



**Magiczny
Kraków**

ICCA Best Marketing Award competition

2021-11-16

“The KRAKÓW NETWORK protocol, announced back in March 2021, has undoubtedly revolutionised our industry. Nearly 50 representatives of the local MICE industry were involved in the development of the document, with more than 180 companies and institutions signing on the provisions and regulations worked out during the three-month negotiations.

The fact that the KRAKÓW NETWORK Protocol won such a prestigious marketing competition confirms the validity of our efforts aimed at promoting Krakow as a