslovakia, whose works can also be found at the Prague Congress Centre.

Vladimír Procházka is the author of several glass sculptures and fountains for private collections, but also for public buildings. He works mainly on projects in which he collaborates with architects and completes interiors or exteriors of public and historical buildings. You can admire his work in the Parliament of the Czech Republic, in the rotunda on Říp Mountain, but also in famous buildings such as Dubai WTC or Abu Dhabi Hotel Grand and many more.



LET THERE BE LIGHT

South Lounge 2, in which former US President Barack Obama also had a meeting, is illuminated by a special chandelier. It was created by the same artist, who also created the lighting fixture above the stairs, by Vladimír Procházka. (More about him on p. 18). Both structures represent not only perfect craftsmanship, but they also are a great design element not only of this part of the PCC, but the whole building in general.

➤ That's me



We Are Introducing Something New – **Take Away For Desserts Made To Order**

Order something good and take it away from our **Délicatesse Bistro** in the **Holiday Inn Prague Congress Centre**. The varied menu of fresh, seasonal ingredients is prepared by experienced professionals, namely Chef Jan Wiesner and his culinary team. This includes fresh salads, sandwiches, delicious soups, main courses with meat, fish or vegetarian dishes, and great desserts by renown confectioner Stanislav Rojt. After placing your order, we will prepare the food for pick up in the Délicatesse Bistro and you can enjoy it in the comfort of your home or office. We also provide complete catering services for companies.

For placing your order or for more information contact us at (+420) 296 895 030 or by email: restaurace@holidayinn.cz.



Reconstruction of The Rooms Was Completed

The remaining 54 rooms on the 2nd floor of the hotel **Holiday Inn Prague Congress Centre** were completely reconstructed, which was aimed at increasing the comfort and quality of accommodation services. The hotel rooms have been equipped with new furniture, carpets and TVs. The entire process of this demanding work also involved the modernization of technologies. Standard, Executive and Executive Suite room categories are available.



Genius Loci – Garden

The hotel **Holiday Inn Prague Congress Centre** has a romantic courtyard garden with a unique view of Vysehrad and Prague Castle, which is literally an oasis of peace and greenery and the right place for hosting private events or small parties in the summer months.



We Like To Invent New Things, Says Bartender Aleš Bartoš

When you come to the restaurant or to the bar, you can have beer, wine or a cocktail that you are familiar with. Or you can try something brand new. The bartenders make sure that even an ordinary thing tastes extraordinary or different than normal. In the Holiday Inn it is Aleš Bartoš with his colleagues. According to him, there is still something to invent, after all, even a simple combination of gin and tonic can be prepared in many ways.

Do you make your own cocktails, or do you stick to the tried and tested classics?

We offer the well known classics, but we also invent our own. Sometimes we try something, and when it's good, it becomes a part of the menu. But in our restaurant, the customer doesn't have to pick from the menu only. If the customer has special wishes, we can mix the drink according to their requirements. My colleagues and I have a lot of fun inventing new things. But it is not only the cocktails themselves, we also invent various homemade sirups.

Such as what?

The last time we processed an orange peel, which we crushed and mixed with cane sugar. We then vacuum pressurised the mixture and put it in the fridge overnight. I think it went well and we use it in cocktails. The peel beautifully underlines the orange base of drinks.

What cocktail is your customers' favorite?

I dare to say my smoky gin with tonic. The gin-tonic combination is my favorite, therefore I really enjoy preparing it. There are about 150 ways to do gin-tonic. One of my favorites is the one with a drop of grapefruit tonic and a slice of grapefruit. That is very refreshing.

Is there a seasonality for cocktails?

In winter, people tend to drink a lot of wine, or gin-tonic and Aperol Spritz is also popular. But the nationality of the customer matters a lot. Frenchmen want wine, Germans usually order Aperol Spritz. During the summer the selection is more varied. When people sit in the garden, they like to have something good, try new things. At this time, I also mix cocktails directly in front of our customers.

Do people like new things or do they stick to what they have tried?

It depends on how we impress the customer. Some only drink what they are used to. When they come for food, they are determined to have a beer or wine, but if you make a friendly atmosphere, many people let you recommend something to them. Even if they order some food, I would say that about 80 percent of people like to get advice on what to drink with their food.

When someone comes to us for the first time, we advise them on the choice of food and ask if they want to try something traditional or something new. Quite often we recommend salmon fillet with lentil ragout, but is not the only meal we have, we make great food here, Mr. Wiesner is a fantastic chef. People often come here for business lunches. We always have an option for vegans or meat fans and soup and desserts are also on the menu. And the menu changes every week. If someone wants something fast, we recommend the club sandwich. For appetizers people often enjoy carpaccio or smoked salmon.

When you invent a new cocktail, where do you get inspired?

It depends mainly on imagination and there are no limits. Because of that, you can do something exceptional out of nothing. For example, from ordinary pineapple juice you can, with the right ingredients, create an incredible drink that will excite people. For example, the Pacific cocktail. This is pineapple juice stained blue with a little rum and coconut. But I also look for inspiration on the Internet or when I go to a bar or to a club. I'll try some new stuff, and if it excites me, I'll try to make it myself, change a couple ingredients and suddenly it makes a completely different taste and a new drink.

Who tests your new recipes?

First, we do and then it's our colleagues turn and sometimes we have a guest to try the new cocktail; for free, just so they give us their opinion.

How often do you have bartending shows?

When someone orders at a bar and stays there, I do the show every time, I constantly try to make it interesting. I play with the bartender spoon, juggle with fruit. Sometimes I juggle even with the glasses, although not on a professional level. But actually, anyone who stays at the bar sees how the cocktail is prepared. Some guests want to book a special show, in the garden. I definitely don't mind it. I'm glad and it always makes me happy. You can order the show practically anytime, for me there is no problem.

Year 2019 in PCC



Startup World Cup & Summit



Christmas Meet-up



Christmas Party



EAHAD Press conference



EuropeExperts Live



EU Presidency trial



Swan Lake



INSPO



EUSEM



ICCC



ECSS



Newton College Opening



ISFG



Schola Pragensis



Czech Design Week



Celtic Woman

PRAGUE CONGRESS CENTRE

That's me



LUXURY

VIP Boardrooms

COMFORT

Congress Hall



STYLE

A Woman with a Dove

TECHNOLOGY

AV services



Z SUSTAINABLY C
TOGETHER



- We eliminate plastic bottles
- We replace plastic straws with paper ones
- To flavour our soft drinks in season we use herbs from our own Urban Farm, located on a terrace of the PCC
- We reduce waste
- We behave sustainably – even at festivals
- We do not throw away leftover food from our events
- We optimize the amount of food at events

