



**Magiczny
Kraków**

39th CityDNA Summer School in Luxembourg

2025-09-26

The City Destinations Alliance (CityDNA) successfully concluded the 39th edition of the prestigious CityDNA Summer School in Luxembourg, hosting 48 participants from 18 countries. Representatives of the Kraków Convention Bureau also took part in the intensive program of learning, experience exchange, and networking, continuing the city's mission to develop staff competencies and strengthen Kraków's position in the meetings market.

A rich educational program

During four days of classes, participants had the opportunity to explore both the basics of the business events industry—building customer relationships, application strategies, cooperation with associations and corporations, the role of PCO—as well as current key topics such as sustainable development, equality, diversity, and inclusivity (EDI), event legacy, and the growing role of artificial intelligence (AI).

The program included interactive workshops, outdoor sessions, a joint Hackathon, and a technical visit to the European Convention Center Luxembourg (ECCL). Educational elements were interspersed with cultural and integration activities, creating a unique combination of learning and networking.

Experts and commitment

The entire program, led by Dennis Speet (Amsterdam Convention Bureau), was conducted by experienced industry leaders from across Europe. All lecturers are involved in the project on a voluntary basis, which demonstrates their enormous commitment to developing young talent and their willingness to share their knowledge.

A shared vision with Luxembourg

This is the third time that Luxembourg has hosted the CityDNA Summer School (previously in 1988 and 1999). The event highlighted the shared values of the organization and the city—sustainable development, openness, and knowledge exchange. Participants met with Eric Thille, Minister of Culture and Secretary of State for Tourism, who emphasized the role of international dialogue and investing in new talent.

The event also featured the presentation of Luxembourg's new promotional film, [“A Bubble Full of Life”](#) attended by students and staff.

Kraków invests in the future

“Our employee's participation in the CityDNA Summer School is an investment in the development of skills that are essential for further strengthening Kraków's position as a leading meeting destination. It is also an opportunity to build an international network of contacts and exchange experiences that



**Magiczny
Kraków**

have a direct impact on our daily work,” emphasizes the Kraków Convention Bureau.

Next steps

CityDNA has announced that the 40th edition of the Summer School will take place in Dijon (France) on August 24-28, 2026. Even earlier, on January 20-21, 2026, the first CVB Expert Meeting will be held in Graz (Austria), aimed exclusively at professionals from convention bureaus.