

Poland promoted at IBTM World 2021

2021-12-22

Like every year, the Polish Tourism Organisation was responsible for the Polish national stand at IBTM World in Barcelona (30.11-2.12.2021) - one of the most important events in the meeting industry. This year's offer was accompanied by a promo campaign called #PolandWeAreMeetingAgain.

IBTM World is one of the two most important global trade fair events dedicated exclusively to the meeting industry, promoting its products, destinations and seeking new partners and inspiration for meetings and events. More than 1,200 exhibitors and 1,400 hosted buyers participated in this year's fair. According to the data provided by the organisers, 30,000 business meetings were held in total. Although the event was smaller than usual, it was enthusiastically received by most participants who emphasised the value of conversations in person. Of course, the queries addressed to the exhibitors were invariably subject to uncertainty. It was stressed that all the discussed projects would take place provided that "nothing bad happens", implying the possible further waves of the pandemic and lockdowns.

This year Poland's presence on IBTM World was particularly evident. The Polish Tourism Organisation - Poland Convention Bureau at the trade fair was carrying out a campaign under the title #PolandWeAreMeetingAgain. We also promoted the ICCA Congress, which will be held in Kraków in 2022. Elements of our campaign included a welcome banner, information boards, participation in IBTM Facebook Live and, above all, the so-called music mornings. These were concerts that took place every morning (at the entrance of the fair). Designed to greet the incoming visitors, they would give them a boost of energy and, above all, encourage them to visit the Polish national stand. In this way, we communicated the joy of being able to meet in person again.

The concerts were very warmly received by all participants. Thanks to them, more visitors saw the Polish stand and the offer of Polish exhibitors:

Jan Pol DMC Poland

Mazurkas DMC Poland

Furnel Travel DMC Poland

ICE Kraków Congress Centre

Kraków Convention Bureau

LOT Polish Airlines

Łódź Convention Bureau

Poland Convention Bureau PTO

Poznań Convention Bureau + Poznań Congress Centre



**Magiczny
Kraków**

Travel Projekt DMC Poland

“This project has made us stand out and provided a pleasant surprise for our customers, exhibitors, and visitors to the trade fair. I am glad that everything went according to plan. This was achieved by thinking out of the box but also by additional financial means, originally intended for the Frankfurt IMEX that was cancelled this year. In addition to the planned campaign, together with Małgorzata Przygórska-Skowron, the head of Kraków Convention Bureau, we invited visitors to Poland during the ICCA Welcome Reception, organised at the end of the first day. The pretext for it was, of course, next year’s Congress of the Association, planned in Kraków,” said Aneta Książek, Main Specialist in the Poland Convention Bureau of the Polish Tourism Organisation.

Source:

<https://www.pot.gov.pl/en/poland-convention/news/poland-promoted-at-ibtm-world-2021#t>