

 Kraków

61ST ICCA CONGRESS

Together We Can



61ST ICCA CONGRESS

6-9 NOVEMBER
2022 · KRAKÓW
POLAND

Together We Can

 Kraków





HOST CITY:

• **KRAKÓW**

LOCAL PARTNERS:

- **KRAKÓW CONVENTION BUREAU**
- **MINISTRY OF SPORT AND TOURISM OF THE REPUBLIC OF POLAND**
- **POLAND CONVENTION BUREAU**
- **POLISH TOURISM ORGANIZATION**
- **MAŁOPOLSKA TOURISM ORGANIZATION**

OFFICIAL AIRLINE PARTNER:

• **LOT POLISH AIRLINES**

LOCAL MEDIA PARTNER:

• **THINK MICE**

VISUAL IDENTIFICATION:

• **PARASTUDIO**



 **Kraków**

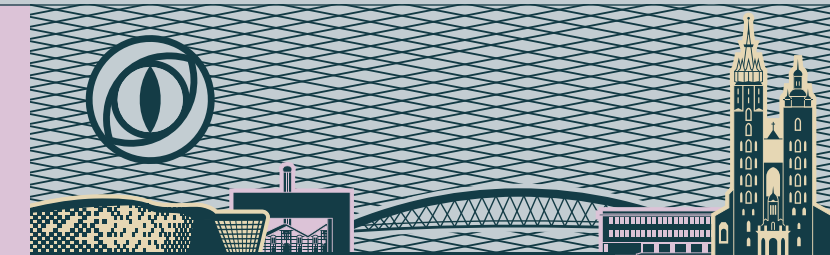
61ST

ICCA

CONGRESS

in Kraków

Together We Can







61ST ICCA CONGRESS AT A GLANCE

CONGRESS MOTTO:

• TOGETHER WE CAN

CONGRESS PILLARS:

• SUSTAINABILITY, LEGACY, DIVERSITY, EQUITY AND INCLUSION

CONFERENCE HOST:

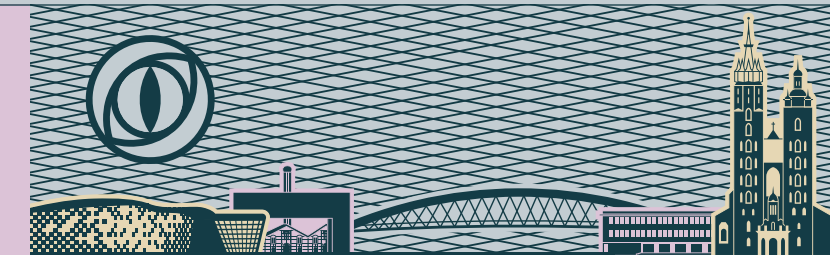
• ŁUKASZ CIOCH, LCMEDIA.PL

PCO:

• BLU EXPERIENCE; MTP GROUP

COORDINATOR:

• SYMPOSIUM CRACOVIENSE





 **Kraków**

61ST

ICCA CONGRESS

in Kraków

Together We Can



NUMBER OF PARTICIPANTS:

960+

• **DELEGATES**

FROM

80

• **COUNTRIES**

70

• **MEMBERS OF
INTERNATIONAL
ASSOCIATIONS**



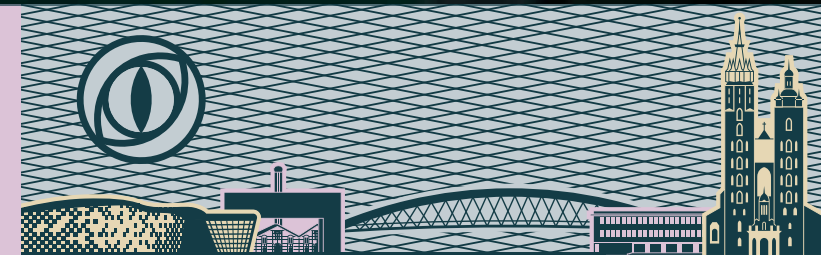
 Kraków

61ST

ICCA CONGRESS

in Kraków

Together We Can



SESSIONS:

4

• DAYS OF SESSIONS

30

• KEYNOTE SESSIONS

103

• SPEAKERS



Kraków

61ST

ICCA

CONGRESS

in Kraków

Together We Can





61ST ICCA CONGRESS AT A GLANCE

CONGRESS VENUE:

• ICE KRAKÓW CONGRESS CENTRE

WELCOME RECEPTION:

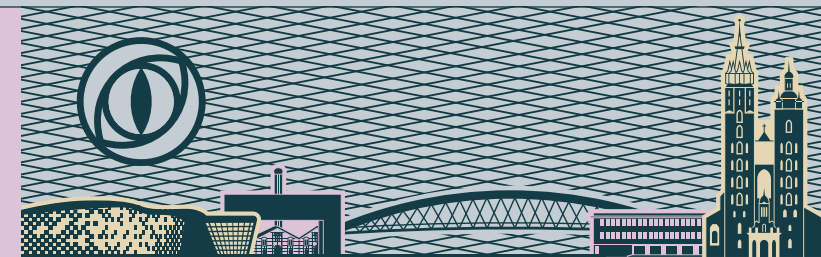
• THE JULIUSZ SŁOWACKI THEATRE IN
KRAKÓW

GALA DINNER:

• OLD TRAM DEPOT KRAKÓW BY DE SILVA

OUT OF THE BOX SESSIONS:

• THE POLISH AVIATION MUSEUM
• MANGGHA MUSEUM OF JAPANESE ART
AND TECHNOLOGY

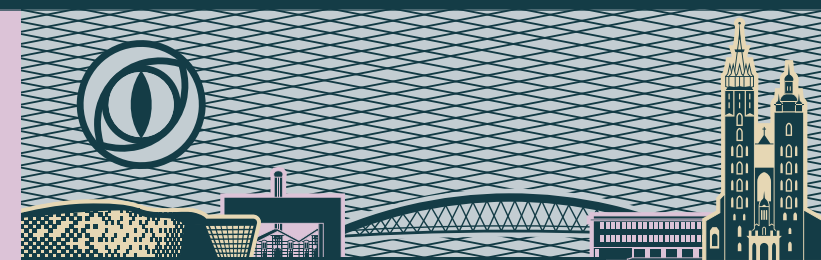




”

Winning and hosting the ICCA Congress is a great success for us, a testimony to our readiness and maturity as The Host City, capable of hosting even the most demanding of meetings. It is the culmination of many years of efforts and consistent policy implementation focused on attracting and organising events. In view of the situation in Ukraine, the ICCA Congress was also an important statement, showing that Kraków is a safe city, that it's open to tourists and it's very much a place worth visiting.

Professor Jacek Majchrowski
Mayor of the City of Kraków





CENTRUM KONGRES

ICCA

”



Recognizing the importance of this event, we actively supported Kraków's candidacy from the very beginning. After all, ICCA Congress is the world's most important industry event, bringing together every year nearly one thousand of the world's most experienced professionals in organising international conferences and congresses: destinations, venues, PCOs and associations. Entrusting the organisation of this event to a Polish city for the first time in ICCA's history is not only proof of the growing position of the Polish MICE industry, but also an opportunity to present our country as an attractive business destination.

Andrzej Gut-Mostowy

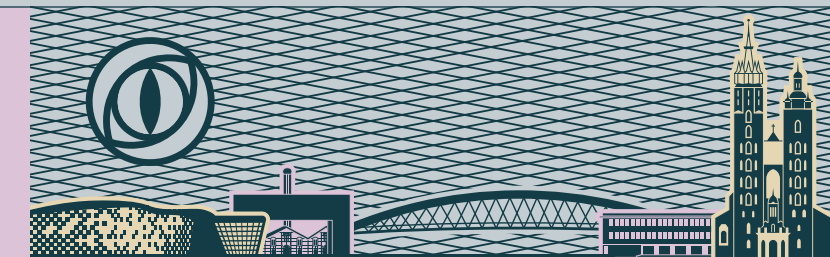
Secretary of State at the Ministry of Sport and Tourism
of the Republic of Poland



ICCA - THE GLOBAL MEETINGS INDUSTRY COMMUNITY

The International Congress and Convention Association (ICCA) was established in **1963**. It brings together companies and associations operating in business tourism. ICCA's network represents more than **1,100 member companies** from nearly 100 countries around the world.

Each year, ICCA organizes a series of workshops, training programmes and conferences, aimed at the continuous development of its members. The association currently lists 17 entities representing Poland, including congresses, venues or PCO companies. Kraków's membership goes back to 2013.









 **Kraków**

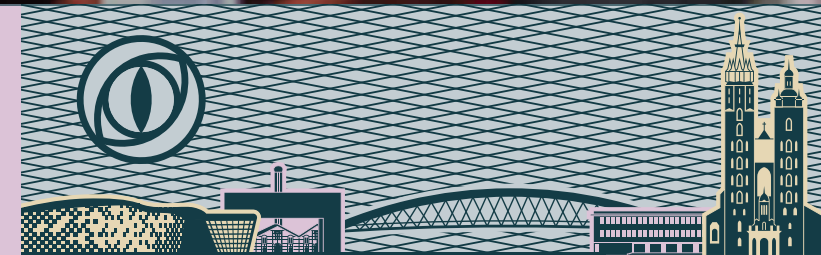
61ST

ICCA

CONGRESS

in Kraków

Together We Can



ICCA boasts the largest database of clients organizing international meetings and congresses, as well as a database of cyclical business meetings, available to entities associated in the organization. It also conducts an annual survey of global business tourism. Kraków and other Polish cities take part in the initiative.

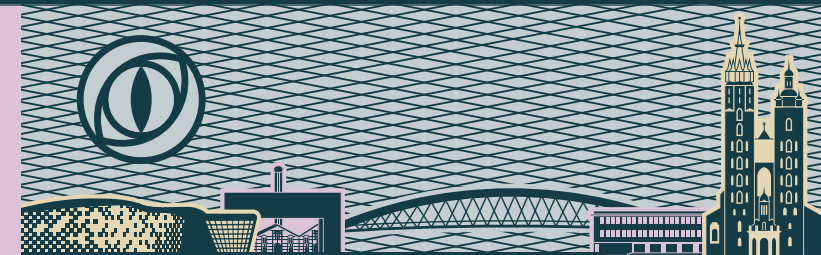
The ICCA Congress is one of the most important congress industry events in the world. Every year, it brings together experts, meetings industry leaders, opinion makers, media, specialists in organizing international conferences and congresses, as well as young leaders of the meetings sector.



”

We were hit very hard by COVID, but 2022 has shown promise, and demonstrated our resilience and desire to fight for this industry. We have found smarter ways to keep working. ICCA is leading our industry by asking people to think out-of-the-box about making meetings different and more experiential. Congress reflects this change of impetus [...]. Congress is a celebration of people coming together once more. A celebration of all the things we are capable of. The future doesn't frighten us. It motivates us. The theme of Congress is "Together We Can" and it perfectly captures how we can - and will - evolve as an industry.

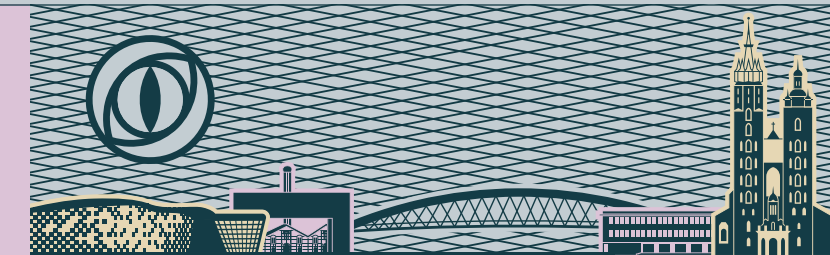
Senthil Gopinath
Chief Executive Officer ICCA





DIVERSITY AND EMPLOYMENT EQUALITY, SUSTAINABLE DEVELOPMENT AND ENVIRONMENTAL PROTECTION AS PILLARS OF THE CONGRESS

This year's edition took three main areas as its thematic framework: **DEI** (diversity, equity and inclusion), **sustainability** and **legacy**. Sessions also covered such topics as the post-pandemic future of the meetings industry, the challenges facing planners. Workshops and parallel sessions provided an opportunity to explore specific thematic areas, tailored to delegates' interests. During the Kraków edition of the congress, the new ICCA president was elected.









The topic of the war in Ukraine was impossible to escape from during the congress, both in the opening sessions and in conversations. Kraków and its residents were widely praised for their efforts in helping refugees. The participation in the congress itself was an expression of solidarity with Kraków and the European meetings industry, facing the consequences of the war. Last but not least, it was the first large, international meeting in three years, full of incredibly positive energy.

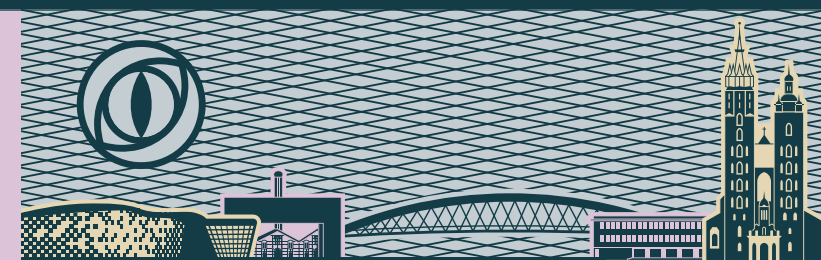


”

Innovation absolutely is one of our top priorities, because we can't go back to doing things the way we did before in the meetings industry. I think that we realized during the pandemic that digital tools have a place and they're not going to go away. Hybrid events will continue to exist and that we need to think of better solutions. Use our younger leaders, use start-ups any way we can to be more agile and innovate quicker to be more successful in our business.

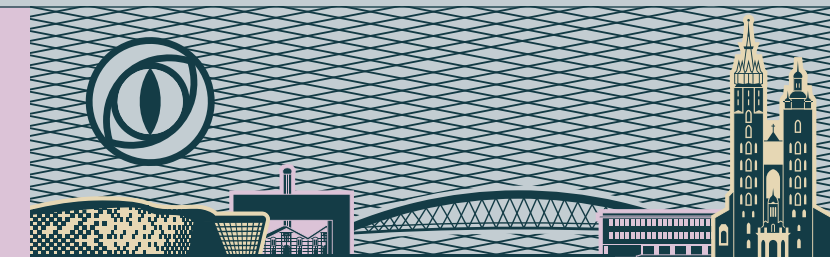


Marta Gomes
new president of the ICCA association



THE ICCA CONGRESS BID - IN RESPONSE TO EVERYDAY UNCERTAINTY

Congress bidding started in 2020. It was multi-step process, characterised by great attention to detail. The development of Kraków's bid was a huge challenge, with the COVID restrictions, including travel bans, still in place. As a result, the association's board of directors could not personally evaluate the city's proposal. Hence, two virtual inspection visits were scheduled to showcase Kraków's key assets, capabilities and conference facilities. For the first of these, lasting nearly five hours, **four videos were produced** in record time and **more than 30 business-tourism stakeholders were part of the process.** and the whole event was broadcast live from a virtual studio. After the final presentation in front of the ICCA Board, Kraków's bid turned out to be the winning one, with other competitors including Athens and Bangkok.



The congress, with its bidding process going back to the pre-pandemic era, was expected to help rebuild tourism and foster its revival in 2022. However, after the outbreak of the war in Ukraine, in February 2022, the organization of this prestigious event in Kraków came into question. After several weeks of negotiations with, among others, government representatives and reviewing many scenarios and budget assumptions, ICCA upheld its original decision to host the event in Kraków.

Even though the ongoing war abroad raised doubts about security and attendance, the organizers managed to convince a record number of over **960 delegates from around the world** to come to Kraków. Decisions to attend the event were often made last minute, with registration for the congress open until the very beginning of the event itself, which was a huge logistical challenge.

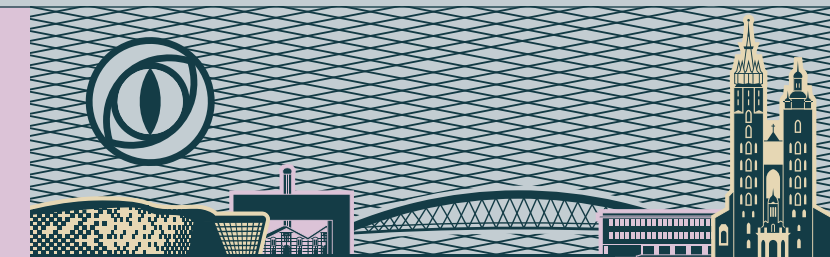
The congress was hosted in Poland for the first time, returning to Central Europe after a five-year break. It was also **the first congress held exclusively on site after 3 years.**



Together we can IN KRAKÓW

Kraków applied to host the congress for the first time and was immediately accepted by the ICCA board. From the very beginning of the process, great teamwork and believing in successful outcomes proved to be one of Kraków's core strengths.

The team headed by the Kraków Convention Bureau, together with the staff of the ICE Kraków Congress Center, Symposium Cracoviense, CMA Concept Music Art, hotels (Sheraton Grand Kraków, Radisson Blu Hotel Kraków and Park Inn by Radisson Kraków), grew with time to include more partners. In the end, **nearly 50 companies and organizations contributed to the success** of the 61st ICCA Congress! Each company and every person involved felt part of the team, and the fact of jointly organizing such an important event strengthened our cooperation, deepened our relations and integrated us even more strongly. We found that working together is our strength and adds value to the quality of events organized in Kraków.







61ST ICCA CONGRESS

Together We Can

6-9 NOVEMBER 2022
Kraków · POLAND



Together We Can



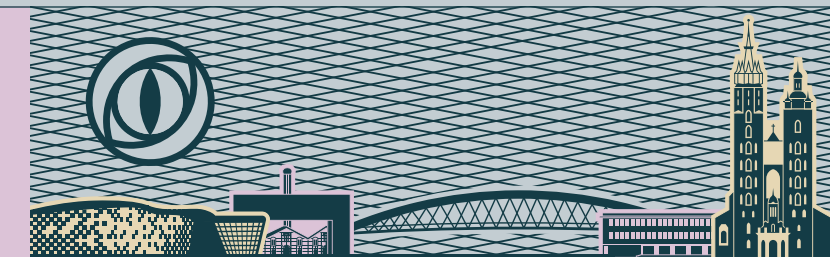


The involvement of partners from all over Poland who supported the city's offer proved invaluable. The Ministry of Sport and Tourism, the Polish Tourism Organization and Poland Convention Bureau were partners and active co-organizers of the event from the very beginning of the process. ICCA representatives also confirmed it was the first time when a national carrier, LOT Polish Airline, was involved in the congress.

61ST ICCA CONGRESS - KRAKÓW AS A SCENERY FOR THE WORLD'S MEETINGS INDUSTRY CELEBRATION

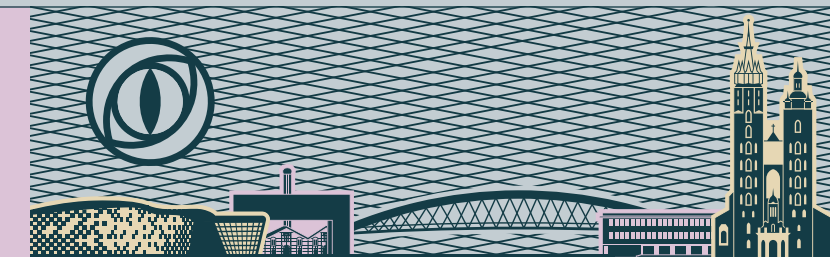
The 61st ICCA Congress put some of the city's most prominent conference facilities to great use, showcasing modern venues such as the **ICE Kraków Convention Centre and TAURON Arena Kraków**, along with venues that are less obvious but ideal for hosting meetings.

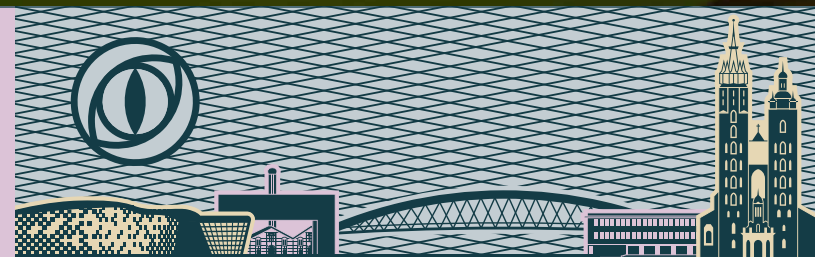
The interiors of ICE Kraków Congress Centre, where the sessions were held, was specially adapted for ICCA Congress needs. The scenography design was made coherent with the congress branding. Additional elements, such as the main staircase near the entrance, the flag in the foyer or the ICCA sign in front of the entrance made the meeting space feel personalized and focused on delegates' expectations. The modern venue's proximity to the historic centre and the city's many hotels, as well as a foyer with access to daylight, great for networking, once again proved to be a perfect match with the event's programme and a recipe for a successful congress.



The evening events and out-of-the-box sessions were an opportunity to familiarize delegates with some of Kraków's unique historical sites, including **the Juliusz Słowacki Theater, the Old Tram Depot, the Polish Aviation Museum or the Manggha Museum of Japanese Art and Technology.**

The cultural programme of the congress, put forward by the city of Kraków and the Polish Tourism Organization, put the richness of our culture on display, both through content and form. The Congress was inaugurated by an **Art Color Ballet** performance, combining three elements; colour, sound and movement. Later in the evening guests were treated to “**Slowinski x Chopin - Impressions**” at the Juliusz Słowacki Theater, a musical performance by the Stanislaw Slowinski Quintet, one of the leading ensembles on the European improvised music scene, and the InfraArt Chamber Orchestra.





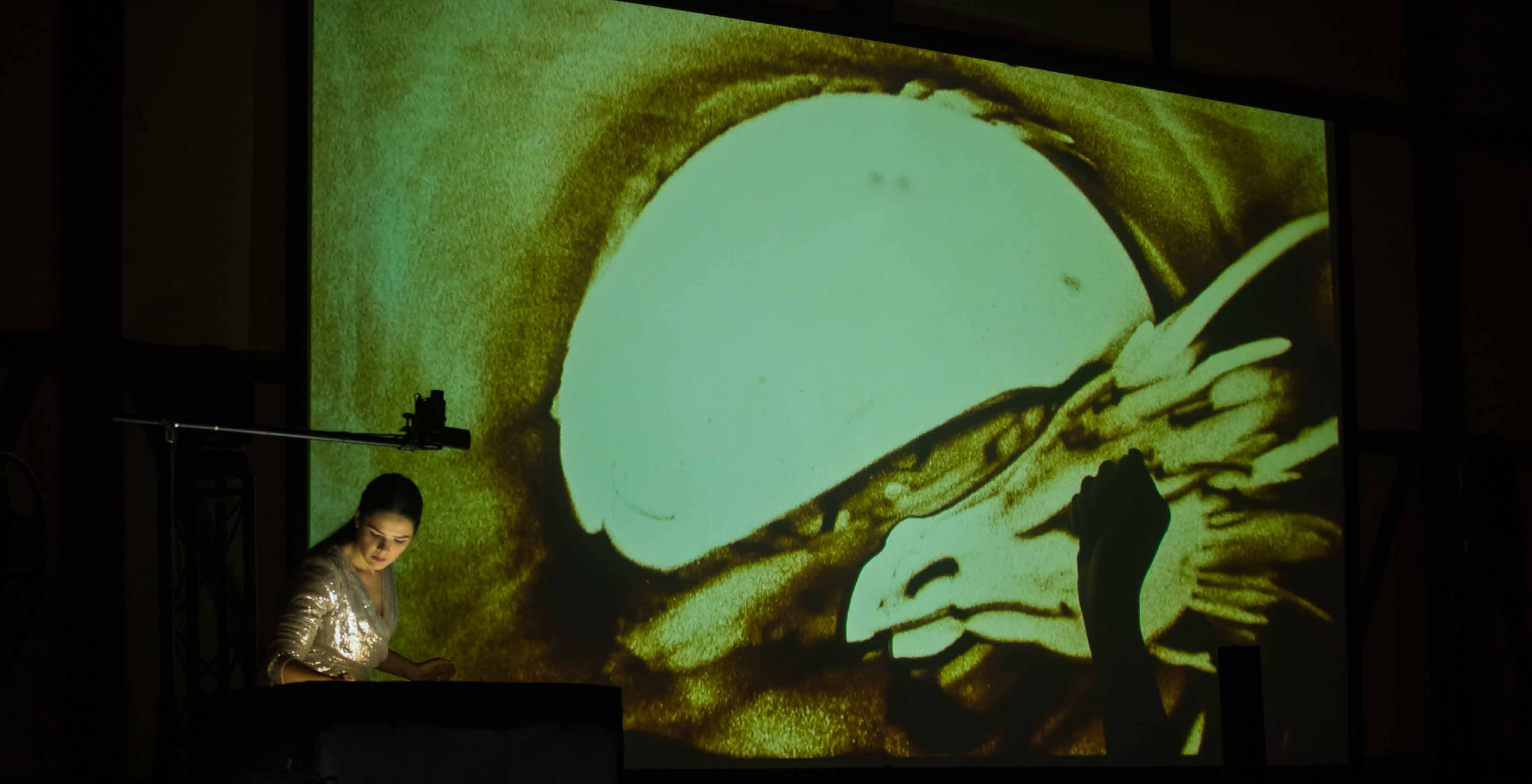








The evening gala at the Old Depot was accompanied by a performance of **Tetiana Galitsyna**, a Ukrainian sand-animation and light-painting artist who “painted” the history of Kraków with sand. This was followed by **The Lizards**, a youth choir. For their interpretations of timeless hits like Can’t buy me love by The Beatles or Michael Jackson’s We are the world received a standing ovation, and the evening was hailed as “The real ICCA night.”





ICCA



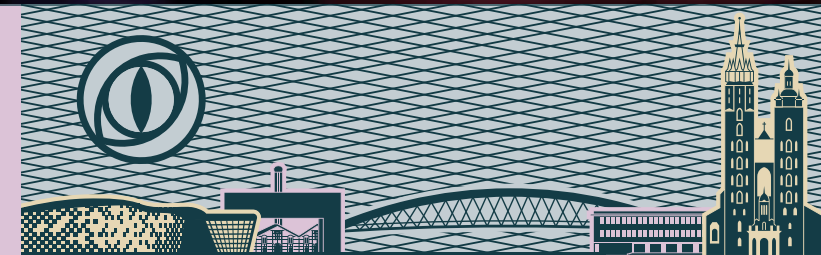
Kraków

61ST

ICCA CONGRESS

in Kraków

Together We Can

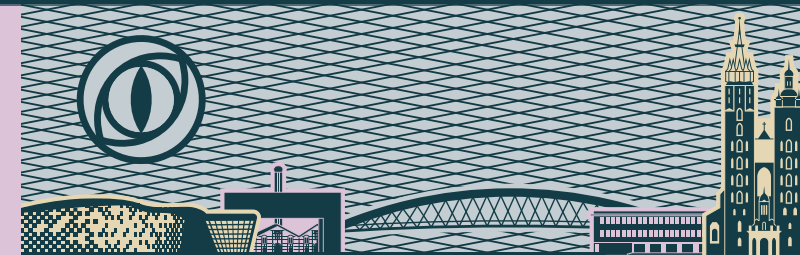




”

One thing I am certain about, though as people come back to events they value the face-to-face opportunities to do businesses, you simply can't do through a computer screen. People are being careful about though is the choices, so they are choosing only to go to the very best events and the very best destinations. And here in Kraków at ICCA 61st annual congress they are getting exactly that - the great destination, wonderful education and automatically great event outcomes.

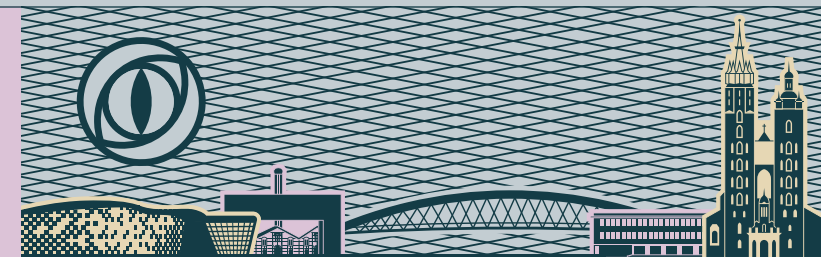
James Rees
Immediate Past President ICCA



KRAKÓW, MALOPOLSKA, EVEN MAZOVIA AND POMERANIA: PROMOTING THE DESTINATION TO DELEGATES

In addition to the cultural programme, delegates could take advantage of the rich offer of Kraków's City Museum as well as tours of Kraków and the region. Guided by professional tour guides, congress participants visited the Old Town and the Kazimierz district (former Jewish quarter), the Underground Market and Schindler's Factory museums, as well as go to the iconic Wieliczka Salt Mine or the Auschwitz-Birkenau Museum. The tours offered turned out to be very popular with our guests! **300 delegates** took part, with additional **110 visiting** the city's museums.

In cooperation with other regional congress bureaux from Poland, Poland Convention Bureau PTO prepared a rich **offer of post-congress family trips**. The congress was also accompanied by an exhibition entitled "**Destination Poland.**"





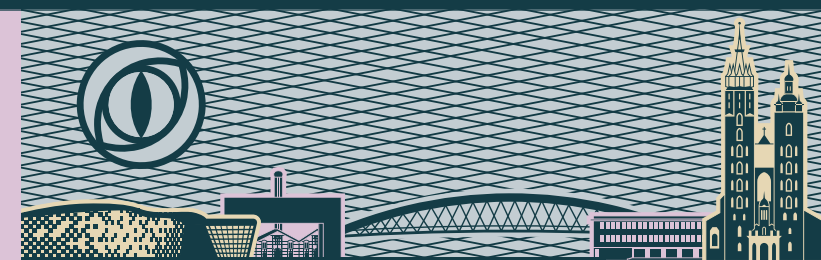
”



During the congress, our guests had the opportunity to get to know Kraków. Thanks to the study visits organized after the congress in Mazovia (Warsaw and region), Pomerania (Gdansk and Sopot) and Silesia (Katowice and region), they were able to see for themselves that our offer is diverse and represents the highest industry standards, while the professional organization of the ICCA congress itself is in itself the best recommendation and reason enough to come back to Kraków - and not only Kraków. Our goal has been achieved 100 percent. First inquiries from associations interested in Poland are already coming in!!!

Aneta Książek

Head of Poland Convention Bureau





CONGRESS CONTENT INPUT OF LOCAL SPEAKERS

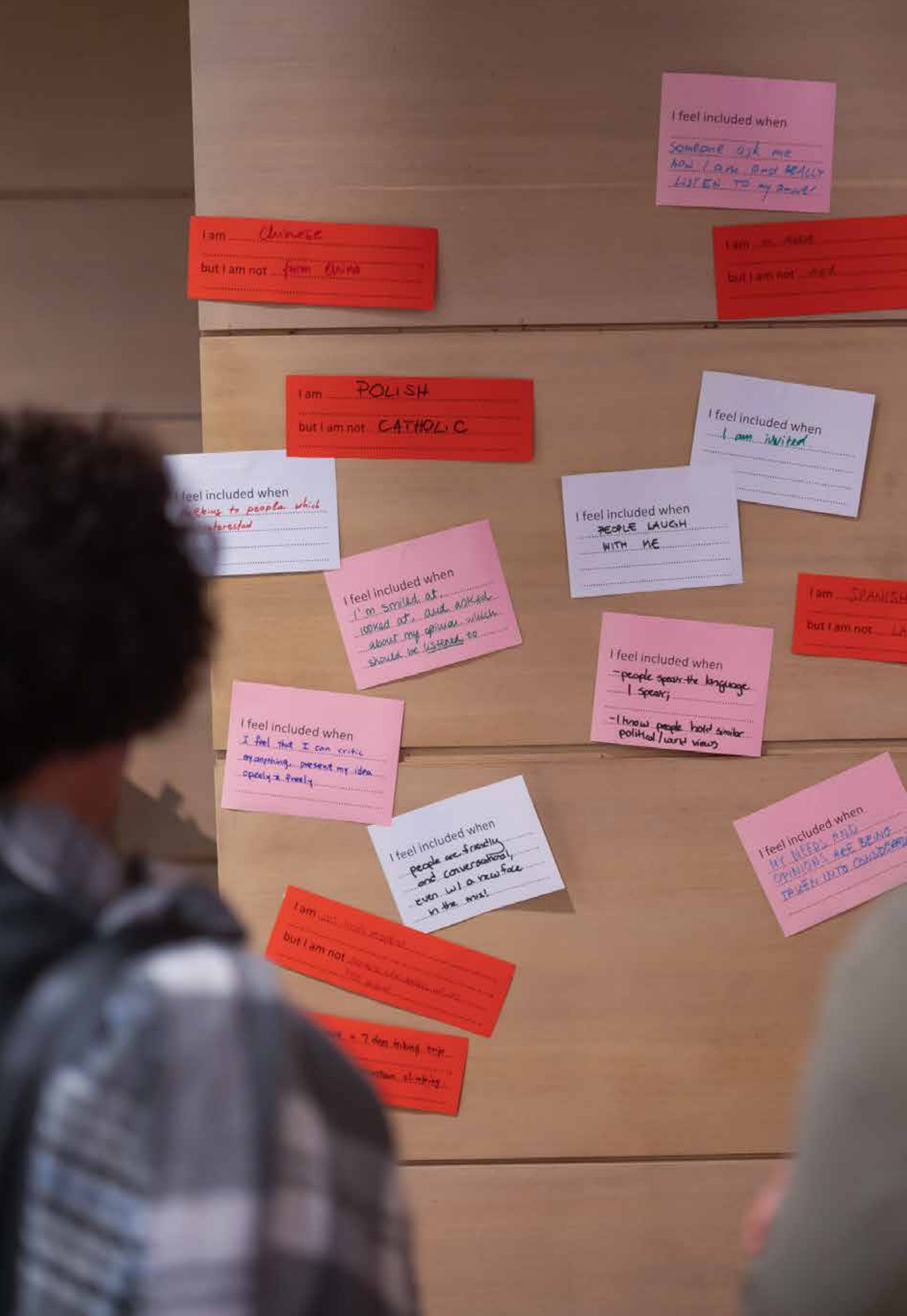
To enrich the congress programme with high-local-relevance topics, we organized two out-of-the-box sessions. These were designed to introduce delegates to specific topics, to inspire, provide an opportunity to meet experts and interact with them.



Session No. 1: Sky Full of Heat: Passion, knowledge, experience - Sebastian Kawa, world gliding champion

Kawa talked about flying, his first competitions, wins and losses, safety and taking the necessary risks. The history of gliding and the personal experience of the best glider pilot in the world were meant to encourage the search for non-obvious solutions in professional contexts. The session was held in the main building of the Museum of Polish Aviation, which impresses with its bold, avant-garde form, while perfectly matching the theme of the session itself.





Session No.2: Make the change together - Diversity Hub

Following the theme of the congress, we offered delegates a meeting with the Diversity Hub team, experts in the field of inclusivity. The workshop session was primarily aimed at engaging participants and making them more sensitive to the issue of equal opportunities in the area of event design and implementation. The main idea was to travel through the various dimensions of DEI (Diversity, Equity, Inclusion) in the context of the 4P formula: People, Place, Planet & Process. After an introduction to the topic, participants could explore specific aspects of the topic and add their own ideas and thoughts. Participants' thoughts and feedback are intended to help develop a memorandum for the entire sector, a lasting legacy of the congress.



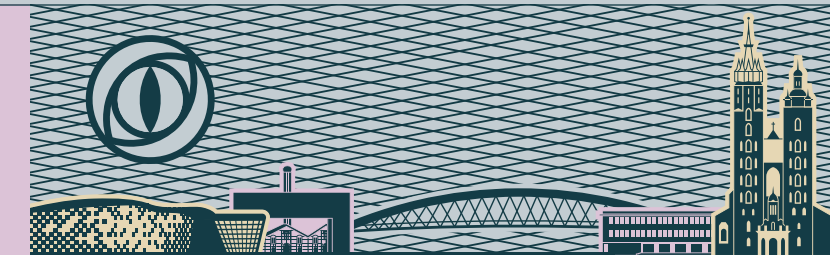
The content session: “The Polish Effect: hosting UEFA in 2012”- Marcin Herra, coordinator of Euro 2012 preparations

Led by Marcin Herra, former President of PL.2012, the session included an inspiring case study of a sports event - UEFA EURO 2012, which was used as a destination marketing tool. The so-called Poland Effect, or the impact of the event on the economy, development of international tourism, and Poland’s international image proved to be an interesting case study and an example of industry best practice.



INTERNATIONAL CONGRESS, LOCAL CSR

In addition to the formal event programme, various CSR activities became an important part of the congress. Even before the congress began, delegates were directly involved in actions supporting Ukrainian residents in Kraków as well as pro-environmental projects.



”

Such program elements are in line with good practices in the organization of meetings of international associations that go beyond just organizing a congress, change the world, overcome barriers, change the attitudes of decision-makers, inspire local communities in almost every field of human activities.



Anna Jędrocha
Congress Coordinator



1.5 tons of clothes, in cooperation with Team Kraków for Ukraine

Congress participants helped sort winter clothes, which were then transported to those in need. Team Kraków for Ukraine is a grassroots initiative of people associated with the tourism industry on a daily basis. They run a warehouse with clothes, medicines, food, as well as other products delivered independently to the frontline. Six months after the outbreak of war, when the wave of enthusiastic public aid subsided, every pair of hands for activities such as sorting is important, and 60 hands of ICCA delegates quickly tackled the job of packing dozens of boxes of clothes!



200 litres of soup

Delegates from Africa, Central Europe, Spain and Portugal spent hours in the interiors of Kraków's Grey Goose (a restaurant) preparing and pasteurizing 200 jars of Ukrainian borscht. The soup was donated to the headquarters of the Soup for Ukraine organization. The initiative started on 26 February 2022. Soup can be requested by refugees residing in Kraków as well as local residents hosting them.

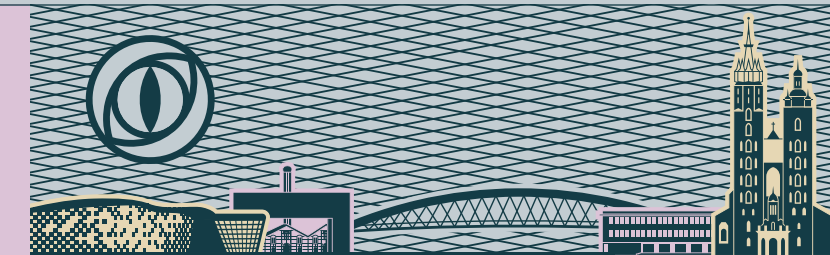
The demand is huge, our jars were almost immediately picked up!





The Liban Quarry clean-up

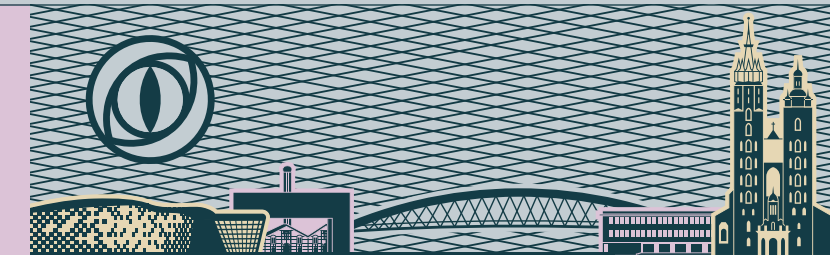
The largest group took part in cleaning up the Liban Quarry, the site of a former Nazi forced labour camp. The site, left untouched for years, was once used by Steven Spielberg's crew to film some of the most iconic scenes of Schindler's List. Delegates were divided into two groups: the first cleaned up the trash inside the quarry, while another cleaned up the site of the former wartime Nazi German camp, KL Plaszów. Delegates were accompanied by city guides, who recounted the story of this place. The initiative offered delegates a unique opportunity for deeper reflection and learning about the darker pages of mankind's history.





A warm gesture towards senior citizens

The last of the groups took part in a Polish handicraft workshop. Under the guidance of a local artist, delegates made brooches inspired by the traditional costume of Kraków. They also wrote greeting cards for seniors. To do so, the delegates took part in an express Polish language lesson, which was the biggest challenge of the event for some. The gifts were then given to residents of the Nursing Home on Helclów Street (est. 1878).





Christmas gifts for children (part of the Gift of Love campaign)

Delegates supported a secondary-school dormitory (housing 150 students from Ukraine) in the Nowa Huta District. A large basket, placed by the reception desk of the ICE Kraków Congress Centre was filling up with Christmas gifts day after day: mugs and thermal bottles, baseball caps, Candy or cosmetics brought by the delegates.



Donations to the Polish Humanitarian Action

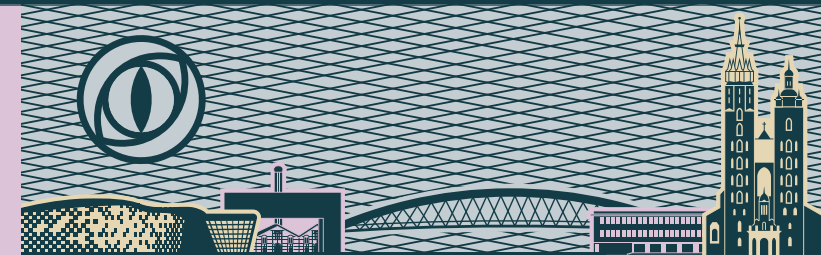
During the registration, delegates made voluntary donations to the Polish Humanitarian Action. In addition, a charity run was organized and the ICCA association donated an additional €2,500 to support their work in Ukraine.

”

These activities show that international events are not sealed-off deliberations of industry specialists, but are very much part of the city fabric and support its residents. In Kraków, we promote thinking about congresses through the concept of “heritage.” We believe that they are not an episode in the life of our city but have a potential to impact local communities in positive ways.



Małgorzata Przygórska-Skowron
Head of Kraków Convention Bureau



THE LEGACY OF THE 61ST ICCA CONGRESS

In the meetings industry, the word legacy refers to the mission (and the overall approach) of a (particular event) organiser, but also to the vision of the host destination itself. We are talking about the kind of event-organization impact that goes beyond the financial aspects, one that has a positive influence on the city, engages and enriches the attitudes of both decision-makers and local residents. What did this look like during the ICCA congress? How did the ICCA congress (and its delegates) interact with local residents and how did local residents benefit from a congress held in their city?



Meetings with students

Thanks to a grant from the Ministry of Sport and Tourism, it was possible to organise lectures for over 150 students from the Jagiellonian University, the University of Economics and the Pedagogical University.

Students representing a variety of faculties (entrepreneurship, foreign trade and tourism, business tourism) met with, among others, Anne Bettelli and Mladan Miskeljin of the Bologna Convention Bureau and Marie Celeste Airaldi, president of the International Association for Rational Emotive Behaviour Therapy - IAREB.

The knowledge-sharing initiatives and the inspiration sessions for local communities were a practical example of how an expert congress can come out of the closed meeting rooms, thus demonstrating the living legacy of the 61st ICCA Congress in Kraków.



Volunteers

We all know that the involvement of volunteers in complex, multi-dimensional events provides benefits for both volunteers and the event organisers. To manage such a large and multi-faceted event, it was crucial to make young, committed and professional people part of the project from an early stage. Volunteers were present at the airport, Kraków's train station, at hotels, at various reception and information desks of ICE Kraków Congress Centre, providing assistance whenever and wherever needed, including questions about the location of sessions, transfers or accompanying events. We believe that this was a great opportunity for them to gain some valuable professional experience, acquire new skills and competences. And these are not empty words. In fact, one of the congress volunteers was offered a job during the congress itself.



Inviting young leaders from Poland and the region - an investment in the future of the meetings industry

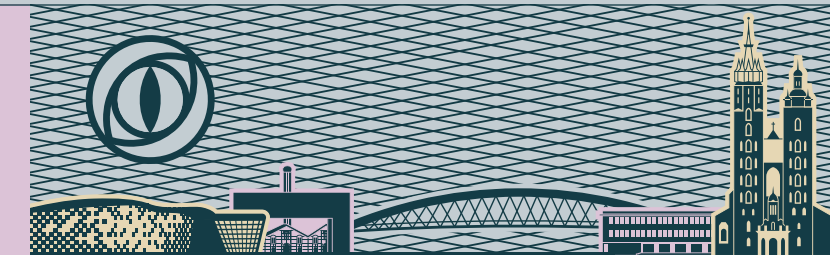
Thanks to KCB's initiative, the organisational support of the Poland Convention Bureau and funding obtained from the EU project "Malopolska - Meeting destination", the congress was attended by 20 young representatives of the MICE industry from Poland, Austria, Iceland, Sweden, France and Ukraine. They also participated in the ICCA-organised "Forum for & by Young Professionals", a session organised especially for them FROM EVENT MANAGEMENT TO EVENT EXPERIENCES. A TRANSFORMATION JOURNEY, chaired by Krzysztof Celuch, PhD.



ICCA tree in the ICE Kraków Congress Avenue

Since 2017, important international congresses are commemorated with trees planted in the Congress Avenue. The first tree was planted during the 41st session of the UNESCO World Heritage Committee. The 61st ICCA Congress saw the 36th tree planted next to ICE Kraków Congress Centre. The tree planting ceremony was attended by representatives of the city, the ICCA association and the Polish Tourism Organisation.

The Congress Avenue trees are living monuments to the congresses hosted by the city of Kraków. It's also a way to symbolically thank event organisers for choosing Kraków as the host city for their iconic events. They also symbolise the city's overall approach to the organisation of large-scale events in the spirit of sustainable development, which is absolutely crucial for the future of the meetings industry. It is also one of the key pillars of the ICCA Association.





ICCA Congress in an urban space

In order to reach out to local residents with the information that an important international event is taking place in their city as well as promote interest in the congress key themes, you need to make it really visible! And this is exactly what we did in November. Special flags with the congress branding were hung in Kraków's Main Square. Congress delegates were also happy to have their photos taken with congress posters at tram stops, on ticket machines and on public-transport television.

The congress was accompanied by KCB's original exhibition about the history of business meetings in Kraków, dating back to the 14th century. The first congress held in the capital of Malopolska was held in 1859. The more contemporary events included landmark UNESCO and OWHC events. The 61st ICCA Congress now joins the ranks of iconic events proudly hosted by the City of Kraków!









PREPARATION:

- **KRAKÓW CONVENTION BUREAU**
DEPARTMENT OF TOURISM
MUNICIPALITY OF KRAKÓW



 **Kraków**

61ST

ICCA

CONGRESS

in Kraków

Together We Can

