

Feel The Change

Prague Congress Centre's Magazine | Vol. 2/2019



- **The Stairway and The Sun as a Dominant of the Representative Premises**
- **Report from the 13th EUSEM Congress**

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Dear Business Partners,

It hasn't been so long time and here comes the second issue of the magazine already. The circumstances of its creation have changed. The temperature is dropping, colourful leaves are falling from trees profusely but our enthusiasm from creating the magazine remains unchanged. On the contrary, the first issue's edition energised us and gave us the zest to create the pages you are going through right now.

The content have changed but our mission and vision to be a pleasant and safe place for holding inspirational meetings that will help the creation of projects for a better world stays the same. Even we want to be better today than we were yesterday. We are fully aware that a major appreciation belongs to you, our partners, because you are our motivation to move forward. During the last three months, many interesting things happened and we are happy to share that with you in this magazine.

The second issue focuses on audio-visual technologies that are not only essential for the organising of events but when you look deeper under the surface, also very interesting.

We will also introduce to you one of other artefacts, namely the unique Sun artwork. You will also get to know how does Prague and the Prague Congress Centre stand concerning safety. The regular section of the calendar of top events prepared in our premises will not be missing as well.

The Prague Congress Centre has a large potential and many still undiscovered aspects that we will keep sharing in this way. We believe that you will get the change the centre is and will be going through. "Feel the change" is not a fashionable motto but a bearer of our mutual future. Maybe you will experience a change that will boost you for a better tomorrow right here.

Come and absorb the atmosphere of the place with a rich history, more than 200 artworks, comfortable armchairs in the congress hall and beautiful vistas of the entire Prague with us. We absolutely love it and hopefully you will also become its fan and partner soon!

Have a pleasant read!

Pavel Habarta
CEO

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Feel The Change

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At PCC We Set the Trends!

BMW URBAN STORE RENOVAR opened a new showroom in the Prague Congress Centre, the first of its kind worldwide. After collaboration with the headquarters in Munich and their architects, the new BMW Urban Store concept was created, which will be used as an inspiration for other stores abroad. The meaning of an Urban Store is not only the opportunity to visit and buy a car, but also to have coffee, to talk about news or to host an event in this unique environment.



➤ 5,000 m²

THE PRAGUE CONGRESS CENTRE will be expanding by building a new hall. Project planning on the new unique architectural building continues intensively. The new hall should expand its exhibition spaces of the Prague Congress Centre by 5,000 m² and the construction works should be completed by 2023.

2,000

PEOPLE ATTENDED THE PREMIERE OF THE PAINTED BIRD MOVIE. 2,000 invited guests arrived at the ceremonial premiere of Václav Marhoul's highly anticipated film The Painted Bird. The event took place in the largest hall of the Prague Congress Centre, for which the film premiere was primarily a technical screening. Preparations were difficult and they took several days. A brand new 21.5 x 9 m screen from Harkness-Screen was purchased and the latest audio technology was installed. The principal character Petr Kotlár was also present at the premiere in the PCC seeing the film for his first time.

33 Million CZK

WAS THE PROFIT OF THE PRAGUE CONGRESS CENTRE FOR THE YEAR 2018. The overall turnover was 486 million CZK. Revenues from short-term rentals of congress halls and conference events at PCC were 152,2 million CZK. Long-term rentals increased to 157.1 million CZK. In the parking segment the sales increased by 22.5%, that means, that the overall parking sales reached 20.5 million CZK. The turnover was also significantly influenced by the hotel Holiday Inn Prague Congress Centre, which increased revenues on a total of 155 million CZK thanks to an increase in the average occupancy of the hotel at 73.9 %. The total costs for the company reached 457.5 million CZK and the operating profit was 35.6 million CZK.



➤ 21 Rooms

BEHIND THE CONGRESS HALL IN THE PCC were reconstructed this year. The backstage and the dressing rooms for artists and lecturers were modernized and new lounges for smaller meetings and seminars were built.

Prague Congress Centre Hosted the 24th Congress of the European Academy of Sports Sciences



AT THE BEGINNING OF JULY, THE PRAGUE CONGRESS CENTRE hosted the 24th annual Congress of the European Academy of Sports Sciences (ECSS), partly organized by the Charles University. About 3,000 experts from around the world attended the congress, including Prague's Mayor, Zdeněk Hřib, the Minister of Health Adam Vojtěch and the London Summer Olympic games 2012 golden medalist David Svoboda. The congress used 24 out of 70 reception halls. The idea of the congress was to unite the world through sports science. Scientists from all continents came to Prague to present their latest findings in their field. The four-day congress and the company SportEX had an exhibition and also included a number of accompanying activities such as a benefit run. The money collected was used to improve the rehabilitation care of children and adolescents at the Jedlička Institute.



Newton College in PCC

SINCE SEPTEMBER THE PRAGUE CONGRESS CENTRE has become the new Prague alma mater of the private NEWTON College of Applied Business for more than 1,250 students. The school management thus resolved a year and a half lasting problem with the search for new premises. „The main reason of moving to a new location was to create a better and more modern study environment for both students and teachers- library, study rooms, and smaller premises for the meetings of study groups, while maintaining the quality and premium location with easy access to the city centre,” said MUDr. Jan Mojžíš, Rector of NEWTON College. The Prague Congress Centre is proud about getting an academic institution. This small step is closely related to the overall modernization and the vision of the company. „We are very happy, that we have managed to attract such an interesting and important tenant, who will bring a lot of young energy and student spirit in the area of the building. It is great, that we can get closer to young people and new ideas. At the same time, thanks to NEWTON College we have succeeded to fulfill our strategy to support the knowledge economy of the Czech Republic.” said Aleš Bartůněk, Chairman of the Directors at PCC.



AWARDS FOR THE RECEPTION TEAM

Since last years' summer you can meet the new reception team at the hotel Holiday Inn PCC. They are in daily contact with our guests, they resolve everyday needs and wishes of our guests and top VIP clients within the IHG (International Hotel Group). In March for the first time our receptionists won the Elite award, which is a top monthly award based on the satisfaction of guests. We won the award again in July. We got 10% more in our guest ratings for the IHG medal that in 2018 and 27% more, if we evaluate the previous years.



Prague Has Become a Centre of Emergency Medicine

The 13th congress of the European Society for Emergency Medicine (EUSEM) was held in Prague in the first half of October. Over 2,000 experts from around the world, who deal with this field of study came to Prague.



When you say emergency medicine, a regular layperson will probably imagine emergency conditions first. Emergency medicine actually deals with these conditions. This sector includes pre-hospital emergency care, a system of emergency medical services and urgent access to hospital facilities. But that's not everything. Few people know, that the subject of emergency medicine also includes a system of preparation for extraordinary situations such as floods or terrorist attacks.



13th EUSEM Congress in Numbers:

25th anniversary of the organization

19 halls and lounges

200 presenters

2,500 visitors from 79 countries

37 national companies represented by EUSEM gathered in PCC



Emergency medicine is an independent medical field originated in the USA in the 1970s under the name Emergency Medicine. The creation of a new field helped growth in the medicine field, mainly by elaboration of the methodology of inadequate resuscitation or an increase in the availability of diagnostic and therapeutic procedures, which were possible by the technology progress.

The European Society of Emergency Medicine celebrated the 25th anniversary of its foundation as part of this congress. Two Czech doctors, MUDr. Pavol Getlík and MUDr. Roman Gřegoř, MBA, who currently serves as the chairman of the Society of Emergency and Disaster Medicine of the Czech Medical Association of Jan Evangelista Purkyně. Regardless of the fact that two Czechs were the founders of the European Society of Emergency Medicine, this field was established in the Czech Republic only a little later, in 1998, when it was approved as a supplementary field. After the preparation of relevant legislation, it was possible to obtain specialization in this field by 2001. This year, therefore, emergency medicine as a field in the Czech Republic celebrates 21 years. Today, more than 600 doctors are involved in emergency medicine. "Emergency medicine has an irreplaceable role.

For example, last year more than a million patients, almost every tenth citizen, was treated during emergency medical service trips in the Czech Republic, and others were treated at existing emergency facilities," says MUDr. Jana Šeblová, Ph.D., FESEM, local ambassador of the EUSEM congress.

The EUSEM congress was held for four full days in six parallel sections. It also included a one-day local conference named Dostál's day, who's main goal was to spread knowledge and news in the field among Czech experts. That should lead to further development of emergency medicine in the Czech Republic.

Aside from the lectures on clinical topics from all connecting fields, you could attend lectures about psychological difficulties during emergency situations and about a carrier in the emergency field of medicine during the congress. There was also a competition of teams in clinical scenarios or interactive groups so they can test their knowledge. A staged debate of emergency medicine and a large number of scientific posts from which the delegates can present their latest research and studies was available.



The Feedback Was Enthusiastic, Says the Local Ambassador of the EUSEM Congress, MUDr. Jana Šeblová, Ph.D. FESEM

For the first time in history, the EUSEM (European Society for Emergency Medicine) congress took place in Prague. The Prague Congress Centre, where the event was held, excelled. The foreign participants evaluated the congress as the best ever.

You are the local ambassador of the EUSEM congress. Can you describe for us what exactly that means?

I confess that obtaining a large European congress for Prague and the Czech Republic was one of my professional dreams. We found out the conditions of the co-organising European congresses with the colleagues in our committee and submitted the candidacy for 2018 in 2014. However, Glasgow was chosen that year, surely also because the British Royal College of Emergency Medicine celebrated 50 years of the creation of the branch in Britain (and thus also in Europe), nevertheless the candidacy of Prague was considered comparable and the European Committee decided that we will host the jubilee 25th year.

During the years of preparations, I have passed repeated inspections at the location with the colleagues from the European Committee and from the organising service agency (MCO), where specific requirements were gradually fine-tuned (the date, numbers of halls to rent, needed equipment, etc.), and similarly the place for the festive dinner was chosen, which ultimately took place in the Municipal House. Since 2017, I have become a member of the science committee of the congress, so I already participated in the preparation of the expert programme for the last-years' congress and the preparations of the congress in Prague already started at the last working meeting of the science committee in Glasgow. Throughout the year, regular conference calls took place, the framework of the programme began to materialise already around last Christmas. Since the turn of the year, I had then, concurrently with the colleagues from our Czech committee, also solved the one-day Czech block, which was a part of the congress (the EUSEM rules state that the organising country may ask for one block in the national language in the place of its annual conference). So, there has been more than enough work.

According to what is the organising allocated?

A crucial criterion is certainly a suitable venue and a sufficient capacity of hotels, airline connections with most European capitals but also connections for participants from other continents (this year, participants came from 78 countries) and last but not least, the touristic attractiveness of the city plays a role. We have

chosen the Prague Congress Centre because it is a place that met all the needed criteria concerning the capacity, technical background, and attractive location.

The topic of this issue of the magazine is the AV equipment. Did you utilise something special in this area?

First of all, the equipment was fully reliable, I did not register any complaints concerning a failure or a problem. For the Czech but also some foreign participants, there may have been a relatively significant portion of interactive sections where the lecturers sent questions and answer options (it was possible to choose various formats) in advance and the lectures then took place in the form of quizzes or with the audience voting for choices. With such a long congress, which the EUSEM arguably is (2 days of workshops and optional courses and 4 days of lectures in 6 parallel blocks), it is a welcome enlivening and draws the participants into the game. We have also utilised that in an entire part of our Czech programme and it worked. The MCO uses the Mentimeter application that allows not only for voting for the selected variants but also for a competition form (the participants of the block log in and can then compete who gets the most points, who answers the fastest, etc.).

And those who participated in the final festive conclusion of the congress were fascinated by the brief visual fairy-tale on emergency medicine (from the times of the caber-toothed tiger through the Napoleonic wars up to the present time) performed by an artist drawing with sand – it was a surprise held in secrecy and it was really stunning.

How satisfied were you ultimately with the organising of the congress? Did it meet your expectations?

For me, it is a huge satisfaction that the reactions were enthusiastic and both the European Committee and the foreign participants evaluated the Prague EUSEM as the best in history concerning the PCC and the scientific and social programme. Naturally, Prague and Czech beer scored as well.

There were the most participants in history, nearly 2,500 (the colleagues did not trust us a little in this respect, their estimates

before the congress ranged between 1,800 and 2,000). The scientific programme of the congress, its recency and attractiveness were also highly appraised.

Well, I was on clouds of euphoria for several days after the conclusion of the congress, I admit. Sometimes you try hard, dedicate a lot of effort to something and the result does not have to correspond with the effort – in case of the organising of this year’s congress, I had a feeling that everything went even better than in my wildest dreams. Even the weather was favourable, another round of a sunny Indian summer came after the drop of temperature at the beginning of October – I told the foreign colleagues that we secured the weather as a special gift for the participants...

Emergency medicine is a relatively new branch in the Czech Republic. Is there interest in it on the part of students? Can you manage to obtain new ones?

Emergency medicine is a young branch essentially everywhere in the world, we celebrated 20 years last year in our country. At first, we were a superstructure specialisation in a two-stage system, however then we fought a long battle for the inclusion of the specialisation among the basic ones. Emergency medicine has three pillars – pre-hospital emergency care, early emergency hospital care, and readiness for extraordinary events. At the beginning, emergency medicine was perceived in a narrow manner through the optics of rescue services, the system of which started to develop earlier than the hospital segment, and today, we have a highly reliable, functional, legislatively anchored (and significantly busy) HES system, based on the regional principle. For more than a quarter of a century, I have been explaining everywhere – at authorities, to the general public and the expert public – that emergency medicine is a clinical hospital branch that has the main focus on emergencies and mainly that it is not equal to anaesthesiology and resuscitation or intensive care. There are between 15 and 20 percent of critical conditions and conditions in the intensive medicine mode, the rest is a mixture of completely everything – sudden diseases and injuries through more severe decompensations of chronic illnesses up to mental problems and social issues. Emergencies, whatever you think about it, are a certain replacement for primary care everywhere in the world today, both outside the hours of attendance of practical physicians and for certain social groups (people without home, people outside their home, foreigners, the uninsured) – the department must therefore rationally manage from the lowest treatment priorities up to a possible resuscitation. It is a diverse branch, because the physician must know the cross-section of acute conditions of all medical branches, and a dynamic one, where the situation at the emergency may change from calm to hectic within a short while. You really cannot plan your work. It



certainly isn’t for everybody; however, some medics are thrilled by the branch. The Ministry of Health now promised to invest in the building of a network of emergencies (there should be 15 large ones, in hospitals with central care, and 82 smaller ones in regional and district hospitals), so that the people interested in the branch will soon have more options where to pass their postgraduate training.

Maybe the branch took the interest of some of the 40 volunteers at the EUSEM congress, they were students of medical faculties and therefore had an opportunity to meet the atmosphere of a large congress and to hear leading experts from around the world.

Currently, both rescue services and emergencies deal with a lack of specialists.

How does emergency medicine do in the Czech Republic in comparison to other countries?

The cooperation with the colleagues from abroad was beneficial for me also for the reason that I have verified that we do our work in the same way and deal with similar problems like everywhere in the world. The professional backgrounds are different in various regions, somewhere, emergency medicine originated from general physicians (USA), somewhere from traumatologists (Britain, where the branch used to be called “Accident and Emergency Medicine” before recently), elsewhere from internists (Italy and other countries of Southern Europe), in the Central European region, it arose with the contribution of anaesthesiologists. However, after longer practice, we all have to learn and manage internal, injury, surgery, paediatric, neurologic, pulmonary acute conditions, we have to be able to provide first mental aid, to know differential diagnostics of psychiatric disorders, to substitute for social workers or to manage an extraordinary event with a larger number of injured or otherwise affected persons.

In our country, as I have already mentioned, we have a well organised system of pre-hospital care and we need to build further emergencies. But we do the same medicine as anywhere in the developed world at the existing ones.



THE PRAGUE CONGRESS CENTRE Has Tested a New Security System

Safety in Europe has been a big topic in recent years. Even the Prague Congress Centre has had to adapt to this situation due to the character of the building and its location.

Therefore, the PCC has modernized and implemented a new security system throughout the building. In addition, the Prague Congress Centre has its own firefighting department. Security measures are supplemented by the cooperation of the Prague Congress Centre and the integrated rescue system (IRS). As a part of this synergy, relationship building and knowledge about the building area, tactical exercises are regularly carried out to allow IRS units to practice and get to know the building. Without knowledge of the building and its surroundings, the lives of people would be in danger if something happened.

Several rescue trainings took place in the past, but last autumn the largest anti-terrorism training for hostage situations took place, not only inside the building, but also in the exterior areas. The event was organized by the Prague Congress Centre in cooperation with the Rapid Deployment Unit of the Czech Police. This training exercise called Operation Demon was primarily aimed at the evacuation of people, the rescue of wounded and the removal of corpses from the crime scene.

A model situation was prepared for the exercise, where 70 armed offenders occupied a musical performance, where 2,000

Investment in Security

The Prague Congress Centre has been increasingly investing in security since 2016. The firefighter technologies were modernized, and the firefighters were equipped with new tools. The camera system was completely modernized, and the building is monitored by more than 300 cameras. All control rooms have been centralized and a modern security concept has been established. Physical security was also upgraded. Aside from the increase of security, turnstiles by the entrance into the Prague Congress Centre were installed and chip cards were introduced, which contribute to better security in the building and also help in the potential evacuation of people.



viewers were present. Extras- who were freed by the intervention of elite units of the Czech police. More than 400 police officers, 50 paramedics and 6 firefighter units were involved. They were able to evacuate all the 2,000 hostages in 7 minutes despite the fact, that the hostages were concealed in various secondary rooms throughout the Prague Congress Centre. The last „injured person“ was taken to the hospital within 100 minutes from the start of the intervention.

INTERNATIONAL RESPONSE

Operation Demon has had a great response on the international scene. A few weeks later the AIPC conference in Barcelona took place to discuss congress security. It turned out, that the congress and conference centers as well as the hotels who participated, didn't perform these safety exercises, but some don't even have any established cooperation with the Integrated Rescue Components on such a level like the Prague Congress Centre does. That is why the Operation Demon and the following press release about it attracted great response in the congress industry abroad. The report on the exercise has been published on a record number of servers and has triggered a discussion on the importance of security centers where hundreds of thousands of people meet annually.



USED TECHNOLOGY:

- **3** Bell helicopters
- **1** Eurocopter
- **4** Armed vehicles
- Technology for image **transmission and a mobile command and staff workplace**
- **16** Atego special vehicles
- **The Golem mass disaster** module
- Mobile **morgue**

The Safety of Prague



Why should you hold the congress in Prague? One of the most important advantages the Czech capital offers is safety. Currently, counts for a tremendous benefit. Prague and overall the whole of the Czech Republic, are among the safest destinations in the world, according to various ratings of relevant independent statistical organizations.

For example, this year's Global Peace Index, published by the Institute for Economics and Peace rated the Czech Republic as the tenth safest country in the world. This rating chart has been published annually since 2007 and this year it evaluated 163 countries based on 23 criteria, which cover 99,7% of the world's population. These criteria include for example crime, violence, human rights respect, the political situation, inner safety, the import of weapons and terrorist attacks. Already thirteen years ago in the first Global Peace Index chart, the Czech Republic ranked as the 17th safest country in the world. Since then the Czech Republic has regularly placed itself around 10th place.

The Czech Republic is also positively rated by the Travel & Tourism Competitiveness Index within the World Economic Forum. In 2017 it compared a total of 136 economies in terms of tourism based on 14 fields, which include health and hygiene protection, openness to foreigners and safety. In every field the evaluated country can reach a maximum of 7 points. In terms of safety, the Czech Republic ranked 30th with a total of 5,92

points, in health and hygiene protection segment the Czech Republic was 7th with 6,69 points and lastly was Czech openness to foreigners at 24th place with 4,17 points.

The Czech Republic is one of the European countries, with the highest number of police officers per 100,000 inhabitants. On average between years 2010-2012 this number accounted for 383 police officers. In the meantime, the Czech Republic is one of the countries in the European Union with the lowest number of people suspected from offenses connected with terrorism. In 2017 there was just one arrest of this kind. Since 2002 crime has been steadily decreasing and in 2017 it was at its lowest since 1991. In 2018 an Analysis on the feeling of safety based on residents and tourists was made by the Czech capital, Prague. The vast majority of respondents stated that they feel safe in Prague. The tourists are mostly worried of pickpockets. However according to the data only a small number of tourists have been victims of crime; 4% compared to 12% in 2015, when the same research was published.

➤ **10** According to the recent evaluation of an independent statistical organisation, the Czech Republic is the 10th safest country in the world.

➤ **8** The average waiting time for an ambulance in Prague is eight minutes.

➤ **2** Prague is the second most „women-friendly“ destination.

➤ **383** There are 383 police officers per 100,000 inhabitants in the Czech Republic. Within Europe it is one of the highest numbers ever.

➤ **22** There are 22 rescue stations in Prague.

Even women travelling alone can feel safe in Prague. According to a CEOWORLD magazine research is Prague perceived as the second most „women-friendly“ destination. The research investigated 85 thousand women travellers, who regularly travel alone and 9,5 thousand travel agencies in a total of 82 countries in the world.

Despite the safety of the destination, you might be affected by health problems during your stay in Prague. In this case the qualified help is readily available and will reach you very quickly. The approximate waiting time for an ambulance is around eight minutes in the capital. The ambulances currently depart from 22 stations and this number is constantly increasing.

How to Make the Most Out of the Possibilities Offered to us by AV Technology?

Every organizer wants to have a perfect congress if possible. To make the best impression we use AV technology of a large scale. To make the best presentation, AV tech extensive will be needed such as using a big screen projection or a large LED screen. We must consider the variety of color lighting or sound quality. How to make the most out of AV technology used during an event? What to do so you don't get betrayed by your technological devices? It is important to know the answers to basic and important questions, to know what not to forget and what to ask. It is also necessary keeping enough time and enough money for content creation and implementation.

Lights and LED wall

A lot of lights and a large LED wall will create a grand event. Before you choose this solution make sure you resolve the basic technical issues, which are crucial for the success of the event. First you need to find out:

- **What is the load bearing capacity of the ceiling and the floor- is it possible to install your solution?** It is also important to know where the delivery route is and what the load bearing capacity of the lift is.
- **How far to the designated area can a truck go?** Do they have a supply ramp and a sufficient electrical connection?

If your answers are positive, you can start planning the second phase and make sure:

- **How is air circulation and climate control in the room resolved?** Large LED walls emit a lot of heat. If there is insufficient air conditioning in the hall, the comfort of everyone presenting may decrease.
- **How noisy will the technology be?** If you are planning an event such as a cinema projection it is not possible to use noisy technology as it would interfere with the screening.
- **Is there a balcony in the area?** If yes, prepare a visualization of the scene. There may be a different angle of view from the balcony and possibly the suspended sound system. Lights and decorations may cover the screen. There is nothing worse, than beautiful set up not being visible from the balcony.

Preparation

A necessary part of success is perfect preparation. The basis is to have a clearly prepared scenario and enough time to coordinate everything. Keep in mind, that for everything to work properly is not only a matter of technology itself, but also of

people who prepare and operate it. It is therefore beneficial to have the same team of technicians present throughout rehearsal and also the event itself. Keep in mind, that fatigued people make mistakes. Therefore, make sure, that the installation will not involve a nightshift for the technicians, than the rehearsal in the morning and the main event later that day. Even if the technicians will try their best, in case of nonstop work their concentration and response cannot be 100%.

Clear task

Discuss the exact resolution of projection, get the exact content you want, videos and transition between presentations. Decide what music to play when guests arrive and what music to play during breaks. Keep in mind, that if you leave the choice of music to the technicians, they might have a different opinion than you have, and you might be unnecessarily disappointed. It is better to choose the music together. By selecting proper music, you might stimulate the audience. You can engage not only acoustics but also fragrance in the room. On site, you can arrange how to freshen and scent the air. There are companies on the market, who would gladly help you with this.

Utilizing applications and engaging participants

Bring your presentations to life by involving the audience. Allow them to vote or to ask questions through different applications. It doesn't have to be the known application Sli.do, it is also possible to use other applications such as superevent.com or easypolls.net. In these applications you easily enter quiz questions, but also questions for the speakers. If you choose for voting, it must be connected with the projector. If the audience doesn't see the questions it can't vote. It is also harder for the speaker. Where participants will ask questions, you can choose



to incorporate for them to „like” the question. The speaker will therefore know which question he should answer first, because it received the most likes. This will make the presentation be a little more interesting.

Connection

Another way how to make the congress more attractive is to connect participants using social media. Use mobile or built-in screens. In the PCC you can use built-in videowalls in the foyer, which can be used to broadcast from the hall with no time delay. You can choose whether you want all of your guests to hear the sound or only the guests, who have earphones. Participants can therefore go to the chillout zone, have coffee, watch the screen and listen to the speaker in the hall using earphones. And in addition, they have a beautiful view of Prague.

Recordings

Record your event as a professional recording. If the event takes place in multiple halls, we know how to create recordings from all halls and then process them, so everything is saved on one link with the possibility of full-text search. You enter a keyword and videos, that contain the phrase will be immediately selected. And in the meantime, streaming of the particular segment will be chosen. Another possibility is the preparation of the stream. It is possible to modify the connection access so that the stream is only available to registered subscribers or to those, who pay through the payment gate.

Led bracelets

Remote control LED bracelets are popular especially during corporate events. You can use it both during the presentation and also in the afternoon an evening show.

Did you know....



... In the PCC we are able to provide lecture space and transform our areas smoothly to provide a seamless transformation from presentation to entertainment? You can easily use the foyer or any of the big halls, where the stage with music will already be prepared. It is also possible to secure both in one hall.

... In the PCC we are now able to change the scene during a coffee break? This wow effect can be achieved by use of LED walls controlled by motors. The scene will then change from one large screen to a concert show, where the LEDs are divided and the position of the lights will be ready for the concert.



Milan Svoboda: We Pay Attention to Every Detail

Milan Svoboda has been in charge of the technology in the Prague Congress Centre for 11 years. Without him and his team, it would not be possible to host any event in the PCC. They provide lighting, sound and many other technical equipment, which are crucial for a successful event. „We are constantly inspired! We also go on inspection visits to see how things are done worldwide," he says.

What types of events are the most difficult to ensure in terms of AV technology?

Of course, it depends on the client, but the most difficult types are corporate events. Usually companies host these events for their clients, and they want to show themselves in the best way possible. They want something new, something special to attract the guests. They prepare light shows for them and other specific things, which for instance medical congresses don't use or need. But every event has something special. For instance, big congresses take place in 15 halls at the same time. During one medical congress we transmitted live broadcasts from 3 operating theaters where performing surgery doctors had to be connected with the people at the congress, who asked them questions and the doctors were answering while operating on the patients.

Do you remember any event, which was difficult to carry out?

It was this year and it was not due to complexity, but several events took place at one time. In six days three different events took place in the Congress Hall. We organized a conference for a company called Red Hat; for its IT employees and partners, as well as a Mireille Mathieu concert and also a Matrix film performance that blended film screenings and live music. The film ended at 10 p.m. and we immediately started the rebuilding process, because the next day at 7 a.m. everything had to be prepared for the Red Hat conference. It was a very complex event, where we provided a large LED wall with dimensions of 10x20 meters. In front, there was a complicated triple projection effect and we used a lot of lights. There are six of us in my department, but during this event we worked alongside 45 other external technicians.

Technology advances fast and the devices often age quickly. How do you solve this problem, so you can be on top of the market for technology?

It is impossible to invest in all the new technological devices. And as you say technology evolves quickly and we must go with it as well even if the life span of the devices would be longer. For example, acoustics. Video projection on the other hand is obsolete very quickly, as video resolution is constantly moving forward, and clients are demanding the highest resolution. This

is one of the reasons why we did not acquire our own LED walls or big projectors. Every year new and better ones come out, and their purchase is very expensive. That's why we cooperate with other companies where we know they have the latest technology and we can offer it to our clients in a flexible way.

What other innovations have you done?

Audiovisual technology has undergone a significant change in the last two years. The biggest change was, that for smaller halls, we prepared connection points for sound and projection. We built suspension bars under the ceiling. You don't have to put the projectors on the ground, but you can hang them up under the ceiling. Many centers hang their projectors in one place, but you lose flexibility by doing this. It is not possible to move the screen if necessary because the projector is fixed in one place. Our solution allows us to hang the projector over the entire width of the ceiling. Furthermore, we no longer need to pull cables from the ground, because we have them fixed in our walls.

What are the specific features of AV services, or how do they differ from other services in PCC?

AV technologies and services are time-consuming and place high demands on technicians for two main reasons. Firstly, we must prepare the event and transport the technology devices in given halls and install it and secondly, we must test it with the client. Then we have to be present throughout the whole event and be available to the client anytime he needs us, who of course wants to have the same technician for the whole course of the event. After the event we have to clean up, pack and sort out the devices.

The technicians are directly in contact with the client- that means they need to have not only expertise, but they also need to have communication skills and they must know how to deal with clients in every situation. Along with this it is vital to be sure and calm in every situation. The team keeps a cool head, when the client changes things during the event or if it is necessary to solve problems. Not everyone can do that and that's why I am proud of the team that I have. They believe in each other, they help each other, and they know, that if one needs help, help will always come from one of the others.

Monika Fenyková:

YVENTECH is a Specialist in Video Direction

YVENTECH cooperates with the technical team of the Prague Congress Centre. They together carry out some events.

You are the CEO in YVENTECH Company. What is it like to be a woman in world of AV technology?

Women that I meet and have a similar position like me or are chief executives, are emphatic with an enormous drive. They are able to finalize projects and challenges, they are communicative and are not afraid to speak their mind. At the same time they are mothers and wives who organize their families and create warm home environment with the same efficiency like their teams and companies.

Of course, it is a little bit unusual to see a women in a technical (engineering) company. YVENTECH is primarily formed of men, technicians and project managers. But in my opinion every field needs a touch of woman's hand as well. Our company has increased the female members in the last year. One of them in a very professional camerawoman, video engineer and event designer.

Company YVENTECH ensures technical side of different events? What does it include?

In real life it means that we provide the technical realization of events that is sound system installation, projection, LED screen and other essential IT equipment. But except this we also help with a content, which is graphics, presentation and potentially ensuring marketing primarily on social networks. Our task and wish is to make sure that people who come to event would see and hear well and most important of all, have a great time. We want them leaving with a great feeling and pleasant experience which they will remember for the rest of their life.

Which events does the company primarily focus on?

YVENTECH specializes in video direction. That is why the most common events are sport events and matches, musical and cultural festivals, all-inclusive events. But that is not all. Except video direction of its own, we can provide post production video from the event, which rounds it up nicely.

Is there any other field where we can find you on market?

We focus on interpretations and overall arranging of congresses and large conferences. We are part of worldwide alli-

ance Congress Rental Network and thanks to that we are the largest provider of congress and interpretation equipment in the Czech Republic..

On the web page you are stating that one of your values is innovation - what does it mean for the company in particular?

We keep an eye on innovative solutions and novelties not only on domestic market but also on foreign market in order to be able to offer to our customers and partners just the best there is. We don't want only to offer technology, we also want this technology to be used to its best thanks to good quality content and interesting graphic, life video, streaming etc.

Other part, which we focus on, is interaction with participants. We offer applications, games, personalized technical solutions that will intensify the experience and engage attendees of an event.

Now, your cooperation with PCC, you are the main partner for events that are held here. What does it mean for you?

We appreciate the cooperation with PCC. I dare to say that the mutual ability of understanding clients' needs is crucial for bringing to client not just standard professional environment and technical service but to go one step further. Especially personal approach, support of project manager and production of the whole event and realization of PR activity for the event at hand.

What are your expectations of the cooperation with PCC in the future? Do you plan to expand this collaboration?

Further cooperation development will be focused on cultural and congress area. At the beginning of 2020 we will merge with Rental Pro company. Rental Pro is a large provider of sound and lighting technology equipment for concerts. For the development of culture in PCC it is yet another significant partner that will be involved in realization.

In the field of congress YVENTECH plans to expand significantly interpreting cabins and congress technology for congresses and meetings of European importance in the next two years.





The Desserts Glow and the Table is Changing

Lighting for events is particularly spectacular. Mostly, you want your guests to see well, enjoy the beautiful decor, the stylishly prepared snacks and program. But what happens when you turn the lights off?

The reverse experience is based on the concept of UV desserts from Zátíší Catering. Imagine, that your event is happening in complete darkness. Light and shadow swap roles and enter not in dazzling light but in utter darkness. Once your eyes get accustomed to the unusual environment you will notice details and after a while you realize that you are using all the other senses that you have. What was read with your eyes before is now supplemented by hearing, touch, taste and smell. This kind of darkness leads you to experiencing the feeling of privacy, which these days is becoming a rare commodity. In the dark you can not take pictures on your phone, leading to a quick loss of interest and disconnection; now you can enjoy the party like people used to do - chat with the guests, taste the food, “watch” the program and absorb the atmosphere without the distraction of a phone.

NEON DESSERTS

During last years Signal Festival of Light, Zátíší Catering prepared a unique NEON FOOD LOUNGE in a tent in front of the Žofín Garden restaurant. Within the tent, you are plunged into darkness featuring luminous furniture, hostesses with fluorescent faces and clo-



thing and special UV desserts. Guests can taste glowing donuts, glowing panna cotta, fluorescent macaroons and neon popsicles. The luminescent menu offered drinks- UV bubble tea, gin&tonic or prosecco with passionfruit UV caviar. This amazing presentation was so successful that Zátíší Catering repeated it again for the this years' October Signal festival.

LIGHT UP YOUR EVENT

You can also prepare an extraordinary event for your guests. Glowing UV desserts can be delivered for any occasion, where there is enough darkness and the technical equipment can work it's magic to light up UV sensitive elements with visible light. To make the fluorescent effects stand out it is better to stylize the party using this theme. There is no need to worry about chemical or artificial

effects. The luminosity is completely natural, using the natural properties of vitamin B2, which naturally occurs under UV light.

REALITY OR ILLUSION?

The light magic atmosphere is also created by a process called tablemapping – projections directed on round and rectangular tables or even on a bar. With light and music you can tell a story, showcase your brand, or create an illusory atmosphere. Tablemapping was introduced by Zátíší Catering in 2015 and it immediately captivated the audience. The event is not a static, unchanging program, but it is constantly changing to surprise guests which have experienced it before. The combination of tablemapping and UV desserts is easily attainable in a suitable environment and we guarantee it will completely amaze your guests.

THE STAIRWAY AND THE SUN as a Dominant of Representative Premises

A stairway as an artwork? Yes, that is the case in the Prague Congress Centre. Together with a luminous object made of metal and glass, which is called the Sun, it forms a dominant of the so-called representative premises.





The Prague Congress Centre is architecturally articulated in an interesting way. The representative premises are designed as a separate part of the centre and located on the south side of the building. A striking element of these premises is a steel circular stairway and the Sun sculpture.

A Functional Artwork

The Prague Congress Centre is full of artwork. There are more than 200 of them situated there. Some of them are not just artworks but also have a functional purpose. For instance, the stairway in the representative part and the Sun sculpture that forms a part of the composition solving the lighting of the stairway.

The steel round stairway connects all three floors. At the same time, it creates a separate graphic element complemented in the interior by the glass luminous object by Vladimír Procházka and also the national emblem created by Jiří Prádler.

The luminous object, an artwork, created by Vladimír Procházka in cooperation with Petr and Pavel Pataki, occupies a dominant place in the mirror of the stairway. It consists of a semi-circular illuminator at the ceiling at the level of the third floor and a sculpture in the shape of a sphere at the level of the ground floor. Vladimír Procházka also created light fittings and objects of similar nature e.g. in the Kovo building in Prague or for the Municipal Council of the City of Ústí nad Labem.

The Sun as Lighting

“The Sun sculpture resulted from the design of the stairway space lighting of the Prague Congress Centre as a part of the composition,” told us glass artist Vladimír Procházka, who is still highly active. The composition is compiled as follows: in the foot of the stairway, there is a Sun in the shape of a sphere, above it, there is a hemispherical shining Sun and everything is complemented by a sunset (a spherical segment) located in the lounge. The works on this sculpture took approximately a year. “I think

that even after all those years, this sculpture lost none of the original assignment,” believes the author Vladimír Procházka.

When creating the artwork, he had to make sure that the sculpture stays functional in the future, therefore he created a solution that allows for performing possible repairs. And it is a solution not visible at first sight. “In fact, the sculpture can be divided or disconnected into two hemispheres,” glass artist Vladimír Procházka informed us about an interesting feature. “That allows for treating or replacing individual elements at any time,” he added.

About the Author

Glass artist Vladimír Procházka was born in 1947 in Ústí nad Labem, where he also currently lives and creates. He first studied at the Secondary Glassmaking Arts and Crafts School in Železný Brod and then graduated from the University of Arts and Crafts in Prague, specifically the glassmaking atelier of professor Stanislav Libenský. By the way, Stanislav Libenský is also the author of one of the significant artworks in the Prague Congress Centre. Together with his wife Jaroslava Brychtová, he created the Woman with a Dove glass sculpture.

Vladimír Procházka especially deals with projects in cooperation with architects when finishing interiors or exteriors, both modern and historical. He created many glass sculptures or fountains both for public buildings and for private collections worldwide. Besides the Prague Congress Centre, you can see his work for example in the Parliament of the Czech Republic, in the rotund at the Říp mountain but also in buildings abroad, such as the Dubai WTC or the Abu Dhabi Hotel Grand.

Renocar BMW URBAN STORE

A Different Type of Experience

What happens when you combine sophisticated design, luxury BMW cars, beautiful views and a good coffee in a perfect location in Prague?



BMW URBAN STORE. STYLISH PLACE FOR YOUR SOCIAL EVENTS

RENOCAR, dealer of the premium BMW brand, brings to Prague the world trend of recent years - the unique urban showroom BMW URBAN STORE. Its originally designed space is ideal for personal and corporate events at a really high level. In the multifunctional spaces you can also arrange business meetings or simply have a good coffee and enjoy the beautiful view of Prague Castle and the breathtaking cars. An integral part of the avant-garde space of the BMW URBAN STORE is a modern coffee shop. "The aim of the architectural design was not only comfort but also a welcoming environment where ordinary passers-by would not be afraid to enter. Regardless of whether they will be on their way to the Vyšehrad subway station, attending congresses in the Prague Congress Centre or going to the concert," says Jan Řičný, one of the showroom architects. The legendary Bavarian cars are exposed in a location accessible directly from the northern terrace. Here you can see selected new BMW and MINI high-end vehicles in the smallest detail.

IMPRESSIVE ATMOSPHERE = THE SECRET OF SUCCESS

Do you organize a corporate party and want it to be unforgettable? Would you like to impress your clients with a truly stunning atmosphere? Then you need a unique place to give you and your business the right shine. Today's customers expect not only a quality product and service, but also something extra. ENJOYMENT. That's why automobile cafes have become so popular. You may organise an appointment in an elegant, representative environment and, with the scent of fresh coffee, order a test drive in an exclusive car or buy it straight away. It is literally an iconic affair.

AN INSPIRING PLACE THAT INVITES YOU TO VISIT

The concept of the showroom is based on the world trend of luxury automotive boutiques of recent years, where you can enjoy the view of the most modern machines in an exceptional environment directly in the city centre. Therefore an undoubted advantage of URBAN STORE is its location in close proximity to Vyšehrad. In addition to the aforementioned cars, you can also see the fashion collections of BMW MOTORSPORT and BMW GOLF as well as a selection of selected Czech premium brands. "We are sure that the BMW URBAN STORE by RENOCAR is going to become an inspiring meeting place. Where the Nuslák (Nusle brigade) ends, the breathtaking world of BMW begins," says Pavel Vránek, Member of the Board of Directors at Renocar.





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THE ORANGERY is Also Available to You in Winter

THE SUMMER IS DEFINITELY GONE AND WITH IT, the popular summer gardens understandably disappeared. However, in the Holiday Inn PCC hotel, we also have a winter garden besides the classic garden. Our Orangery is available to you all year, you will be kept warm by both floor heating and ceiling heaters. The winter garden is also utilised as a conference room for up to 80 people. It is also suitable for holding press conferences, presentations, corporate parties or weddings and other celebrations.



The End of the Year in Holiday Inn PCC

THE PREMISES OF THE HOTEL, including the winter garden with all-season operation, are also suitable for organising Christmas parties or New Year festivities. Utilise the unique location near the city centre, right next to the subway station and in an attractive historical place which the Vyšehrad arguably is, and hold an unforgettable Christmas party. We can provide a DJ and live music.

In our Esprit hotel restaurant, there will also be a New Year party with live music, a rich buffet menu and by the midnight, you can also enjoy the unlimited consumption of soft beverages, beer and wine. And there will also naturally be a midnight toast. The admittance to the event costs CZK 2,525 per person. The number of seats is limited. In case of interest, you can find more information at our web holidayinn.cz.



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ROOMS IN THE HOLIDAY INN PCC HOTEL went through a refurbishment in July and August, which means that a total 200 out of 254 rooms have been refurbished. Part of the refurbishment was the replacement of the furniture and the carpet, the modification of sockets and the modernisation of technologies, such as an USB connection, charging or a TV set. Next to the refurbished rooms, one completely new family room was created. That completed another phase of an extensive refurbishment to be continued at the beginning of 2020. Then there will be a change in the room categories, where the Standard and Executive categories will still be available, we will offer one apartment in the Suite category and four apartments in the Executive Suite category.



The Holiday Inn PCC Confectioner Stanislav Rojt

What type of confectionery do you provide for the hotel?

We provide sweet pastry and pies for all-day operation, i.e. breakfasts, lunches, and dinners for hotel

guests. Of course, we also prepare desserts that form a part of the daily lunch menu or in the a la carte offering. You might also be interested in the possibility of ordering sweet goodies from our yearly “Take Away” offering. Just pick them up or have them brought to you and you are ready for a celebration, a corporate event or other occasions.

Do you have a permanent dessert offering?

Yes, we do. We want everybody to be able to choose with us. We know that some people like the classic Czech confectionery, others rather the modern one. In order to satisfy everybody, we offer multiple types of desserts or snacks. Hotel guests who do not like to try something new want to order what they already know. Therefore, it is necessary to have permanent items in the offering, such as panna cotta, cheesecake or crème brûlée. And I have to confirm that when we sum up the products sold throughout the year, these three products clearly lead. But we also want to pull people from a certain stereotype so that they try something else than what they are accustomed to, so we either experiment with the fine tuning of the aforementioned products or try to include less usual items. For instance, we currently offer Crème brûlée in three flavours – vanilla, matcha, hibiscus.

And which typically Czech desserts are most popular?

Unequivocally profiteroles and apple strudel. That is a long-term classic and a permanent item we absolutely cannot remove from our offering.

Does seasonality also work in confectionery?

Yes, partially. Besides the permanent offering, we modify other desserts according to the season. In the summer, we prepare lighter fruit pieces. In the autumn and winter, we include apples,

pears and can use even heavier materials, such as chocolate. An exception is the Christmas period when we prepare our own Christmas sweets and gingerbreads highly sought after by our guests. Annually, we bake about 150 kilograms of sweets and gingerbreads, regularly also for the Prague Congress Centre.

What is your favourite material?

I prefer working with chocolate. Whether that involves the production of truffles, cakes or more complicated desserts, because you can make wonderful things with chocolate. One of the largest chocolate orders we have had were 12-inch high voltage poles. The wires between the poles were made of caramel.

The hotel also holds weddings. Do you also prepare wedding cakes?

Yes, not only those, we prepare cakes for every occasion, mainly birthday cakes. Few people would guess they can order a cake at a hotel but we have been providing this service for several years. And it is highly successful. We prepare cakes for anybody, not just hotel guests. We like it, the assignment is different every time, so we can let our fantasy go wild. The largest cake we have ever made had 130 kilograms.

How long have you been the confectioner at the Holiday Inn PCC hotel?

I have already been here for 12 years and it is a major advantage, e.g. with the aforementioned cakes. When a client has good experience, he will return and recommend us to others. I am glad that customers really regularly come back to us. They go to a specific person and are sure that the quality they were satisfied with is still preserved.



Upcoming Events in the Prague Congress Centre

➤ **09. 12. 2019**

JIM JEFFERIES STAND-UP COMEDY SHOW

Number of participants: 1775

One of the most popular and respected stand-up comedians of his generation Jim Jefferies will come to Prague for the first time with his performance The Night Walker Tour.

➤ **09. 12.–15. 12.2019**

CZECH DESIGN WEEK

Number of participants: 350

Czech Design Week is a show of Czech and international design, presenting artists of the independent sector, which aims to show the most interesting works of Czech and foreign artists with an emphasis on authenticity and personal vision.

➤ **21. 01.–26. 01. 2020**

STOMP

Number of participants: 1300

A stunning dance show, in which members of STOMP do not hesitate to use anything from lighters and small cans to trash cans all the way to a kitchen sink for a well-sounding rhythm. They will show a unique mix of percussion, dance, theatre and comedy with astonishing musical accompaniment inspired by the hustle of daily life.

➤ **27. 01.–28. 01.2020**

ST. PETERSBURG FESTIVAL BALLET- SWAN LAKE

Number of participants: 1370

St. Petersburg Festival Ballet will be the largest Swan Lake performed in the world in Prague. The audience will see a record number of ballet dancers- 48.

➤ **06. 02.–09. 02. 2020**

THE ILLUSIONISTS

Number of participants: 2764

The Illusionists, the magical elite is returning to the Prague Congress Centre after a year on tour, where they will once again present a breathtaking show full of perfect and often deadly dangerous tricks. From stage illusions and reading minds all the way to escaping from handcuffs or water traps.

➤ **28. 02. 2020**

MOTHER AFRICA – CIRCUS OF SENSES – NEW STORIES FROM KHAYELITSHA

Number of participants: 2764

The cult performance Mother Africa, which combines live music, singing and dancing with unbelievable breathtaking acrobatic art, African traditions and rituals with beautiful costumes will be performed for the first time in Prague.

➤ **07. 03.–08. 03. 2020**

MIREILLE MATHIEU

Number of participants: 2764

Mireille Mathieu, the last living representative of an old chanson school is coming back to Prague, where she recorded her last album Mes Classiques, in which she sang accompanied by classical music in special arrangements.

➤ **24. 04. 2020**

MARKETING FESTIVAL

Number of participants: 1000

6 world experts with top know-how will perform on the giant stage of the Congress Hall. It is not just any conference but a proper festival! Quality content, networking on a plate, inspiration from around the world, bands and parties all around.

➤ **28. 04. 2020**

CONCORD ORCHESTRA

Number of participants: 1775

This first world dance orchestra will present SYMPHONY ROCK HITS this year. Professional musicians from different countries will perform under the leadership of Italian conductor Fabio Pirola. They will present the greatest hits of Quenn.

➤ **23. 05.–26. 5. 2020**

EUROPEAN CONGRESS OF ENDOCRINOLOGY ECE 2020

Number of participants: 4000

The European Congress of Endocrinology is a foremost event in the field. The meeting demonstrates the best scientific and clinical practice in endocrinology and metabolism and its aims to provide relevant information to all participants, be it an experienced consultant, a scientist or a nurse.



- *254 air-conditioned rooms*
- *5 flexible meeting rooms*
- *Up to 120 delegates in one meeting room*
- *230 seats in the hotel restaurant*
- *Free Wi-Fi and cable Internet*
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- *Close to the subway station Vysehrad*



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**Our special Christmas
wishes are coming soon....
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Christmas is #justroundthecorner and so is the PCC.