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Seven Polish Convention Bureaus Team Up with Conferli - the conference matchmaking platform

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The Poland Convention Bureau is proud to announce its strategic collaboration with Conferli, a cutting-edge platform designed to revolutionize the way convention bureaus promote their destinations and attract meetings, incentives, and conferences. As part of this partnership, seven Polish convention bureaus have launched their city profiles on Conferli, including the Gdańsk Convention Bureau, Kraków Convention Bureau, Łódź Convention Bureau, Poznań Convention Bureau, Warsaw Convention Bureau, Convention Bureau - Wrocław, and the Lubelskie Convention Bureau.

Conferli is a pioneering platform in the MICE industry that offers a comprehensive solution for destination promotion and event organization. Through Conferli, convention bureaus can create comprehensive profiles showcasing the unique attributes and offerings of their cities and regions. The platform provides valuable tools for benchmarking, insights into city statistics, and marketing support, empowering convention bureaus to increase visibility, attract more conferences and events, and measure the success of their promotional efforts.

Aneta Ksiązek, Head of the Poland Convention Bureau, emphasized the significance of the collaboration, stating, *"Our partnership with Conferli marks a significant step forward in our efforts to enhance the visibility of Polish destinations within the MICE industry. By leveraging Conferli's advanced features and marketing support, Polish convention bureaus can effectively promote their cities and regions, attract more conferences and events, and contribute to the growth of the meetings industry in Poland."*

This collaboration also highlights the prestigious recognition earned by six out of the seven participating convention bureaus, as they have been endorsed as "Recommended Convention Bureau for 2023-2024" under the Polish Tourism Organisation Recommendation Program for CVBs, PCOs, and ITCs. This endorsement signifies their commitment to meeting high-quality criteria and underscores their dedication to providing exceptional services to meeting planners throughout the event planning and execution process.

Discover Polish city profiles on Conferli and plan your next events in:

Gdańsk and Region

Kraków

Lublin and Lubelskie Region

Łódź

Poznań

Warsaw

Wrocław

By utilizing Conferli, associations can effortlessly discover cities and venues that align with their



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conference needs, compare options easily, and access all the necessary information in one clear overview. This eliminates the frustration and inefficiency of traditional research methods and empowers associations to make informed decisions. Through the RFP system, association meeting planners can directly connect with convention bureaus, streamlining the destination selection process for their upcoming conferences or congresses.

Nienke van der Malen, CEO of Conferli, shared her enthusiasm for the collaboration, stating, *"We are thrilled to partner with the Poland Convention Bureau and support the efforts of Polish convention bureaus in promoting their destinations to the global MICE industry. Conferli's innovative platform offers a streamlined solution for destination representation, allowing convention bureaus to effectively showcase their cities, engage with potential partners, and track the impact of their promotional activities."*

[Conferli platform](#)

[Source](#)