

wide

open

for meetings

Kraków: attracts with energy, inspires with diversity

There is a place on the map of Europe that attracts a unique energy, where a thousand years of history have built the foundation for a multifaceted present and the tradition of meetings dates back to the 14th century. This is Kraków – an open and inspiring city that will provide an unforgettable experience for every visitor.

The spirit of Kraków is shaped by its history: the most ancient, dating back to the times of the kings of Poland, and the contemporary, from the 20th century. As early as the Middle Ages, trade flourished here and Poland's first university was founded, while some traditions have remained unchanged for centuries: the bugle call played from the tower for over 600 years, for example, or the traditional recipe for baking Kraków's obwarzanek (kind of pretzel). The Old Town and the former Jewish quarter of Kazimierz were inscribed on the UNESCO World Heritage List 45 years ago. Significantly, unique historical locations such as historic palaces, original museum interiors or a medieval salt mine provide an original setting for business meetings.

On the other hand, the modern hotel infrastructure and venues such as TAURON Arena Kraków, the EXPO Kraków International Trade Fair and Congress Centre, the CKF_19 Fabryczna Conference Centre and the ICE Kraków Congress Centre can host events with thousands of participants. The latter boasts excellent recommendations: in 2017, it hosted the 41st session of the UNESCO World Heritage Committee, and in 2022, it became the host of the 61st ICCA Congress. Event organisers can count on the support of the city's Kraków Convention Bureau.

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FOR THE RECORD

Conference News chat to Finley Sampson, video production manager, Mash Productions, about the role of video content for organisers

"Everyone consumes video every day... it's the best marketing tool you've got for your next show."

Collaboration is key
Video is often a key pillar in the content strategy onsite at conferences, however there is such scope to expand its uses beyond the event.

Sampson stresses the importance of utilising video content for future success, he said: "Everyone consumes video every day, but sometimes organisers can view that side of things as 'just a highlight video'. But it's more than that. It's the best marketing tool you've got for your next show."

As with any organiser supplier relationship, transparently working with one another is often the key to unlocking the potential of any partnership. Sampson emphasises that a clear objective from organisers to video production teams can be the difference between good and great content.

He said: "I'd advise proshow meetings, to communicate



Finley Sampson

everything you want. Do you want statistics on your screen saying how many attendees are on site? Do you want graphics, or quotes for people who have hearing needs?

"Organisers also need to think about the interview questions. Sometimes interview questions can be very basic, so it is up to the video production company and the organisers to collaborate and establish the goal of video content early. What message do you want your video to convey? Who are we appealing to? You should always orientate the video towards your key demographic from the offset."

What's next?

Video, as with any technology, is a rapidly evolving market. Organisers and production companies need to be abreast of the capabilities available.

Sampson highlighted AI as an area in which Mash Productions is investing. He said: "I think those who don't embrace it now will unfortunately get left behind because it's not going away. We do a lot of our audio editing using AI."

"I think the future of video production is being more open with working with new tools that are being released, they're coming fast, production companies need to stay on top of them. Because suddenly your video starts to look dated and another video production company will use new tools better than you to get the content out faster." CN

