



**Magiczny
Kraków**

ICE Kraków among Europe's Best Congress Centres

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For the sixth time, the ICE Kraków Congress Centre has been singled out for distinction at the international Meetings Star Award competition. Just like last year, ICE Kraków was honoured with a gold quality certificate in the Convention Centres category, obtaining a score of 4.91 on a 5-point scale.

“2020 was without doubt a challenging year that many representatives of the MICE industry would gladly forget. As a consequence, the accolade is all the more pleasing. Despite fewer events, the past 12 months have not been wasted. We have used the occasion to adapt ourselves to the new reality, seek new functionalities of the facility, and prepare new sales and communication strategies, which has enabled us to organise events in compliance with the restrictions that apply to us”, says Izabela Błaszczuk, Director of the Kraków Festival Office, which is the operator of ICE Kraków.

The Meetings Star Award is a competition in which so-called “hidden guest assessors” anonymously visit events organised in facilities across Central and Eastern Europe and evaluate the event production process and the work of the project teams. Following the inspection, they fill in elaborate forms and share with the competition organisers their observations together with photo and video documentation.

Despite fewer events organised around the world in 2020 than in previous years, the competition organisers assure us that “(...) despite the ongoing crisis related to the coronavirus pandemic, we were able to evaluate the activities of the assessed facilities and to carry out the process of their recertification. We are proud that the methodology developed by us is a reliable source of information for event organisers, for whom this year was a big challenge, just like it has been for us.”

The competition is organised by Kongres – an international magazine of the MICE industry published in Slovenia, with a readership of over 53,000 experts and distributed mainly in Western Europe.