

Feel The Change

Prague Congress Centre's Magazine | 1/2023

Radicey's
LR21



Radiodot
EUROPE

- Radiodays Europe 2023
- Gala Concert of The Karel Vlach Orchestra



Specialist in the production and realization of exhibitions and congresses

PRODUCTION

- Targeting/digitization of exhibition areas and placement of exhibitor's displays/exposure,
- communication with exhibitors and provision of technical services (electricity, internet, cleaning, forwarding, security, hostesses. etc.),
- design of exhibition exposure,
- furniture and equipment rental.

PRODUCTION AND REALIZATION

- Atypical exhibition expositions,
- system stands,
- poster section.

GRAPHICS AND BRANDING

(LookUp.cz – member of Exposale group)

- Printed event branding, graphics,
- atypical graphic elements.

WHY EXPOSALÉ?

- Contractual partner of the Prague Congress Centre (KCP),
- 30 years of experience in the field of fairs and congresses,
- a team of professionals with production experience and realization of the largest international congresses organized not only in KCP,
- own production and implementation,
- ISO 9001 quality management certification for exhibitions and congresses,
- member of the IFES international association (International Federation of Exhibition Services) and AVF (Association of Exhibition Companies).

We turn the anonymous space of the venue into the space of YOUR event



Dear readers,

The PCC has once again become a place where important events take place. One of them was Radiodays Europe, a gathering of radio stations and audio creators in general, which for the first time in history took place in a CEE country. We are very honoured that the organisers of this event chose the PCC. It is a confirmation for us that the PCC offers attractive services for international clients and Prague is a very sought-after destination. We can look forward to more interesting events of global significance to be held here.

The measures that have restricted us in recent years are hopefully finally a thing of the past, which is reflected in the increasing number of events taking place in Prague. Our capital is once again a sought-after congress destination, and the numbers are gradually rising. Although the total number of events has not yet matched the record-breaking pre-pandemic year, it is still great news. It proves that despite the best technological advances and the best streams, nothing compares to an in-person meeting.

However, the PCC is not only a space for congresses, but also a place where we are happy to welcome the general public to one of the many cultural and social events within the PCC Art project. One of them was the Karel Vlach Orchestra Gala Concert, which was such a success that we can look forward to a Christmas version of it in December. But that is not all. We have a lot to offer you, come and see for yourself.

Lenka Žlebková
CEO

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Feel The Change

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Events Club Forum For The Second Time In The PCC

FOR THE SECOND TIME, the Prague Congress Centre will be transformed into the main venue of the Events Club Forum 2023, which will take place in June. Thanks to its accessible location, optimal capacities and flexible space, the PCC will become the ideal venue for B2B meetings and important lectures represented by experienced MICE professionals from exhibition fairs and event industry.

Holiday Inn Prague Hotel Introduces New Premises

AT THE TURN OF MARCH AND APRIL, European Customer Appreciation Week took place. The sales department of Holiday Inn Prague took this opportunity to visit the hotel's business partners with a small treat as a thank you for their long-term cooperation. The culmination was a day-long event on 28 March in the newly renovated hotel premises with a welcome drink and refreshments for both business partners and guests.



PCC Boardrooms On The VOGUE CS pages

PCC'S SPACES SUCH AS THE FOYER, conference rooms and artworks attract photographers and film artists with their architectural uniqueness. Most recently, they have inspired the creators of the fashion magazine VOGUE CS. The magazine's annual issue focuses on themes of identity and the differences between the digital and real worlds. The photos on this theme were taken, among other things, in the South Boardroom, called Schwarzenegger room.



➤ Exhibition Glass Underground At Vyšehrad

THE UNIQUE BAROQUE UNDERGROUND HALL GORLICE IN PRAGUE'S VYŠEHRAD will host the exhibition Glass Underground from 9 June to 3 September. The renowned glass master Jiří Pačinek, who has collaborated with Bořek Šípek and René Roubíček in the past, will present his work in this way. The exhibition is conceived in such way that the individual works communicate with the raw and historical character of the space as well as with the significance of the unique Baroque sculptures found in the Gorlice Hall. Two main glass installations will dominate. The crystal Crown of Thorns and the central Armamentarium object, which will reference the military history of the area with glass swords, sabres, barrels or pikes surrounded by fragile glass teardrops.



➤ Police Symphony Orchestra

The Congress Hall of the Prague Congress Centre became the scene of a unique experience. At the end of March, one of the concerts of the Police Symphony Orchestra took place here. The music group was founded by Petra Soukupová and her brother when she was only 14 years old. The 60 musicians, 50 choral singers and popular tribal soloists of the orchestra performed a fine-tuned repertoire of film and original music, pop, rock and swing in symphonic arrangements. Their performance literally lifted the audience out of their seats. Their breath-taking performance was watched by 1300 people.

Supporting Students With The Project of Kreativní kancl (Creative Office)

THE PCC CONTINUES TO DEVELOP the Art District Vyšehrad project, which aims to connect the PCC with its wider surroundings. As part of this project, creative students in Prague 4 were approached to present the PCC space in an unconventional way in the form of videos in collaboration with the agency Kreativní kancl. Students from the neighbouring College of Creative Communication and Michael Academy were involved. Scan the QR code to watch their work.



➤ DB Schenker Is The Logistics Partner Of The PCC

FOR EVERY EVENT THAT TAKES PLACE ON THE PCC PREMISES, there are materials which need to be transported. The international logistics company DB Schenker is our partner in charge of transport. The two organisations were led to the partnership by, among other things, their sustainable commitments. DB Schenker will thus transport material for the PCC partners to conferences and trade fairs as well as other cultural events that will be held on the premises. "When selecting a freight forwarding partner, it was not only the quality of the services delivered that was important, but also the environmental footprint it would leave in its operations. Sustainability is a core value of our business, so this criterion was included in the evaluation process," said Lenka Žlebková, CEO of the PCC.



Radiodays Europe For The First Time In Prague

At the end of March, the prestigious Radiodays Europe conference took place at the Prague Congress Centre. This meeting was attended by experts from the field of radio, podcasting and audio production, both from the commercial and public sphere. The conference, which was held for the first time in 2010, took place in the Czech Republic for the first time ever. One of the reasons why this year's edition was assigned to Prague is the centenary of Czech Radio.

The Radiodays Europe conference was devised in Scandinavia in 2010. It was created in response to the needs of the public and private European radio industry. The main organiser of the event is the Radiodays Europe Association, a non-profit organisation founded by the Scandinavian public broadcasters: Sveriges Radio of Sweden, DR of Denmark, NRK Radio of Norway and YLE of Finland. For this reason, the conference initially focused mainly on the Scandinavian market or Western Europe. The event was held exclusively in Oslo, Copenhagen or Stockholm as a one-day conference, the so-called Scandinavian Radio Days. Gradually, experts from abroad started to attend. Until then, public and private radio stations lacked a common event where they could discuss common topics. The Scandinavian organisers took on the difficult task of organising a conference for the whole of Europe. The first ever RadioDays Europe took place in Copenhagen. The event lasted 1.5 days and even the attendance at the first edition was modest compared to today. The organisers counted 400 people. RadioDays Europe was a huge success. In the following years the conference has left Scandinavia. However, it has gradually expanded to the whole of Europe. After Barcelona, Berlin, Paris, Amsterdam, Lisbon or Malmö, the organisers decided to hold the event for the first time in the CEE region. Prague became the first host city in this region. The Czech capital was the thirteenth stop of Radiodays Europe.

The event at the Prague Congress Centre was attended by 1200 professionals from more than 50 countries educated in the fields of journalism, media, marketing, management, telecommunications, IT, finance and the creative industries. Representatives of Czech Radio were also present. In the past the Czech Radio sent one or two representatives to the conference, mostly from the

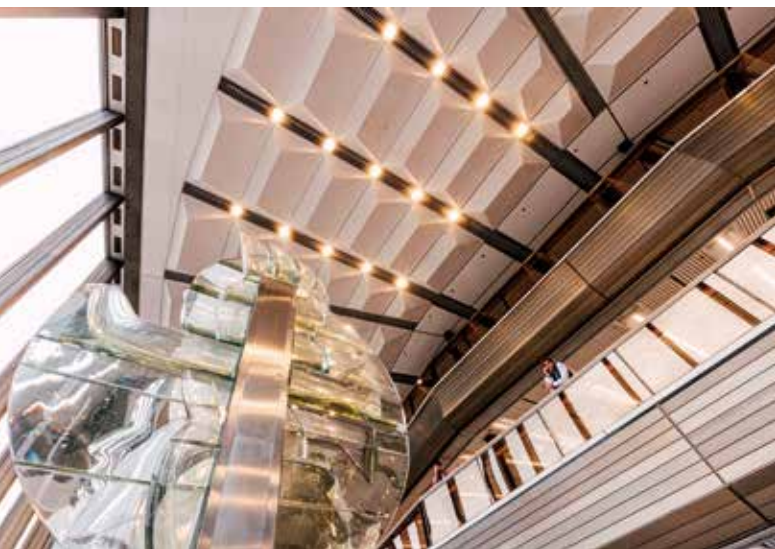
ranks of creative producers or people dealing with new formats and innovations in audio production. This year's conference in Prague was attended by over 70 people from Czech Radio, many of them as speakers in the panel discussions. Volunteers are also traditionally an important part of the event, helping to make it run smoothly. Their selection was coordinated by Czech Radio as a co-organizer. Volunteers came not only from the Czech Republic but also from other European countries. Many of those who ended up participating in the conference are students of related fields such as journalism, international relations or law. Some of the volunteers were also Czech Radio interns. All of the volunteers gained invaluable experience for their future professional work by participating in the conference.

The main theme of the conference was "New Audiences - New Opportunities". Artificial intelligence and its use in radio or podcasts was also highly discussed. The moderator was Veronika Ruppert from Radio Wave and British radio expert Paul Robinson, who has spent a significant part of his radio career with the British BBC.

The Czech Radio moderators also played a big role. They discussed, among other things, war coverage in the 21st century, the cybersecurity of media houses in the contemporary world, the promotion of new audio formats for young people, innovations in the online space and the development of DAB+ digital broadcasting.

The conference also featured speakers from the European Broadcasting Union, the UK's public broadcaster BBC, Germany's ARD, Ukraine's public broadcaster UA:PBC and France's public





broadcaster Radio France. Although this is a European conference, there were also participants from other continents. For example, speakers from the USA and Australia were present. One of the prominent non-European guests was Caroline Jamet, who has over 25 years of experience in various media companies in Canada and was also President of a major Canadian film and production company.

The programme of the three-day Prague conference was very busy. In addition to lectures, there were also several workshops, for example on the topic of podcast. Participants of the workshop got to see the new tool MethodKit for Podcast, which was developed by leading experts from all over the world and podcast creators. The tool works in 28 languages.

The podcast is a phenomenon

Podcasts, which are growing in popularity especially among the younger generation, were one of the main topics of the conference. Mike Fitzpatrick, CEO of audio content creation company Mediafitz, gave a talk on the topic. He compared radio and podcasts to siblings whose relationship is complicated and they don't always work together as they should. Mike Fitzpatrick believes that podcasts shouldn't be afraid of working with radio stations because they can learn from them. Radio, on the other hand, should in turn be open to podcasts and should not resist having them on its airwaves.

That podcasts are becoming increasingly popular is evidenced by statistics. At the end of April, there were more than four million active podcasts registered worldwide. Those that are come out regularly. Apple has more than 2.5 million of them registered in its app. Compared to 2018, that's a nearly fivefold increase.



Czech Radio, as a co-organizer of the event, was asked to identify suitable places where this year's event could be held. One of these places was the PCC. According to the organisers, the reasons for including it in the selection were: experience in organising large international conferences, good transport accessibility, adequate accommodation near the centre and sufficient capacity for the parallel panel discussion. "In addition, during the tour we were very impressed by the view of Prague from the PCC, which we wanted to share with the foreign guests of the conference," said Šárka Dočkalová, communications specialist at Czech Radio.

In the end, the choice fell on the PCC and according to the reactions of the participants it was the right choice. "From the first reactions of the visitors and the immediate thank you emails we received; we believe that the Radiodays Europe conference in Prague was truly exceptional for the foreign guests. They especially appreciated the conference venue and the beautiful view, the high quality of the services provided - both catering and audiovisual - and the special Czech Radio 100 lounge for the 100th anni-





versary of Czech Radio, which we built in the foyer of the Congress Hall in the 3rd floor says Zuzana Matějovská, Head of the International Department of Czech Radio. Her colleague Šárka Dočkalová adds, "the inspiring speakers, ample space for networking and meetings, and the accompanying social event, which took place in La Fabrica in Holešovice, enhanced the overall professional impression of the event in a friendly atmosphere. We are also very pleased that Czech Radio gave a chance to young Czech musical talents and bands, such as the singer Tea Sofia, the music group AIKO, DJ dné, DJ Kew or DJ Koxoy, who had the opportunity to perform in front of a foreign audience, as part of the accompanying programme. We believe that this opportunity will open the door to the European music world for them."

Both colleagues from Czech Radio agreed that the Prague Congress Centre is an ideal place for similar events. "The PCC is a unique space, exceptional for its functionalist architecture, and thus differs from other more modern, but more unified conference spaces. We think that the international guests will remember it and will remember the Radiodays Europe conference in Prague even in a few years. The service was top-notch and the professional team of the PCC, whom we would like to thank on behalf of Czech Radio, had a great contribution to the successful course of the whole event," concludes Šárka Dočkalová. The event also concluded with the announcement of where next year's conference will be held. Munich will be the host city.

Radiodays Europe in numbers:

➤ **3** days

➤ **140**
speakers

➤ **1200**
visitors

➤ **50** countries



100 Years of Czech Radio

Czechoslovak Radio, whose successor is Czech Radio, began broadcasting 100 years ago. At that time there was only one radio in Europe - the British BBC. This important anniversary is one of the reasons why the Radiodays Europe conference was held in Prague. Aside from this conference, we talked with Šárka Dočkalová, Communications Specialist at Czech Radio, and her colleague Zuzana Matějovská, Head of the International Department at Czech Radio.

What is the benefit of this conference for Czech Radio?

The aim of the conference, which reaches more than 1,200 participants from 50 countries each year, is to share inspiration, innovation and develop collaboration in the radio and audio industry and to promote programme development and good radio journalism. Radiodays Europe is an important event for Czech Radio, where we can meet and discuss new media challenges with professionals from public and commercial media and independent audio content creators from all over Europe. At the same time, we also have a unique opportunity to show the world that we are a strong and interesting player, not only because of our unique position in the Czech media market, but above all because of our exceptional century of experience and the inspiring stories of technology, innovation or personalities that have taken place during this period.

Is there any year that you remember particularly fondly?

On the international front, apart from the Radiodays Europe conference, which was particularly successful this year, Czech Radio also presents itself at foreign forums and professional meetings. For example, we fondly reminisce about the EBU Digital Media Days, which took place in March 2019 in Stockholm, where we had the opportunity to present Project '68, which Czech Radio prepared in 2018 to mark the 50th anniversary of the August 1968 events. After the presentation, our foreign colleagues came up to us and congratulated us for having managed to present the historical events in a novel way, accessible also to younger audiences thanks to the use of modern technologies, virtual

reality elements and immersive sound. Later in October, the '68 project also won the Prix Europa festival in the category of best European digital audio project of the year. The judges praised the combination of live reconstruction of a 13-hour broadcast, virtual and augmented reality with an audio-visual show in the city centre.

Czech Radio is one of the oldest radio stations in Europe. Do you enjoy a certain prestige among the other conference participants for this reason?

Czech Radio, or rather Czechoslovak Radio, was founded on 18 May 1923 and became only the second radio station in Europe, after the British BBC, to start regular radio broadcasting. Czech Radio is the main co-organiser of this prestigious conference not only because we are a respected public service broadcaster in Europe and an active member of the European Broadcasting Union (EBU), but also because we will celebrate our 100th birthday this May.

The conference brings together representatives of various platforms, private entities, as well as public ones. How is this inspiring for Czech Radio?

Development in all areas of the audio industry is moving forward at an incredible speed. New technologies, digitalisation, inspiring ways to reach the younger generation of listeners, the use of social networks, artificial intelligence in practice - these are just some of the many specifics that need to be constantly worked on. International conferences such as Radiodays Euro-

pe, by presenting the latest trends from the perspective of different audio stakeholders and platforms, allow for mutual inspiration and interaction between them. This collaboration benefits everyone.

The way information is transmitted and received is changing turbulently. How do you as Czech Radio manage to respond to these changes?

In order to remain the most trusted and sought-after source of information and audio experiences well into the next hundred years, we follow current trends and constantly push our work further. In particular, the expectations and needs of the radio audience are changing under the influence of the digitalisation of all parts of our society, and Czech Radio is responding to this shift. Nowadays, Czech Radio is not only a media outlet, but a large part of our mission is related to the innovative creation of audio experiences and the cultivation of the media type.

Can you introduce this year's 100th anniversary celebrations?

We recently successfully launched the 100th anniversary celebrations with the Czech Radio Representation Ball at the Municipal House. On the day of Czech Radio's birthday, Thursday 18 May, we are organising a spectacular concert for the general public in Prague's Riegrovy Sady, with performances by Chinaski, Aneta Langerová, Mirai Navrátil and Marek Ztracený. The round anniversary will also be commemorated by the exhibition "100 Years is Just the Beginning" at the National Technical Museum, which will be open to the public from 17 May to 31 December 2023. On Saturday 20 May, the popular annual Czech Radio Open Day event will again take place at its headquarters in Prague's Vinohrady district and at regional Czech Radio stations.



Prague Is Once Again a Sought-After Congress Destination

Last year, Prague welcomed almost four thousand events attended by over 615,000 delegates, according to collected data from the Czech Statistical Office (CZSO) and the Prague Convention Bureau. Although both sources show an increase of several hundred percent compared to the previous years affected by pandemic prevention restrictions, Prague did not come close to the record years of 2018 and 2019.

Collected data, i.e., CZSO data from mass accommodation facilities supplemented by Prague Convention Bureau statistics from key congress venues in Prague, show that the number of delegates and events held in the capital city last year brought Prague roughly to the level of 2014. Compared to the record year of 2019, Prague hosted only 66% of events last year. "The number of congresses and conferences held in early 2022 was further affected by the lingering pandemic and the associated restrictions not only in the Czech Republic but also abroad, as well as the outbreak of war in Ukraine. Thus, although there were fewer events compared to the pre-Covid years, we saw a huge interest in attending them. Prague welcomed 616,597 delegates in 2022, which corresponds to 86% of the participation in events in the record-breaking congress year of 2019. These figures only confirm that personal contact is irreplaceable not only in business meetings," says Roman Muška, Director of the Prague Convention Bureau.

Change in the structure and distribution of Prague congresses and conferences.

The health and political situation at the beginning of 2022 has also significantly affected the distribution of events in time and their structure. While normally the congress season mainly

included the spring and autumn months, i.e. typically April, May, partly June and then September and October, last year there was a shift. The busiest months were June and, in addition to September and October, November. The Prague Convention Bureau data also shows that there was a significant increase in the segment of larger events, especially those with between 500 and 1,000 delegates. Compared to pre-Covid years, it was no longer the case in 2022 that most events were held with less than 50 participants.

Despite the fact that most of the events in 2022 were again one-day events, there was a noticeable increase in multi-day events, which led to an increase in the average length of the event to 2.46 days. The uncertain international situation in the region also caused changes in the composition of participants. While normally the ratio of international and local events in Prague was balanced, in 2022 local events still dominated by a ratio of 2:1. The source markets remained similar to previous years, i.e. mainly the UK, the USA, Germany or Belgium, however, in percentage terms Europe gained even more dominance (96% of events compared to 87.8% in 2019) at the expense of North America (2.7% of events compared to 8.1% in 2019) or Asia (0.7% of events compared to 2.7% in 2019).

The shifting of dates for major association congresses and conferences has led to Prague welcoming the most events of this type in the last five years in 2022. A total of 309 events were held here. This means that almost every calendar day of the year saw one conference or congress. In contrast, the volume of corporate events, which was 42% of the record number in 2019, has not returned to its original level. "The most discussed topics at Prague congresses and conferences in 2022 included medical sciences, economics and finance or technology. We saw a significant increase in the number of events dealing with ecology or the technology just mentioned," adds Roman Muska.

Future prospects - new hotels and increased support for tourism

Traditionally, the largest number of events in 2022 took place in hotel facilities, which are a good option for smaller congresses

and conferences. It is the hotel market that is now undergoing significant expansion. Several larger hotels have opened in recent months, and more are expected to be added by 2024, especially in the luxury segment. These new facilities will offer nearly 2,000 hotel rooms, adding to the existing 45,000 rooms in 873 properties, and more than 1,700 sqm of meeting space.

"I firmly believe that Prague's congress industry will also see positive changes thanks to the increase in the stay fee from the original CZK 21 to CZK 50, which the capital city agreed to at the beginning of last year. The funds raised in this way will go towards the cultivation of tourism and its sustainable development, including the promotion of Prague as a major congress destination," concludes Roman Muška.

Prague as a congress destination in 2022

➤ **45 000**
rooms

➤ **309**
conferences or congresses held

➤ **2.46** days on average for an event in Prague

➤ **616,597**
delegates

➤ **2:1** is the ratio of local vs international events

➤ **873**
accommodation facilities

➤ **1 700 m²** of meeting space

Unforgettable Opening Ceremonies

Opening ceremonies are the first thing participants experience. You can welcome them in different ways. From a musical performance to a technology-intensive show that will make your event unforgettable. What can you impress your attendees with?

Local music performances

One popular way to start an event is with a musical performance. The possibilities are endless. Even in the case of a foreign event, it is advisable to use a local artist. This is one way for attendees to learn about the local culture.

In addition to a concert of soloists or bands, it is possible to use jazz, swing or possibly an artist who plays a specific musical instrument such as violin, harp, saxophone and other non-traditional instruments.

If you want the musical performance to have some overlap, combine it with a CSR activity. This could be, for example, a concert by Tap Tap, which is a musical group made up of students and alumni of the Jedlička Institute.

Dance performance

Dancing is also a popular show. Thanks to the many types of dance, there are also many to choose from. In addition to the classics such as standard or Latin-American dances, you can invite dancers of other styles such as modern dance, tap, and even ballet.

Another kind of performance is an interactive dance performance with AV elements. Modern technology can conjure up a unique performance! There can be various lighting effects that are part of the dance performance. The dancers can use different props that are created with the help of visual technology, such as a company logo. The audience can also be involved in an interactive performance.



Painting with light

Still a relatively new technology is light painting or Light Art. It is a unique technology in which the artist paints with a light source on a luminescent surface. This usually takes the form of a special canvas. The ideal environment is complete darkness, in which the drawings appear in front of the viewers' eyes. The image or portrait created by this technique gradually darkens until it finally disappears completely. Light painting can be used indoors or outdoors, the final impression is completed by live music and sound effects. Let this art portray the theme of your event or a walk through the congress destination - Prague!



Videomapping

One of the most popular shows is videomapping. It is a technology that is most often used outdoors and uses the facade of a building as the "projection screen". However, the size of the object on which it is projected is not determined in any way. The indoor variant can be used without any problems, and non-traditional objects such as tables, but also plates or cakes can be used. The scenario of video mapping is completely arbitrary, anything can be told.

Drone light show

Innovative and breath-taking, that's exactly how you can describe a drone light show. It is done by illuminated synchronised groups of drones that together create a specific choreography. In the sky, they are grouped together in different formations to create a breath-taking spectacle. Drones are capable of rendering almost any shape, sign, image or numeral. A musical score completes the show.

Holographic show

Large-scale 3D visualizations and spatial patterns are just the basic characteristics of what a holographic show can do. Thanks to the hologram, you can transport anyone you want to the place, but even your company logo can levitate in front of you. In fact, holographic projection allows you to project an image into free space and it's up to you what image you want to project. Do you want someone who cannot be physically present at the event to greet the participants? Or perhaps someone to appear twice on stage? All you need to do is set everything up well and the show can begin.

At The PCC We Have a Reliable Infrastructure

International Conference Manager David Kovrzek has been working at the PCC for several years. He started out in production and has therefore had the opportunity to get to know the preparation of events down to the smallest detail. "The advantage of the PCC is that it's different," he says.

Before you got to your current position, you worked in production. How do you remember this period?

It was a very interesting experience. I participated in many attractive events and I also met a lot of interesting clients. The most important thing was that I had the opportunity to experience the events first-hand. This is an invaluable experience. This position was new to me at the time, so it was very helpful to work with experienced colleagues who helped me and who I could learn from.

What did you enjoy most in this position?

The variety of work. Every client and every event was different. Although of course the work is partly routine, as some activities are always repeated regardless of the type of event. You are dealing with services, organization, but the clients are different, as are their working procedures and the types of events.

How has this production experience helped you in your current position?

When I was in production, I learned to appreciate the PCC building, its spaces and the possibilities it offers. I've also gotten to know the people who work here, who's in charge of what. That helped me when I started my new position. Because it's easier to sell something you know perfectly.

Is there an event you were involved in at the PCC that you remember most fondly?

Possibly, the EPA European Psychiatric Congress 2012, also because of Professor Cyril Höschl, who co-organised the congress. I had the opportunity to talk to him and he is a very interesting and funny person.

I would also like to mention the Red Hat Tech Exchange. At this event I established a relatively long and wonderful col-

laboration with Esther Dalderup. The third event that I like to remember is the last Prague concert of the Cuban band Buena Vista Social Club. It was a unique opportunity for me to meet the musicians after the concert.

You have also done countless IT events for large companies. What was the biggest challenge you had to face?

For events such as Microsoft Ignite 2020, for which I was responsible as a sales representative, among other things, a high-quality infrastructure is crucial. Since the last refurbishment at the PCC, we have been working with infrastructure from CISCA and we offer our clients full Wi-Fi coverage thanks to 180 access points. Otherwise, the organization of large IT events is not much different from others. The bigger challenge is preparing events with clients who have no experience in organizing conferences.

Do you have a favourite place in the PCC?

It is the congress foyer on the fourth floor overlooking the valley in Nusle. I like to watch the cars roar and the trains go by. It's like a model railway in real life for me. I like to come to this place to relax.

What do you consider to be the biggest advantage that the PCC can offer to clients?

From my point of view, the PCC is simply different. It offers an unusual mix of beautiful retro interiors and modern spaces. Paradoxically, sometimes it is easier to offer a building to foreign clients because they are not burdened by its past. With Czech clients, I still sometimes encounter the fact that the PCC was the site of communist conventions and that's why they don't like the building. Sometimes I also encounter that foreign organisers convince their Czech partners that the PCC is a great building. If you give "Kongresák" a chance, it will reward you.



You represent the PCC at international trade fairs. From your point of view, how is the PCC perceived outside the Czech Republic?

Many industry professionals still remember fondly the ICCA conference they attended at the PCC in 2017.

Do you have any dreams/wishes, on what event would you like to participate in the PCC? Or what would you like to see for the PCC as such?

I would like the PCC to always be a place for locals and non-locals to meet in a pleasant way. Oh, and in 2006 the PCC hosted the International Astronomical Congress where

it was decided that Pluto is no longer considered a planet. If the congress was to return, it might revise that decision. I believe the PCC has been many people's sore spot since then :)

The PCC also hosts many cultural events. Do you remember any that you attended?

Apart from the Buena Vista Social Club concert mentioned earlier, I also remember Bobby McFerrin performing in the large Congress Hall and managing to blow the place away.

My kids really liked the Cinderella musical we attended together.



Catering In Summer Or What To Eat On Hot Summer Days

Catering in summer has its own specifics. The body needs to protect itself from the increased temperature with cool, refreshing and light foods. This also applies to catering at summer events.

In high temperatures it is harder to maintain attention and concentration. According to experts, even at a temperature as low as 30 °C, a person's performance drops by 50 percent. That's why it's important to think about the right catering mix during events held in the summer. So what to offer guests on hot days? Just look to the Mediterranean for inspiration. Their cuisine is adapted to high temperatures.



Tapas

This name comes from Spain. It means a small snack or a small portion of food. A snack ideal for the summer months. After all, this type of food comes from a southern country where they know a lot about high temperatures. But the great advantage of tapas is their variability - they can be prepared in many variations.

Thanks to this, there is something for everyone. Various vegetarian or vegan variants can also be easily prepared.

Fish

The perfect ingredient for summer is fish. Fish meat is perfectly digestible thanks to its protein structure. The stomach digests it in just 2 to 3 hours. Fish meat also contains all the essential amino acids. Fish can withstand almost any preparation - boiling, stewing, grilling or baking in a pan or oven. As a summer dish, it is advisable to choose, for example, tuna tartare or salmon gravlax, which is salmon marinated in a dry salt marinade.

Halloumi

This is a traditional cheese from Cyprus. It is made from a combination of milks, mostly sheep and goat, and no lactic acid culture is added to the cheese dough. The resulting consistency may resemble mozzarella. It is characterised by its semi-hard consistency and slightly salty taste. It can be modified in various ways. It also tastes great raw, which is why it is a suitable ingredient for salads, soups and burgers. It also tastes good grilled.

Shrimps

These crustaceans are an ideal addition to summer cuisine. They can be used in salads and soups. They can be sautéed, fried or

steamed. Shrimp skewers with lime, parsley and coriander are an interesting catering option.

Cold soups

While soups are in high demand in winter, it is inappropriate to serve them in summer. However, cold versions such as gazpacho are popular. Although this dish is often referred to as a cold soup, it is not technically a soup because it does not go through a boil at all. Gazpacho has a similar composition to a vegetable salad. There are many variations of this dish, but the base is mixed vegetables, mainly tomatoes.

Asparagus

When else to use asparagus than in season. This is usually from April to June. Asparagus can be prepared in many ways. The best way to prepare asparagus is to grill it. There is no loss of nutrients or flavour. On the contrary, the natural sweetness is enhanced by caramelisation on the surface.

Fruit

Fresh fruit is the ideal companion for hot summer days. Especially those that have a lot of water in them, such as watermelon or strawberries. Fresh fruit can be used for desserts as well as for drinks such as homemade lemonades or water flavoured with fresh fruit.

Drinks

During summer events, serve drinks that cool the body. This can be cucumber lemonade, for example. More than 90 percent of cucumber is water. It is therefore an ideal ingredient for summer. The large amount of vitamin B contained in cucumber is good for our nervous system and energy management. This makes cucumber work as a quick life-booster. Guests at the event will stay awake all day long.

Mint is also a great summer ingredient. This herb also has a cooling effect on the body, which is why it is a popular ingredient in summer cocktails, both alcoholic and non-alcoholic.

Be careful with alcohol in summer. If you want it to be part of your catering, choose light drinks that don't have too much alcohol. Perhaps a low-strength beer, cider or wine spritzer.

What else can you serve?

- Flambéed pineapple
- Lamb chops
- Miniburgers
- Baked potatoes with dip





Panelling - Wooden Relief

Three monumental wooden reliefs on the outer wall of the Conference Hall on the 4th floor were created for the Prague Congress Centre by the Slovak sculptor Klára Pataki. Although the artwork is carved in wood, it is linked to the theme of textiles and is another celebration of textile production, which was one of the most important industries in socialist Czechoslovakia. It employed almost 200,000 people, a truly enormous number.



The textile industry was honoured and also highlighted in great numbers in the Palace of Culture at that time, because textiles were an important export item. In the relief panels, Klára Pataki has captured women, men and children, perhaps weavers and their customers, either presenting or examining long strips of fabric. What is remarkable about the relief is that it is not deep. To render the human figure in a thickness of wood that does not exceed a few centimetres is a real mastery and shows how well Klára Pataki knows how to work with wood.

Klára Pataki, a Czechoslovak sculptor, studied after 1949 at the Faculty of Education of Comenius University and the Academy of Fine Arts in Bratislava in the studio of monumental sculpture of Frani Štefunk. Most of her work was focused on the female

figure, and over time she evolved from very concrete forms to interesting stylization. She explored the female figure in the context of various historical themes, which she worked on in wood, but she also produced a number of very remarkable ink drawings. A large collection of her work is managed by the Slovak National Gallery and many of the sculptures she created can be found all over Slovakia. Klára Pataki was the author of many sculptures of partisans, soldiers, builders, these politically engaged commissions were an important part of her work and perhaps that is why she was chosen as the only representative of Slovak artists among the artists who participated in the decoration of the Palace of Culture.

Martina Lehmannová, The author is a museum worker

Karel Vlach Orchestra Returned To The PCC

The Karel Vlach Orchestra was founded in 1939. It is the oldest big band in Europe. Last year, thanks to the orchestra's cooperation with MozART Production, a new vision was created, the culmination of which was the April gala concert at the Prague Congress Centre.

The orchestra's new vision included the engagement of young singing talents, the expansion of the repertoire and new modern arrangements. Thus, the singers Václav Noid Bárta, Ondřej Ruml and the singer Tereza Mašková started working with the Karel Vlach Orchestra. The first promo video was created, which quickly gathered hundreds of thousands of views on the YouTube channel. In addition, preparations for the first gala concert began last year. "In September 2022, at the orchestra's press conference, Yvetta Simonová and Josef Zíma passed the baton to the younger generation. It was a very moving moment of closing one great chapter and opening a new one," says Tom Robin of MozART Production.

The new orchestra is a continuation of the original one. "Without the original orchestra, there would be no current one. We're drawing on more than 80 years of history, but we're not retro. We don't want to throw away history, but at the same time we are moving with the times to be able to appeal to today's discerning audience. We can no longer play and sing as we did in the seventies or eighties, but we must and want to keep the tradition of the orchestra. We use current possibilities and technology, but we don't do pop club music. In short, we keep the decorum that an orchestra with an unprecedented history deserves," explains Tom Robin.

The Karel Vlach Orchestra performs dozens, perhaps hundreds of events every year. They play at corporate events, city festivals, festivals, balls, celebrations... But the highlight for everyone was undoubtedly the hopelessly sold-out gala concert at the Prague Congress Centre in April.

"The gala concert was truly exceptional in many ways. Its preparations lasted more than half a year and involved a number



Photo: Jan Urbánek



of components that are not normally required for a concert. A normal concert is preceded by one on-site sound check and the concert can begin according to the given playlist. The gala concert was self-directed, required a special sound system for the huge space in the Prague Congress Centre, had its own stage design, choreography, the soloists were accompanied by dancers... The rehearsals took place on site for two days and were preceded by several music rehearsals. It was a really demanding preparation, but it was reflected in the spectacular result and the smiles of the thousand-headed audience," recalls Tom Robin.

The production already has plenty of experience with the PCC's facilities. The MozART Production agency started cooperation with the Prague Congress Centre almost two years ago. This union gave birth to a unique project PCC Art with the aim of bringing back cultural and social life to the Prague Congress Centre not only in the form of concerts, but also exhibitions, theatre productions, dance performances... The first joint venture with the Caban brothers' contribution was the large-scale PCC 40 exhibition for the 40th anniversary of the Prague Congress Centre last year, which showed not only its construction, but also the "life" in it throughout its existence. Currently, MozART Production is arranging and creating the dramaturgical plans it wants to implement in cooperation with the PCC in the coming years.

It was not the first time that the orchestra itself performed at the PCC. In the then Palace of Culture, balls were held at which the Vlach Orchestra played. Later, after the floods in Prague in 2002, the flooded Karlín Musical Theatre was located in the PCC, and the orchestra under the direction of Dalibor Kapras included members of the Karel Vlach Orchestra. Last but not least, they worked here for six years during the productions of the musicals *Mamma Mia*, *Ať žijí duchové*, *Rocky*, which were produced by MozART Production.

Not Just a Christmas Concert

"After the success of the first modern Gala Concert of the Karel Vlach Orchestra in April, we are currently preparing another Gala Concert, which will take place on 13 December 2023 at the Prague Congress Centre. It will be called Not only at Christmas... And although the last Gala Concert was a success, the Christmas one will not be the same. The Karel Vlach Orchestra will be joined by other well-known talented artists, and alongside the most famous hits, there will also be Christmas hits. In addition, MozART Production will soon be preparing a schedule for 2024, which includes two concerts of its own in spring and winter and, of course, a year-long concert tour across the Czech Republic."

Tom Robin

First Stage of Renovation Completed

In previous editions of the Feel The Change magazine, we informed you about the planned renovation of the lobby of Holiday Inn Prague, but also about the change in the concept of the hotel's kitchen. In the second half of February, we successfully completed the first stage of the renovation.

The aim of this change is not only modernisation, thanks to which the hotel is able to offer new conference facilities, but also to bring the hotel and its cuisine closer to ordinary, non-conference visitors. The first part of the renovation is successfully completed.



WHAT'S BEEN RENOVATED?

The D elicatesse bistro with its open kitchen and summer terrace offers delicious coffee, quick breakfasts, delicious lunch menus, fresh salads, sandwiches and delicious desserts made in-house. Chef Jan Wiesner and pastry chef Stanislav Rojt and their team prepare them daily for guests. It is open daily from 8 am to midnight.

WHAT'S STILL TO COME?

Preparation of the new menu and selection of local suppliers for the new gastronomic concept.



NEW E-SHOP OFFER >

The Holiday Inn Prague e-shop is expanding its offer. In addition to cakes and themed meals for various occasions (Easter, Christmas), it now also offers party treats such as sandwiches and other similar delicacies.



WHAT WAS CREATED?

2 new meeting rooms E and F, which can be connected. They have the latest technological equipment, daylight and free WiFi connection. Each room has a capacity of up to 40 people.

- The pop-up with a capacity of 12 people is an ideal space for relaxation or smaller meetings
- New second reception area, specially designed for groups or events
- New foyer suitable for coffee breaks, for example
- Bites & Wine Bar is the perfect place to enjoy a glass of delicious Czech or international wine along with a small snack. It is open daily from 5 pm to midnight.

This new space, i.e. reception, 2 meeting rooms, foyer, pop-up and Bites & Wine Bar, is available for rent.



What Events Are Planned At The Prague Congress Centre In The Coming Months?

➤ 20. 5.

DIANA KRALL

Number of participants: 2764

One of the best contemporary jazz singers will perform in Prague after almost six years. Just like during her last visit, she will perform in the Forum Hall. Diana Krall is the winner of two Grammy Awards, ten Juno Awards and nine gold, three platinum and seven multi-platinum albums.

➤ 16. 7.

BUDDY GUY

Number of participants: 1777

One of the most influential musicians in history, eighty-six-year-old blues guitarist Buddy Guy will perform in Prague as part of his farewell tour. The artist, will play his most famous songs from his rich career and from his new album *The Blues Don't Lie*, which was released last September.

➤ 27. 7. – 28. 7.

EXPODIA-INNOVATIVE DIGITAL EXPO 2022

Number of participants: 1000

The key event for Expodia. Expodia is an innovative production agency that focuses on creating physical/hybrid solutions for events. Expodia offers a wide range of services from trade shows, exhibitions and expositions. The event at the PCC focuses on the struggle for resources and digital sustainability.

➤ 6. 8. – 11. 8.

ICPHS 2023: INTERNATIONAL CONGRESS OF PHONETIC SCIENCES

Number of participants: 1000

The 20th Jubilee International Congress of Phonetic Sciences returns to Prague after 56 years. It is organized by the Institute of Phonetics of the Faculty of Philosophy of Charles University, which celebrates 100 years of its existence. Prague has become the first city to host this important congress for the second time.

➤ 5. 9. – 9. 9.

WORLD CONGRESS OF MOLECULAR IMAGING

Number of participants: 1500

The World Molecular Imaging Congress (WMIC) is organized by the World Molecular Imaging Society (WMIS) and is led by top academic and industry experts who have extensive and recognized expertise in the field of molecular imaging.

➤ 18. 9. – 21. 9.

FOOD BIOACTIVES & HEALTH 2023

Number of participants: 400

The conference will be held for the fourth time this year. It has already established itself as an important international forum for the presentation of the latest research results on bioactives in food, such as (poly)phenols, glucosinolates, carotenoids and other beneficial food components, as well as food contaminants and toxins. The conference also covers the development of functional foods and dietary supplements, nutrition policy, personalised nutrition and bioavailability, absorption and metabolism of food components and their interaction with the gut microbiota.

➤ 18. 9. – 20. 9.

EXPERTS LIVE EUROPE 2023

Number of participants: 500

This is a community IT conference focused on Microsoft cloud, data centres, security and modern workplace technologies. The conference is open to IT professionals who want to share their knowledge and experience while learning about the latest Microsoft technologies.

➤ 21. 9. – 23. 9.

MARY KAY ANNUAL CONFERENCE

Number of participants: 2000

The PCC will host the annual conference of one of the world's largest cosmetic brands, Mary Kay. Independent beauty consultants will enjoy motivational training, entertainment and a joint celebration of success.

➤ 2. 10. – 6. 10.

WRC 2023

Number of participants: 5000

One of the biggest events to be held at the PCC this year is the World Road Congress dealing with road infrastructure. Its theme is "Prague 2023 - on the road together again". The congress programme will present the results of the work of 24 commissions and will also include a series of specialised seminars and workshops focusing on key issues of the present and the future.

➤ 15. 10.

CONCORD ORCHESTRA

Number of participants: 1775

This world's first dance orchestra has prepared symphonic rock hits for this year's show. Professional musicians from around the world will perform under the direction of Italian conductor Fabio Pirola.



Bites & Wine Bar

17:00 – 0:00



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 - Creation of time and process schedules for your transport
 - Handling and assembly works using special technology*
 - Temporary storage of exhibits and promo material
 - Complete customs clearance service
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 - Cargo insurance
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