

Let's Meet!

Where moments *matter*



- World Road Congress 2023
- Exhibitions As An Important Part of Congresses



We offer innovation, reliability, ideas.

We transcend the borders of tastes, shapes – even of the Czech Republic.



WE SUPPORT SUSTAINABILITY

BPS TOP
A responsible company

Z On the occasion of the presentation of the BPS TOP Responsible Company awards, we had the honor of cooperating with the organization Byznys to put forward our sustainability concept. C

We presented raw materials from local suppliers. without plastic, with minimal waste and maximum taste. Nothing was thrown away, because the guests took home whatever was not eaten.



Dear readers,

times are changing rapidly and so are we. That is why we have changed the communication line of the Prague Congress Centre after several years. We are also innovating our magazine. Apart from a minor change in graphic design we are mainly changing the name. The new one, Let's Meet!, better describes the current essence of the PCC as a place for inspiring meetings and unique moments. It doesn't matter whether you come to us for a professional congress, a cultural performance or any other event. When we summarize the events that have taken place and will take place at the PCC, we find that the PCC fully fulfils the function for which it was built. I am glad that popular cultural events return to us regularly but I am also glad that we can host new ones here; I'm happy that we are hosting major congresses, such as the World Road Congress, which are a huge challenge for us but also a motivation for the years to come.

And the changes are not only taking place in the main congress centre building but also in our hotel Holiday Inn Prague, where the entire lobby, reception, restaurant and bistro have been beautifully transformed. If you haven't seen it yet I invite you to visit us for a cup of coffee with a delicious dessert or our regular business lunches. You won't regret it.

Whether your footsteps head directly to the PCC or just pass by it be sure to notice a new feature that enlivens the neighbourhood. It's called the Spiral and the PCC staff have been involved in its creation. You can leave your message on it.

Thank you for always being with us and making the PCC thrive thanks to you. We are committed to be a great place for you to meet. Let's Meet!

Lenka Žlebková
CEO

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Let's Meet!

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New Composition of The Board of Directors And The Supervisory Board.

In September, the composition of PCC's Board of Directors and Supervisory Board changed.

BOARD OF DIRECTORS:

Ing. Petr Dukát (Chairman of the BoD)
Ing. Jan Brázda, MBA (Vice - Chairman of the BoD)
Ing. Martin Sedeke (Member of the BoD)
Ing. Roman Bělor (Member of the BoD)
Mgr. Michal Hroza (Member of the BoD)

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Ing. PhD. Martina Sieber (Member of the Supervisory Board)
Ing. Michaela Vychodilová (Member of the Supervisory Board)
Mgr. Jakub Wolf (Member of the Supervisory Board)

Prague Hosted WMIC 2023

THE WORLD MOLECULAR IMAGING CONGRESS (WMIC) was held this year in Prague at the PCC. The five-day meeting of experts from all over the world started this year with the theme Immuno-oncology. More than 20 international speakers spoke on this topic. A total of 76 sessions were held in Prague over five days, with nearly 200 presentations from leaders and researchers in the field.

The congress was organized by the World Molecular Imaging Society (WMIS), which was founded in 2011. WMIS is an international scientific educational organization dedicated to understanding the biology and medicine of living organisms through multimodal imaging of cellular and molecular events involved in normal and pathological processes and the use of quantitative molecular imaging in patient care. 1500 experts gathered in Prague. Others attended the congress remotely.



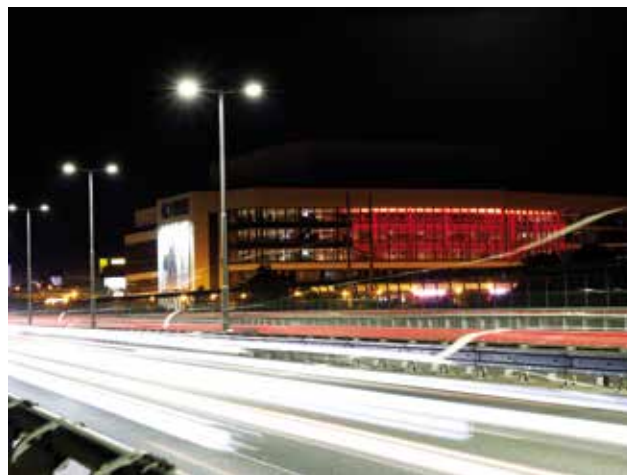
Lenka Žlebková Succeeded in the Manager of The Year Competition

LENKA ŽLEBKOVÁ, CEO OF THE PCC, was successful in the Manager of the Year 2022 competition. She won first place in the Services category. This year marked the 30th anniversary of this competition which recognises various managers across sectors.



World Marrow Donor Day

MORE THAN 50 COUNTRIES celebrated World Marrow Donor Day on 16 September. Various buildings across the continents were lit up in red as a thank you to donors and as a call to join registries. In the Czech Republic, more than 50 institutions took part this year. The PCC also lit up red.



PCC Employees Created The Spiral

IN AUGUST, A RATHER UNUSUAL TEAMBUILDING OF THE PCC'S EMPLOYEES TOOK PLACE. Its aim was to



create a work of art - Spiral. Everyone could use their imagination and creative thinking. The work was created under the supervision of the well-known artist Martin Steinert. The creation of the Spiral was done by using slats that were cut, after they were written or painted on and then screwed together to form a spiral.

➤ The Area in Front of The PCC Was Again Enlivened by Sculptures

THE NEXT EDITION OF THE INTERNATIONAL SCULPTURE SHOW SCULPTURE LINE TOOK place in the summer. The sculptures, which were also placed in the area in front of the PCC, were on display until the end of September. The Sculpture Line project extends the cultural and artistic potential of the area by putting sculptures in public spaces. Its basic idea is to bring contemporary art closer to all age, social and educational levels of the public, thus helping to socialise public space.

For this year's edition of the project, which was the ninth, a collaboration with 5 German artists, namely Martin Steinert, Johannes Pfeiffer, Anja Luithle and Jörg Plickat and Riner Fest was agreed. The German artists were complemented by Czech artists - Václav Fiala, Anežka Filipová, Michal Trpák and Antonín Kašpar.



An Unforgettable Interactive Evening at Holiday Inn Prague

During autumn the Holiday Inn Prague hosted several interactive evenings with Chef Jan Wiesner and a representative of the winery. The evening included, among other things, a live cooking show during which Chef Jan Wiesner prepared his tasting menu which guests then enjoyed together with selected wines. These evenings will continue into the new year. Keep an eye on the hotel's website or social media.





World Road Congress Returned to Prague After 52 Years

The "Olympic Games" of the road construction industry. This is how the World Road Congress, which is organised every four years by the World Road Association (PIARC), is often referred to. This year's 27th Congress took place at the beginning of October at the PCC. This is the second time the event has returned to Prague, having first been held here in 1971. This year's congress also included a Czech-Slovak pavilion, which was jointly organised by the Czech Road Society and the Slovak Road Society.

The first World Road Congress was held in Paris in 1908. A year later, PIARC was founded as a non-profit and non-political association with the aim of organising the exchange of experience in areas related to roads and road transport. The association is based in Paris and today has 125 member associations from all over the world. The main objective is to develop international cooperation and promote development in the field of road infrastructure communications and transport.

The World Road Congress is held every four years and is always hosted by one of the member associations. It is a key event for the road transport industry. Experts not only gather new information but also discuss current best practices and innovative approaches for the development of modern road and transport infrastructure.

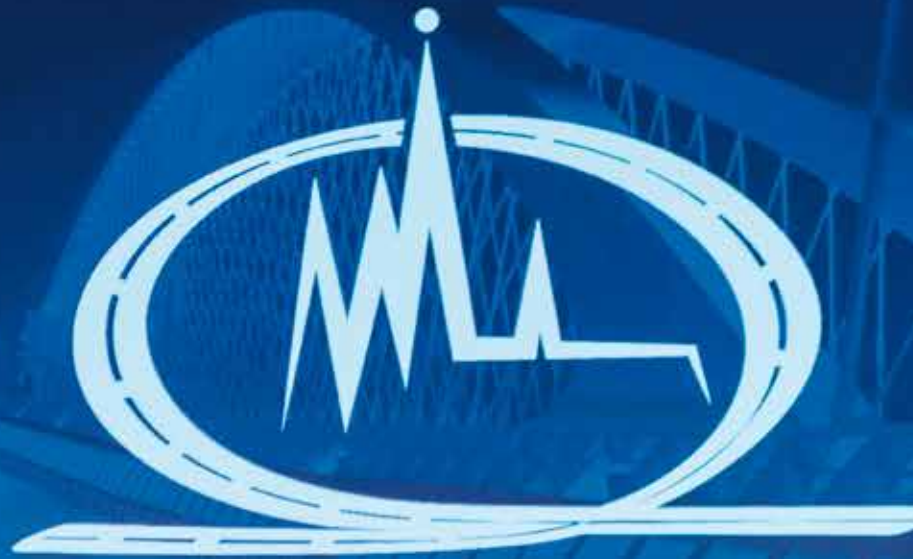
The Czech Road Society decided to try to win the hosting of the Congress for 2023 already in 2016. The official confirmation of



Prague as a host state took place in 2016. Prague beat the other candidates, which were Sydney and Kuala Lumpur.

The Czech Republic thus became only the fourth country in the history of the association to host the congress twice. In addition to the Czech Republic (Czechoslovakia), it was also in Belgium, France and Mexico.

The motto of the congress was Together on the road again. The main themes were highway and road management, mobility, resilient infrastructure and safety and sustainability, operations and maintenance. New topics such as carbon neutrality, autonomous vehicles, electric vehicles and charging infrastructure were also addressed. There was also a meeting of transport ministers from member countries.



XXVIITH WORLD ROAD CONGRESS PRAGUE 2023



Although this was the second time the World Road Congress was held in Prague, it was the first time it was held at the PCC. "We used almost all the facilities of the Prague Congress Centre. We can mention, for example, the well-known Congress Hall for plenary lectures, South Halls 1, 2, 3, Panorama, Clubs A, E and H, the Conference Hall on the 4th floor and the Chamber Hall. In addition, there was an accompanying exhibition on the foyer of the first, second and third floors and the Forum Hall itself was

dedicated to the Czechoslovak Pavilion. A number of smaller lounges were used for bilateral meetings and workshops," said Lukáš Mareček, project manager of the World Road Congress from the C-IN agency, which participated in the preparation of the congress, adding: "Due to the fact that the World Road Congress was organised in four official languages, namely Czech, French, English and Spanish, the vast majority of the programme was also interpreted into these languages, and this entailed a

World Road Congress in Numbers:

➤ **4250**
delegates

➤ **117**
countries

➤ **35** national
pavilions

➤ **3500 m²**
of exhibition space

➤ **600**
Czech and Slovak delegates

➤ **1750**
construction and transport
students from secondary
and higher education from
all over the Czech Republic



relatively large logistical challenge. Some of the interpreters came from abroad and we had to be prepared to distribute up to 4,000 interpreter stations to the delegates. Self-service QR code registration kiosks are already a standard at such large congresses." According to Lukáš Mareček, the congress was a success. "After the congress we sent out evaluation questionnaires to delegates, which we are still processing, but the feedback from participants, exhibitors, the Ministry of Transport and the World Road Association has been overwhelmingly positive."

Modern Technologies Are Increasingly Important For The Commercial Economy of Roadways

Road infrastructure is absolutely crucial for the social and economic development of a country. One of the important societies involved in its development is the Czech Road Society, which is one of the members of the World Road Association (PIARC). Since 1934, the Czech Road Society has brought together engineers, technicians, students and workers who are involved in road management. The Society also organises professional events, the most important being the annual Road Conference. Its other activities include supporting students. As this year's conference showed, modern technology is increasingly important for road management.

The Czech Road Society consists of a Bureau and 12 sections. These include Environment, Economics and Construction Management, Road Safety, Road Bridges and Road Tunnels. The Society organises a number of professional events throughout the year. The current main issue addressed by the experts is the current state and development of road infrastructure, especially with regard to the availability of construction materials and the shortage of labour. From this perspective, modern technology will also play an increasingly important role in this sector.

Professional events are important because they bring together experts from different sectors. These are the people who develop road technology, those who use it in road construction or maintenance and, last but not least, the politicians who are responsible for funding within the public sector.

These events inherently include exhibitions where it is possible to learn about technological innovations. This year's example is the Hydradig machine from JCB. This is a machine operated by one person, it is able to prepare the road surface, mill it and



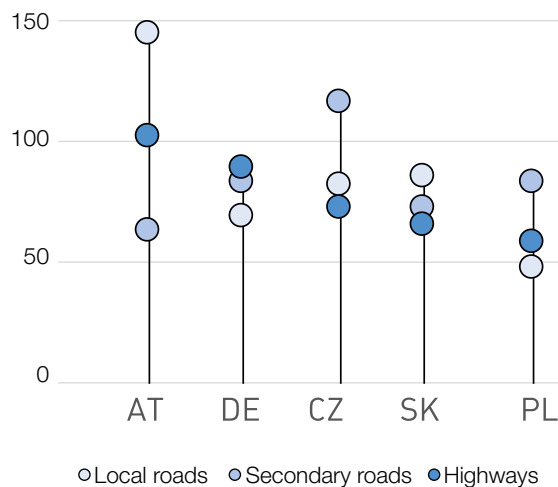
The new machine can prepare, mill and clean the road surface.



clean it without the help of other machines, so that the new surface can then be laid. At a time when there is a shortage of workers in the Czech Republic, modern machines are the future of the industry.

The Czech Road Society also supports students. Since 2018, it has been organising a competition for the best dissertation in road construction. The aim of the competition is to support the next generation of professionals, young scientists and PhD students. The competition allows students to present and promote the best doctoral theses in the fields of road construction and technology to the general professional public. However, support for students will no longer focus only on universities, but will also target secondary schools and vocational schools. The aim is to attract young people back into the industry.

Number of roads and motorways per capita



Modernization of The Visual Style

After six years, the Prague Congress Centre has modernised its visual style and communication lines. The new identity presents the PCC as an inspiring place for great national and international events. The PCC has bet on modern technology, top service and sustainable operation.

Today, the Prague Congress Centre inspires major players in the convention industry, hosts prestigious events, excels in energy efficiency and has record-breaking business results. Its move into the premium segment of international congress service providers is now crowned by a change in its communication line and a refresh of its visual identity. The change is intended to help the centre bring the premium nature of the brand closer to business partners and the general public.

A key part of the PCC's new image is modern technology, top service, sustainable operation and the uniqueness of the moments that participants experience at the PCC events. "We organise major world-class events, meeting the demands of the

most demanding clientele. We have had a record year in terms of profit and have big plans for the future, which include for example the construction of a new hall and the complete cultivation of not only the northern terrace of the PCC but also the surroundings of Pankrac square. I believe we are on a successful path to becoming a premium brand. The time has come to translate our successful development into the modernisation of our visual identity, which should make it clear that we are an inspiring venue for major national and international events," explains Roman Sovják, PCC's Sales and Marketing Director. The PCC wants to provide even more unique cultural experience or events and the revitalisation will provide Prague residents with a pleasant space for active leisure.

**confident
professional**

**artistic
inspirational
unique**

**modern
premium
innovative**

**juveniles
friendly**

sustainable

The process of changing the communication line and visual identity was carried out by the digital agency Cognito, which was chosen by the PCC through a competitive tender. The new direction will be written into the communication strategy, the logo, graphic elements, as well as the colour scheme, which will present the PCC as a confident, professional, artistic company and at the same time underline its friendly approach and commitment to sustainability.

All materials will undergo a transformation from printed and online formats to visitor navigation elements.

Where people connect? >>> Here.



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We Have Invested Into Energy Savings

He was a member of the Board of Directors and CEO, and now Pavel Habarta is the Technical Director of the PCC. The building has undergone significant renovations in recent years, with more to come. Investments in energy-saving technologies, including the installation of solar panels, have been essential.

You know the PCC very well. You were a Member of the Board of Directors for several years and even a CEO for a while. How does that help you in your current position?

I have been a Member of the Board of Directors for 4.5 years and CEO for 1 year. I would argue that you either fall in love with the PCC right away or you leave the PCC relatively quickly. There aren't many companies like ours. My tenure in the company's top bodies influenced me a lot and certainly had a direct impact on my success in the CTO selection process. Knowing the building, knowing the staff and the company processes is a big advantage. My personal insight lies in the belief that it will be harder for me in the role of technical director than to lead the entire company. The level of detail and the complexity is significantly higher in a CTO position. Fortunately, there is Luděk Bednář, who has patience with me (at least for now), a well-assembled team of engineers, and many other employees outside the technical department who help me. Today I am happy and grateful that the current CEO approached me to take part in the selection procedure.

Do these two positions have anything in common?

The CEO position is more about implementing the vision of the shareholders and carrying out the tasks entrusted by the Board of Directors. It is often a thankless role, as some tasks are very difficult to accomplish. The tasks often require more time, people or capital than we have. One must be able to communicate, explain patiently, listen empathetically and be able to respond quickly to changing business conditions. Conversely, the role of the CTO is about achieving a quality standard - keeping all technology running at all times so the economic activity is not interrupted. Our hotel, long and short leases (long and short term rentals)



Pavel Habarta, Technical Director of the PCC

and parking --all of this generates revenue. We in the technical department keep an eye on costs.

With what goals/objectives did you accept the position of Technical Director?

The most important task is to take over the whole agenda from the current technical director Luděk Bednář. And I already know that this will not be easy in a situation where our building has hundreds of rooms, all of which are serviced by technology. A lot has been invested in the building in the past, but more big investments are to come. The hotel building has a new ground floor with a hotel lobby, the rooms have been gradually renovated, and the elevators are being replaced. The roof of the PCC building and the halls have undergone major renovations and the EPC project for energy savings is well underway. We still have to replace the escalators, completely revise the stage technology, invest in fire protection measures, and finally it seems that the long-awaited project to renovate the south garage and build a new hall will start. A project to revitalise the north garage and the terraces around the building is also now underway. We are looking at a period of perhaps 5-7 years which will bring many new things. And I want to be there.

The PCC has undergone reconstruction in recent years. Which one do you think was crucial?

One of the most important is the solar panels. 2,080 of them have been installed on an area of 7,000 m². This will save the PCC up to 10% of its total energy consumption, but also possibly ten tonnes of CO₂. The power plant itself saves around CZK 5.5 million per year, and even here the PCC invested only minimal upfront costs. The photovoltaic system is repaid in the price of the energy it consumes.

Other investments in energy-saving technologies have also been successful. Replacing interior lighting with LEDs saved 80% of the electricity used for lighting. Today we have 95% of the lights replaced and we will invest another CZK 3.5 million in replacing the original lights before the end of the year. Over 300 air handling units have been refurbished and now have heat recovery. We have three new gas condensing boilers, which save a third of the gas compared to before the renovation. A new cogeneration unit has been used which generates electricity while using the heat from the engine to heat water for heating or water for daily use. The efficiency of the compressor chiller has been doubled and sophisticated technology has been used to control the operation. Hundreds of sensors supply data to coordinate the operation. In part, the processes are automated and in part, we have retained the ability for immediate response by the technical control room.

A good example of the use of modern technology is the pre-heating or pre-cooling of halls according to their occupancy and the current weather.

On the contrary, is there anything else that needs to be improved in the PCC?

There is always room for improvement. That's the "kaizen" philosophy I learned in a Japanese soldering producer company I helped to build as a young manager just outside Prague.

We have challenges ahead of us in the form of electromobility and building infrastructure not only for parking electric vehicles but also for charging them.

The big challenge for the PCC is to solve the insulation of the building, as the amount of glass areas is enormous and the pay-back is out of sight using current technology. Insulating the building is also complicated because of the architecture that needs to be preserved. We are also trying to connect the fight to save the climate, as defined by the Green Deal, i.e. to make Europe climate neutral by 2050, with the economics of the company, which sometimes goes against each other.



Free cooling exchangers of the central air intake of the C2 machine room.

I would also like to continue implementing the digitisation of our property data.

I am also still thinking about optimising our waste management. I would like to achieve a higher level of waste sorting, efficiency and savings in collections, not only at our company level but also with our suppliers and tenants.

There are charging stations for electric vehicles in the PCC. Are you planning any other similar "green" projects?

We plan to expand the charging of electric cars on the south terrace as part of the redevelopment of the south garage, and the same will happen on the north terrace. Eventually we could supply up to 150 charging points, which would mean using up today's reserve power capacity. There will be more "green" projects in general, but probably smaller ones.





Brutalism: Dominant and Astonishing

In the capitals of the countries of the former socialist bloc, since the end of the 1950s, large representative complexes, most often called "Palaces", were built. It then depended on the particular decade, to whom the palace was attributed in name (the people, the Republic, the culture...) and what architectural style was chosen.

What did not change, however, was the ever-present emphasis on the artistic decoration of the interiors and exteriors. The aim was to be a *Gesamtkunstwerk*, i.e. a detailed architectural work whose individual components create a compact and maximally impressive impression.

The former PaKul (Palace of Culture), now the PCC, is no exception to this; it is still full of works of art that can be counted among the finest examples of period production. However, it is

necessary to constantly remind ourselves of the value of this composite whole, which has been preserved to this day with only minor modifications. This is not given, and it is easy to lose this artwork in its original setting with a few ill-considered decisions.

The palaces of the former Eastern Bloc countries have undergone drastic changes, whether in Sofia, Warsaw or Belgrade, but they have been kept at least partially in use. The Palace of the Republic in Berlin, however, is no longer to be found today; in its



place, a copy of the Baroque palace was recently completed, which was demolished shortly after the Second World War. It was replaced by a symbol of the East German regime in the 1970s. It was nowhere near as intimidating and reprehensible as the Berlin Wall, but thousands of memorialists associated it with the regime in comparable terms. Indeed, since its opening it has become almost ubiquitous - the Bundestag has met here, reunions have been filmed here, or episodes of *Ein Kessel Buntes* have been filmed here. It was a place of state representation, culture, recreation and education.

Its "Prague brother" was in a similar position. No expense was spared in the construction, only the highest quality materials and technologies were used. Around three hundred works of art were placed in the entire building. An impressive number for those times, let alone for our present. Apart from the dozens of mediocre works, many paintings, sculptures, reliefs and design

pieces include some really interesting works that attempt to be a distinctive artistic expression despite the ideological assignment.

Art of the post-war period is becoming an increasingly popular phenomenon, both unofficial and a selected segment of official art. One such example is the collection of works by artists of three generations, different experiences and life destinies preserved in Prague. The palace itself is a valuable document of the time. It is therefore great that we have managed to preserve the building and its furnishings for the most part. Because in Berlin, not only the visual arts, but especially the collective memory has been lost through demolition. Everyone forgets quickly, and a pseudo-Baroque replica of the Berlin Castle will neither be a good "memorial" nor a quality replacement for the already double loss of memory of the place.

Lukáš Veverka

The author is an art historian

A completely plant-based congress

Zátiší Catering is a pioneer in promoting sustainability in gastronomy, whether it is through the use of seasonal local ingredients, the proper sizing of portions, using ecological boxes for takeaway food, eliminating plastics or increasing the proportion of vegetarian dishes on menus. However, a purely vegan congress represented a new challenge!



On September 12-14, the American animal-rights nonprofit the Humane League organized the 4th annual OWA Global Summit international congress at the Prague Congress Center. Eighteen years ago, the Humane League started drawing attention to the unethical and inhumane methods used in poultry farming. The organization, which promotes the rights of animals exploited in the food industry, began as a tiny grassroots movement protesting foie gras at local restaurants in Philadelphia in 2005. Today it is a worldwide organization trying to influence restaurants, retail chains, food manufacturers, animal breeders and governments to change how animals are farmed. In 2016, it founded the Open Wing Alliance (OWA), which unites 100 animal protection organizations in 72 countries and promotes the welfare of farm animals in almost all markets in the world. Their common goal is to improve the breeding and farming conditions of chickens so that they

can freely spread their wings and live safe and happy lives. Zátiší Catering prepared vegan refreshments for the three-day summit, which welcomed 124 animal-rights activists from 44 countries and 52 organizations.

A creative challenge

Zátiší Catering Director Jan Šmelhaus began preparing the menu in June. He researched interesting vegan recipes and vegan versions of popular world dishes, and also created new dishes made with appropriate ingredients. Finally, together with the Zátiší Catering chefs, he selected 45 dishes for breakfast – both cold and hot, sweet and salty – and for morning and afternoon break and lunch. Guests started the day with a chickpea omelet with potatoes and arugula; oatmeal with caramelized peaches, nuts, coconut flakes and maple syrup; a vegan banana sandwich or a



tortilla with grilled vegetables. For lunch, for example, there was tomato soup with basil, Udon noodles with tempeh and vegetables, tofu curry with green beans, palak tofu with homemade pasta, tomato couscous with grilled eggplant, pumpkin barley risotto, vegetable masala with rice or fresh pasta with tomato sauce. Colorful vegetable salads and desserts, such as panna cotta, mango cheesecake, ice cream, chocolate cake and poppy seed cakes, were also served. "Guests absolutely loved the chickpea fritters with maple syrup and vegan whipped cream and the desserts," observed Jitka Zahradková, manager of Zátiší Catering for this event. "They also went to the chefs to ask for some recipes and took pictures of the dishes." In three days, the chefs prepared some 9,000 portions of food, and all the guests were more than satisfied. For the first time in the four years of this summit, they were not hungry afterwards and really liked the food. Aliya Amanzholova, OWA project manager, was delighted. "Zátiší Catering completely exceeded our expectations," she said. "We wished for great food and got a stunning vegan feast. Every day we were surprised by new delicious dishes, from fresh salads to warm dishes to sweet treats. We were very amused by the Smoothie wheel, on which everyone could make their own smoothie! The entire Zátiší Catering team contributed to the success of the congress to a large extent, and warmly took care of us every day."

The good news is that vegan dishes will now become part of Zátiší Catering's snack offer and will probably gradually appear in Fresh & Tasty canteens, so that vegans and people with various food intolerances can enjoy food that is both delicious and healthy. Jan Šmelhaus was also happy with the result. "Purely vegan refreshments for a three-day summit for 150 people seemed like a big challenge at first, but our chefs immediately discovered its creative potential and then just competed to create delicious and beautiful dishes," he said. "Satisfied guests and their obvious pleasure have confirmed to us that this direction can be another interesting way of catering."

Exhibitions As An Important Part of Congresses

Exhibitions are an important and essential part of many congresses and professional events. Petr Škarka, the CEO of EXPOSALÉ, knows very well the importance of exhibitions at these events. "It is a space where business interests are connected, news is presented and relationships are built. The importance of exhibiting can vary depending on the specific situation and the objectives of the participants

Congress is designed for a purely professional audience, so despite the much higher cost to exhibitors for exhibition space, this format of presentation is still in high demand. This is because it can reach a very specific target group of potential and existing clients attending a given professional congress. This effect cannot be achieved at a trade fair at a lower cost," he says.

How to create a stand that will be seen among others?

That's a good question that I can't answer with just one sentence. After all, creating a stand that will be seen by others is one of the main aspects of successful participation in an exhibition. There are several important steps that can help.

In our company, we create stands that must catch the eye of visitors at first sight. The stand presentation should be attractive and unique. Of course, it depends on what kind of event it is. Is it a trade fair for the general public? A smaller exhibition? A congress? In our company we use high quality graphics, lighting and colours to attract attention. A clear and attractive design is definitely the key to making a client's stand be visible.

You also need to consider with your clients in advance what makes their business unique and display those products or services. Always keep in mind that less can be more and an overly crowded booth can put visitors off.

In summary, creating a stand that stands out amongst the rest depends on a combination of good and imaginative design, effective communication and creativity. It is also important that the stand reflects the identity and values of the company.

What are the current trends in the exhibition industry?

The exhibition industry is a field that is constantly evolving and changing in response to new technologies, changes in visitor behaviour and design trends. Again, the format of the booth de-



Petr Škarka, CEO EXPOSALÉ

pends on the format of the exhibition. In general, modern exhibition concepts emphasise a well thought-out, imaginative and clear graphic design. If I were to mention a few current trends in the exhibition industry, they would be:

Digital technology. Interactive elements and digital technologies are increasingly important. This includes the use of touch screens, virtual reality, augmented reality and mobile apps to engage visitors and provide information.

Sustainability. The exhibition industry is increasingly focused on sustainability. The use of recyclable materials, reducing the energy consumption of stands and promoting green practices are important trends.

Flexibility. Modular stands make it easy to adapt the stand to different events and space constraints. This trend allows companies to reduce costs and increase efficiency.

Visitor experience. Creating a memorable experience for visitors is increasingly important. This includes interactive presentations, fun activities and the inclusion of challenge elements.

Online and offline connectivity. The exhibition industry is becoming more intertwined with the online world. Companies often create digital versions of their stands and activities for those who cannot be physically present at the show. Online marketing and social media are also playing an increasingly important role in promoting participation in exhibitions.

Personalisation. Personalised communications and commercial offers to visitors is on the rise. Companies are looking to better understand their customers' needs and provide them with relevant information and experiences.

Creative design. Original and creative stand design is still key to attracting attention. Many companies are trying to create stands that are visually appealing.

These trends can be a challenge but also an opportunity for companies participating in exhibitions. It is important to be open to innovation and flexible in adapting your approach based on current needs and trends in the exhibition industry.

Does it depend on the theme of the congress or can the stand be prepared in the same way for all types of events?

The theme of a congress or exhibition certainly plays an important role in the preparation of a stand. Each congress or event may have its own focus, target group and atmosphere and the client's presentation should correspond as closely as possible to these specifics. That said, there is no one-size-fits-all stand template that works for all types of events.

There will certainly be a difference in the design of the stand at a pharmaceutical congress with a dental focus, where a large number of products from implants to medical equipment need to be exhibited and presented compared to the recent World Transport Infrastructure Congress, where virtually no exhibitor physically presented any of their products and everything "played out" through audiovisual presentations and large print presentations.

What to consider when preparing a stand?

The theme and target group of the event. Who are the visitors of the congress or exhibition and what is the main purpose of the event is decisive. The stand should be designed to appeal to this target group and reflect the theme of the event.

Visual style: The colours, graphics and design of the stand should be in line with the theme and atmosphere of the event.



This may include the use of specific colours or graphics associated with the theme.

Products and services: If you offer different products or services, you can adjust the booth presentation to more emphasize those that are relevant to the event.

Interactivity: For some events, it may be appropriate to include more interactive elements in the booth, while others may require a more formal and informative presentation.

Message: the way you communicate with visitors should be tailored to their expectations and needs for the specific congress or exhibition.

Visitor experience: strive to create a stand that provides visitors with a memorable experience and reflects the uniqueness of the event.

Overall, flexibility and the ability to adapt to specific needs and themes are key to successful participation in different types of events. The stand presentation should be in line with the specific requirements of each congress or exhibition.

Does the size of the exhibition play a role?

The size of your stand can play a role in attracting attention at an exhibition but more important is how effectively you use the space available and how you present your company, products or services. A smaller stand can be just as successful as a large one if it is properly designed and thought out.

We definitely have to take into account:

- The purpose of the exhibition stand. If you just want to get in touch with potential customers and convey basic information, a smaller booth may suffice. However, if you plan to make presentations or demonstrate products, a larger space may be beneficial.
- Efficient use of space.
- Quality of design. Any stand, regardless of size, should have a professional and attractive design. A well thought out design can make a stand attract more attention.
- Creativity and interactivity.
- Focus on quality, not quantity. Instead of trying to create a large stand with lots of content, focus on quality presentation and the message. Less can be more if done well.
- Quality staff. Regardless of the size of your stand, it is crucial to have qualified staff that can effectively interact with visitors and represent your business.

Overall, the size of the exhibition is important but the quality of design, presentation and interaction with visitors are crucial factors for a successful participation in the exhibition. A smaller stand can be very successful if it is well thought out and tailored to our client's goals and needs.



You have experience with many spaces. How do you prepare the stands for the PCC?

With 30 years of experience in the exhibition industry we are able to compare exhibition spaces from all over the world. And if we focus on the exhibition spaces here at the PCC with which we are a contractual partner, we can clearly say that they are among the most original and at the same time the most idiosyncratic.

For the organisers this represents a real challenge. They have to deal with many atypical factors when planning and designing exhibition spaces. Unlike traditional exhibition halls, in which we also hold congresses, there is perhaps not a single right angle here. We can encounter different heights above the stands, permanent obstacles in the form of different types of staircases, design elements and glass walls that affect the layout of the displays.

Although these atypical factors can be seen as complications, they are also a source of inspiration and creativity for our experienced exhibition designers. It is the experience and creativity of these designers that allows us to create very interesting and unique exhibition spaces. Every exhibitor at the PCC has the opportunity to take advantage of this unconventionality and create an environment that is significantly different from standard exhibition spaces.

This unusualness of space at the PCC offers exhibitors the opportunity to stand out, whether through creative placement of displays, original design or interactive elements that will engage visitors and leave a lasting impression. This original design and creative layout could be seen at the International Transport Infrastructure Congress.

The PCC thus becomes a place where technical expertise and exceptional design intertwine and where exhibiting is more than just presenting, it becomes an experience and inspiration for all participants who attend congresses at this venue.

Ludovico Einaudi Again in The PCC

Italian pianist Ludovico Einaudi sold out his Prague concert for the third time. In mid-November, this artist performed at the Prague Congress Centre after seven years and his concert was again viewed by a sold-out hall.

During the concert, Ludovico Einaudi presented his latest albums *Underwater* and *Music of Care*. He received the prestigious Opus Klassik Award for *Underwater*. The composition was made during the COVID lockdown, which influenced it greatly: "The incredible silence that surrounded me helped me to concentrate more effectively. My head "cleared" of everyday worries. I didn't have to meet any deadlines, and it helped me feel like I was 18 again, when my future wasn't clear yet and I was making music just for fun," commented the composer, who performs in Prague repeatedly.

"There is a great interest in his concerts in the Czech Republic and he has his loyal fans here - they are one of the main reasons why he likes to come back to Prague for concerts," said Michaela Beránková from the organizing agency Charmenko Czechia, who confirmed that Prague is doing very well as a destination. "It is not easy to get these concerts for Prague. The concert is preceded by months of negotiations with the artist. Fortunately, Prague is in a great location right in the middle of Europe, so it is a frequent stop for many artists during European tours," explains Michaela Beránková.

The PCC was chosen again for the Ludovico Einaudi concert. "This is one of the few venues that offers such a large seating capacity. And compared to arenas, it is a much nicer and more suitable space for the type of intimate music that Ludovico Einaudi creates," says Michaela Beránková.

The organizing agency is extremely satisfied with the facilities offered by the PCC. "The hall is fully sufficient in terms of technical requirements. It offers good acoustics, comfortable seating and plenty of space for the audience. The PCC also has excellent facilities for the artist and all the people involved in the concert. The foyer, on the other hand, offers comfortable spaces with a beautiful view of Prague, which is appreciated especially by visitors," adds Michaela Beránková.



Photo: ČTK

Ludovico Einaudi

The Italian pianist was born in Turin but studied music composition at the Verdi Conservatory in Milan. He describes himself as a minimalist. Minimalism was originally an artistic movement that spread in sculpture and painting, later making its way into other artistic disciplines. Rhythm, repetition and tectonic static play a central role in minimalist compositions. This music gives the listener an unchanging monotonous impression.

Ludovico Einaudi's compositions have also appeared in many films and television programmes. For example, *Oltremare*, *Golden Butterflies*, *Petricor*, *Divenire* and *Low Mist* are featured in the Oscar-winning 2020 film *Land of the Nomads*. Other songs by Einaudi have appeared in some episodes of *Top Gear*.

After Nine Months, Holiday Inn Prague Completes Renovation And Unveils New Premises

Holiday Inn Prague has successfully completed an extensive renovation of the hotel lobby. Guests have been able to use the new Open Lobby since mid-June. They include the reception, two new meeting rooms, a pop-up, a foyer suitable for coffee breaks, the Esprit restaurant, the Délicatessen bistro with an open kitchen and summer terrace and the Bites & Wine bar. The renovation which took a total of nine months was done while the hotel was in full operation.

"We are absolutely satisfied with the result," says Kamil Zlomek, the hotel's director. The architect of the IHG® Hotels & Resorts group, which owns the hotel franchise, also praised the final appearance. "According to him, this is one of the most impressive renovations, it is fantastic," adds Kamil Zlomek. The renovation was entrusted with full confidence to architect Jan Mackovič from the architectural studio mackovič architecture s. r. o.

As a result of the reconstruction, the Open Lobby was created. It is a completely new, modern format that changes the traditional form of the hotel lobby by connecting public areas such as the reception, lobby, restaurant, bistro and bar to create one open, integrated space. This concept was created by analysing the needs of guests who want not only to work but also to relax and have fun.

During the festive Open Lobby Party, Lenka Žlebková, General Director of the Prague Congress Centre, under whose management the hotel also falls, praised the successful reconstruction: "I would like to thank our shareholders and investors, which are the City of Prague and the Ministry of Finance of the Czech Republic, for investing funds in our hotel after 22 years. At the same time, I thank the members of the Board of Directors and the Supervisory Board, past and present, who have supported this investment and continue to support us. I would also like to thank the contractor Capexus for their communication and positive attitude and the project manager Richard Smisek, without whom we would have had a hard time completing the project. However, I would especially like to thank all the employees of the hotel. It has been a challenging nine months, and yet we have not closed for a single day."



The Open Lobby party also introduced a new gastronomic concept based on ingredients from local farmers who use proven, honest and traditional forms of processing, production and breeding with respect for natural resources and the environment. This concept allows guests to get exactly what they need at any time





of the day. Whether it's an all-day menu, a drink at the bar or a seat in the bistro or on the terrace. Of course, there is also the option to take food and drinks with you to your room.

The main purpose of the entire renovation is not only to modernize the hotel but also to make it more accessible to the general public, not only to hotel guests.

Culture

▶ 7. 12.

Illusionist Chris Stark and The Magic Show PRETENDER

Number of participants: 1775

World-renowned illusionist Chris Stark will perform his PRETENDER show full of spectacular and unbelievable illusions. The Magic Show PRETENDER is the story of a young man's adventure to find his true self. The experience is enhanced with music and ballet.

▶ 10. and 11. 12. **Mireille Mathieu**

Number of participants: 2766

One of the greatest chanson legends in the history of world music celebrates 60 years on the music scene. Her new world tour is therefore called ANNIVERSARY TOUR - 60 YEARS OF LOVE. She will perform twice at the PCC on this occasion.

▶ 13. 12. **Karel Vlach Orchestra Gala Concert 02**

Number of participants: 1777

The second Gala Concert of the well-known Czech orchestra is called Not only at Christmas. The concert will feature well-known hits, gospels and Christmas carols performed by Bára Basiková, Václav Noid Bárta, Jan Bendig and the children's choir Coro Piccolo.

▶ 15. 12. **Christmas in Hollywood Symphonic Show**

Number of participants: 2766

A unique concert show with over 150 professional performers on stage bringing together the world of film, music and Christmas magic. A large symphony orchestra and choir will perform tunes from Home Alone, Frozen, Love Actually, The Polar Express and many more. The performance will be complemented by animations on LED screens and dynamic lighting.

▶ 16 and 17. 12.

GREGORIAN - The Best of World Tour - Pure Chants

Number of participants: 2766

A group of great singers, wrapped in monk's robes, singing the world's greatest pop and rock hits in medieval arrangements.

▶ 19. 1. 2024

LADY CARNEVAL - The Greatest Hits of the Divine Kája

Number of participants: 1370

Karel Gott's greatest hits will be performed by singer Ladislav Bubnár accompanied by Felix Slováček Jr.'s orchestra. The compositions in a modern, novel style will be complemented by lighting effects and a modern stage, which will correspond with the concept of the entire concert.

▶ 28. 2. – 4. 3. 2024 **Shen Yun**

Number of participants: 2766

Showcasing the beauty of ancient pre-communist China through dance and music, each performance consists of approximately 20 acts that quickly move from one legend, region or dynasty to the next.

Congresses and Conferences

▶ 8. – 10. 1. 2024 **IBS Prague**

Number of participants: 800

The main conference of the international community of scientists working on biogeography, macroecology and ecology in general will take place in the Czech Republic for the first time.

▶ 19. – 23. 3. 2024

European Lung Cancer Congress (ELCC) 2024

Number of participants: 1500

The European Lung Cancer Congress is a gathering of multidisciplinary experts working together to advance science, disseminate education and improve the practice of lung cancer specialists worldwide.

▶ 24. – 27. 3. 2024 **Retail Summit**

Number of participants: 700

Retail Summit is one of the largest business conferences in Europe. Since 1995 it has been the main platform for all those who want to grow and strengthen their presence on the Czech and Central European market.

▶ 7. – 13. 4. 2024

International Society for Heart and Lung Transplantation

Number of participants: 3000

Founded in 1981, the International Society for Heart and Lung Transplantation is a professional organization dedicated to research and education in heart and lung disease and transplantation. It holds annual scientific meetings.

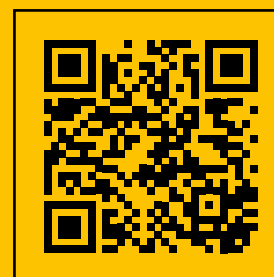
▶ 17. – 19. 4. 2024

World Congress Vascular Access (WoCoVA) 2024

Number of participants: 1000

The World Vascular Access Congress is a meeting of experts. The 3-day congress features highly renowned vascular access specialists from around the world. A number of manufacturers and distributors will present and demonstrate their latest products.

Current list of events can be found here



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