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POT PCB Recommendations for 2025-2026

2025-01-24

On January 22, 2025, one of the key events in the calendar of the Polish Tourism Organization - Poland Convention Bureau (POT PCB) took place at the Copernicus Science Center. During the meeting, recommendations for Professional Congress Organizers (PCO), Professional Incentive Travel Organizers (ITC) and city and regional Convention Bureaux for 2025-2026 were ceremonially presented.

The Polish Tourism Organisation has distinguished 21 business entities and 9 city and regional convention bureaux as part of a recommendation programme for convention offices, professional congress organisers and incentive travel.

For over 20 years, the Polish Tourism Organisation has been running recommendation programmes, which play a key role in attracting international events to Poland. After successful verification of documents submitted under the programme, certificates for 2025-2026 were awarded to 21 business entities (including some in two categories) and 9 convention bureaux. Four new entities were also among those distinguished: **Dream Events (Katowice), Work Group (Wrocław), Bydgoszcz Convention Bureau and Silesia Convention Bureau.**

The President of the Polish Tourism Organisation, Rafał Szmytke, emphasised the importance of the recommendation programme in his speech: *"We are pleased that the recommended entities stand out with numerous activities that demonstrate their high level of professionalism. This is evidenced by the certificates they have obtained, membership in associations and international organisations, industry awards and involvement in activities carried out in the spirit of sustainable development."*

Convention bureaux and companies specializing in organizing events recommended by POT can count on the support of the Poland Convention Bureau POT, including participation in trade fairs, trainings and industry events both in Poland and abroad. *"I sincerely congratulate all those distinguished and wish them further success in attracting meetings and events to Poland. At the same time, I would like to thank the Copernicus Science Center for its support and co-creation of today's interactive Creators' Laboratory,"* added the President of POT.

Plans for 2025

After the ceremony of presenting the recommendations, the participants were welcomed by Dr. Ilona Łowiecka-Tańska, Program Director for Innovation at the Copernicus Science Center. In her speech, she emphasized the important role of cooperation between the tourism sector and scientific and cultural institutions, pointing out its potential in developing innovative projects and supporting the meetings industry.

The next point on the agenda was a presentation by Aneta Książek, head of the Poland Convention Bureau POT, who presented plans and initiatives for 2025. Among the priority activities, she listed support programs promoting the Polish meetings industry on international markets. She also emphasized the key role of PCB in shaping the image of Poland as an attractive business destination,



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which is an important element of the strategy of the Polish Tourism Organization.

One of the key points of the program for 2025 will be the reactivation of the National Support Program for the Meetings Industry. During the event at the Copernicus Science Center, an agreement was signed, the signatories of which were representatives of the Poland Convention Bureau POT, Polish Airlines LOT and the Association of Conferences and Congresses in Poland (SKKP). Participants were presented with the main assumptions of the program, the aim of which is to support the meetings industry in acquiring international congresses and conferences.

Creators' Lab - a space for innovation and creativity

The second part of the event was dedicated to workshops, presentations and networking within the "Laboratory of Creators". The main presentation was given by invited experts from IMEX Group: Suzanne Medcalf Mulligan (Head of Engagement) and Sophie Pink (Digital & Social Media Manager). In their presentation, they presented global trends shaping the meetings industry, sharing experiences from the perspective of the organizer of one of the largest trade fairs in this industry (IMEX in Frankfurt and IMEX America in Las Vegas).

The experts shared how IMEX Group builds an engaged community around its events, emphasizing relationships and collaboration. They paid special attention to the role of Instagram in IMEX's marketing strategy - a tool they use to promote events, build their brand, and communicate with an international audience. They also pointed out the importance of authenticity and visual storytelling in attracting participants and partners from around the world, and mentioned the unique hashtags #IMEXcited and #IMEXhausted. Music and dance play an important role in creating a positive message.

In the next part of the Creators' Lab, participants had the opportunity to listen to presentations by Polish experts. Jarosław Marciuk (PCB POT) presented the topic "Instagramization of promotional content for the meetings industry".

Mariusz Kosowski (Smart Photo Lab) emphasized the importance of emotions in marketing campaigns, showing how their conscious use can attract the attention of recipients and build lasting engagement.

The practical part of the event included exploring interactive exhibitions of the Copernicus Science Center, which allowed participants to experience learning through play. An additional attraction was a unique interaction with the humanoid robot AMECA, which emphasized how technology can stimulate creativity and innovation in event organization.



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List of recommended entities

In the next edition, the following companies and institutions received positive verification of the documents required to obtain the recommendation of the Polish Tourism Organisation for 2025–2026.

Convention Bureau (city and regional)

1. Bydgoszcz Convention Bureau
2. Gdansk Convention Bureau
3. **Kraków Convention Bureau**
4. Łódź Convention Bureau
5. Mazovia Convention Bureau
6. Poznań Convention Bureau
7. Silesia Convention Bureau
8. Warsaw Convention Bureau
9. Convention Bureau - Wrocław

Professional Congress Organizers (PCO)

1. Argentum Event
2. Bespoke
3. Business Service Galop
4. Creative Poland
5. **DMC Poland**



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6. Dream Events
7. **event-factory**
8. FSWO Sp. z o.o.
9. Furnel Travel International Sp. z o.o
10. Grupa MTP - Poznań Congress Center
11. **JAN-POL DMC POLAND**
12. **Jordan Group**
13. Mazurkas Congress Management
14. PolandPops Meetings & Incentives
15. RELAGO
16. **Symposium Cracoviense Sp. z o.o.**
17. **Targi w Krakowie Ltd.**
18. **Tarifa Corporate Events**
19. Work Group

Incentive Travel Company (ITC)

1. Argentum Event
2. Bespoke
3. Creative Poland
4. **DMC Poland**
5. Dream Events
6. Furnel Travel International Sp. z o.o
7. **Intercrac DMC**
8. **JAN-POL DMC POLAND**
9. Mazurkas DMC Poland
10. PolandPops Meetings & Incentives
11. **Tarifa Corporate Events**
12. Travel Projekt DMC Poland
13. Vengo DMC Poland Sp. z o.o.
14. WOWLAND - POLKA TRAVEL