



**Magiczny  
Kraków**

## **Krakov Convention Bureau with New Brand Positioning and Communication Strategy**

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**Krakov Convention Bureau (KCB) is embarking on a new journey with a fresh brand positioning and communication strategy: "Know-How, City, Business." This narrative aims to establish Krakow as the preferred destination for international events, congresses, and conferences by highlighting its robust MICE (Meetings, Incentives, Conferences, Exhibitions) competencies and extensive conference infrastructure. The objective is to tailor the tone to meet the demands of contemporary event organizers who seek added value in what the city has to offer, even "after hours."**

### **Strategic Approach: Know-How, City, Business**

In KCB's strategic approach, three main pillars have been identified: Know-How, City, and Business.

"Know-How" represents Krakow's intellectual resources, attracting the most demanding scientific conferences. In this context, KCB becomes a pivotal conduit for engaging with experts and academic institutions, enriching events with the latest substantive and technological advancements.

"City," the second pillar of communication, underscores Krakow's cultural and touristic allure, but with a fresh perspective. KCB promotes Krakow not only as a picturesque city with rich historical heritage but also as a dynamic hub for idea exchange and a vibrant artistic milieu, offering a plethora of experiences and the promise of urban adventure. It's a city where science converges with entertainment, offering conference participants both professional knowledge exchange and unforgettable cultural encounters.

"Business," the third pillar of communication, centers on fostering potential and networking. Krakow Convention Bureau serves as a pivotal partner in connecting MICE professionals and buyers of industry conferences and corporate events, providing comprehensive support.

"Krakov Convention Bureau is not only committed to modern communication but also to forging new business connections. We remain active participants in international events, consistently showcasing our city's potential. We now have a new tool at our disposal. The new approach to positioning Krakow as Know-How, City, Business undoubtedly represents a step towards attracting a greater number of international events. We eagerly await the next stages of plan implementation and how the new communication will contribute to achieving our goals," emphasized Małgorzata Przygórska-Skowron, Director of Krakow Convention Bureau.

### **Lifestyle and Unique Visual Identity: New Trends**

As part of the new strategy, KCB is also revamping its visual identity.

Monika Popiołek, a member of the Krakow Convention Bureau team, remarks, "In our new communication strategy, we aim to bolster our narrative with numerical data, showcasing Krakow's potential, while also placing a strong emphasis on the visual and content aspects that bring Krakow to life beyond conventional hours. Concrete data will underscore specific benefits, while simultaneously highlighting the lifestyle aspect, particularly in the 'City' context,



introducing added value. We aim to enhance the attractiveness of the experience for partners worldwide. I believe these dual perspectives will converge into an effective communication strategy for Krakow Convention Bureau."

### **New Graphic Trends and Brand Perspective**

New graphic trends such as heatmapping, new retro, and geometrica will subtly permeate the communication. Furthermore, leveraging artificial intelligence-based tools will infuse a modern dimension, creating a cohesive and innovative brand image.

Krakow Convention Bureau will operate within the existing visual identity of the city, incorporating typographic and compositional elements. In the illustrative layer, KCB will subtly reference its name and claim using three letter symbols "K," "C," and "B," corresponding respectively to the areas of Know-How, City, and Business. This set of symbols will evolve and adapt to current communication needs.

### **Guiding Through Contemporary Krakow**

In defining its identity, Krakow Convention Bureau found alignment with two archetypes: the Traveler and the Sage. The Traveler archetype aptly reflects KCB's commitment to showcasing Krakow as a tourist destination, highlighting its attractions and unique character. On the other hand, the Sage archetype corresponds with KCB's goal of providing substantive support, knowledge sharing, and building a vast network of contacts. As both archetypes play crucial roles, they've been amalgamated into one - the archetype of the Guide, inspiring travel and sharing profound knowledge and rich experiences.

### **Competitive Advantage of Krakow: Cultural Richness and Modernity**

In competition with other destinations, Krakow emphasizes its cultural richness and modern conference facilities. KCB focuses on accentuating Krakow's unique features, emphasizing its cultural heritage, modern conference centers, access to nature, and attractions after hours, coupled with its convenient location in the heart of Europe. KCB will also make use of the award-winning film showcased at the Landing festival, which promotes Krakow as the go-to city for big international events, titled „Krakow The Host City”.

### **Sustainable Development in Communication: Green Infrastructure and Innovation**

Considering the new communication strategy objectives, sustainable development is imperative. Green infrastructure is integrated into the plans, emphasizing the harmony between the city and its surrounding nature. Sustainable accommodation aimed at minimizing environmental impact creates attractive conditions for event participants. Local resources and culture are perceived as the foundation shaping Krakow's authentic identity. Additionally, sustainable conference practices ensure that organized events comply with the latest environmental standards. This integrated approach to sustainable development transforms Krakow into a destination where development aligns with respect for the environment and local culture.



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## **Brand Perspective**

The new communication strategy of Krakow Convention Bureau was developed by a team led by Marcin Andruchów from Muchas Gracias. Andruchów emphasizes a consciously chosen advertising approach, recognizing that in today's world, city brands are understood in the context of market mechanisms. Leveraging tools characteristic of advertising activities, his team focused on building awareness of Krakow's brand by clearly communicating benefits in three areas. "Drawing on twenty years of experience in the advertising industry, I proposed simplifying positioning and adapting it to current trends in social media, where the unique experience of the message recipient comes to the forefront. Such an approach to creating the image of KCB provides a strong foundation for an effective communication strategy aimed at attracting the attention of global investors and event organizers," Andruchów concludes.

CTA Discover our new brand positioning and communication strategy, tailored to make it the go-to destination for international events. Learn how the city's intellectual capital, vibrant culture, and thriving business scene converge to offer an unparalleled experience.

#KrakowTheHostCity

#KrakowConventionBureau

#KnowHowCityBusiness

#EventProfs

#MICEindustry

#EventPlanning

#TechEvents

#ITConferences #BusinessNetworking #DestinationKrakow #ConferencePlanning  
#EventManagement #InternationalEvents

#Communication

#Strategy

#BrandCommunication

#Branding