



## **Poles nominated to the list of the Eventex 100 Most Influential People in the Event Industry**

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**As many as 18 people from Poland, including a Poland Convention Bureau POT representative, have been nominated to the "Eventex Index 2022 - Top 100 Most Influential People in the Event Industry 2022" list created by the Eventex Awards competition organisers. It will include the most influential people in the Event Industry.**

### **The Event Industry in Poland**

Recently, many publications have been devoted to the acquisition and organisation of the [ICCA congress](#). It has been accepted that the association meetings market is increasingly demanding. That is because it often takes years to acquire conferences and congresses and rings together a large group of stakeholders from the venue, the city, and the scientific community to professional organisers and sponsors. Event marketing is, in turn, a tool for promotion, sales support, strengthening the brand / company image, and, most importantly, achieving corporate goals.

Currently **there are almost 5,000 companies in Poland that organise fairs, exhibitions and congresses** and nearly 34 that treat the organisation of meetings and events as supporting their main activity, according to the analysis of the National Court Register (KRS) conducted in May this year by the global business intelligence agency Dun & Bradstreet.

Before the Covid-19 pandemic, we had reached event maturity in Poland, as evidenced by spectacular event productions that won international awards and distinctions, such as the Verva Street Racing event. According to experts, the Polish event market can compete boldly with foreign giants, and each year there are more and more world-class events in our country. On average, **annually, between 6,000 and 8,000 events are organised. These include all kinds of concerts, events and festivals.**

Unfortunately, the last two years have been a series of changes, uncertainties, complexities, ambiguities, and transformations but also solidarity. According to the annual [Meetings and Events Industry Report in Poland in 2022](#) (data for 2021) for another consecutive year:

- **we had the most corporate and incentive events in Poland (50%)**
- **conferences and congresses accounted for (43%.)**
- **fairs and exhibitions (7%.)**

In addition to professional event agencies, venues or subcontractors, we have professional trade media, associations and educational faculties on the market. Access to event marketing and management knowledge is also possible thanks to numerous industry meetings, often organised in cooperation with the Polish Tourist Organization.

### **The nominated Poles**

The "Eventex Index 2022" aims to present to a wider audience people who, through their



activities, have left a significant mark on the recent event industry, influencing its shape and condition. It showcases their vision, creativity, ability to innovate and make bold decisions. The list of nominated Poles (in alphabetical order) is as follows:

1. **Łukasz Adamowicz** ([BFC Group](#))
2. **Żaneta Berus** ([In2Win Business Consulting](#))
3. **Dagmara Chmielewska** ([Events Industry Association](#))
4. **Marta Chmielewska** ([Ewenement Brand Experience Workshop](#))
5. **Paula Fanderowska** (Kraków5020)
6. **Anna Górka** ([Symposium Cracoviense](#))
7. **Anna Jędrocha** (Symposium Cracoviense)
8. **Michał Kalarus** ([THINK MICE](#))
9. **Lukasz Klimczak** ([Bespoke](#))
10. **Dorota Komarnicka** ([Woman in the World](#))
11. **Beata Kozyra** ([Polish Chamber of Exhibition Industry](#))
12. **Olga Krzemińska-Zasadzka** ([Agencja Power](#))
13. **Aneta Książek** ([Poland Convention Bureau](#))
14. **Maciej Ledzion** ([endorfina events](#))
15. **Jarosław Marciuk** ([DuoLookMedia.com](#))
16. **Marcin Mączyński** ([Chamber of Commerce of the Polish Hotel Industry](#))
17. **Anna Nowakowska** ([MICE & Venue Consulting](#))
18. **Krzysztof Paradowski** ([CMA AV Events & Conferences](#))

The origins of the **Eventex Awards** date back to 2009. It is one of the most recognisable international competitions in the Event Industry. It awards not only projects and implementations, but also agencies, subcontractors, new technology suppliers, venues and destinations. The Eventex Awards are supplemented by the list of "**Eventex Index 2022 - Top100 Most Influential People in the Event Industry 2022**".

The first stage of creating the list of The Top 100 Most Influential People in the MICE Industry was the submission of candidates. Anyone could do it until November 21. Now it is time for **voting, which will run until 2 December**. The official announcement of the results will take place on 7 December.

You can vote for the nominees at [www.eventex.co/people2022](http://www.eventex.co/people2022)