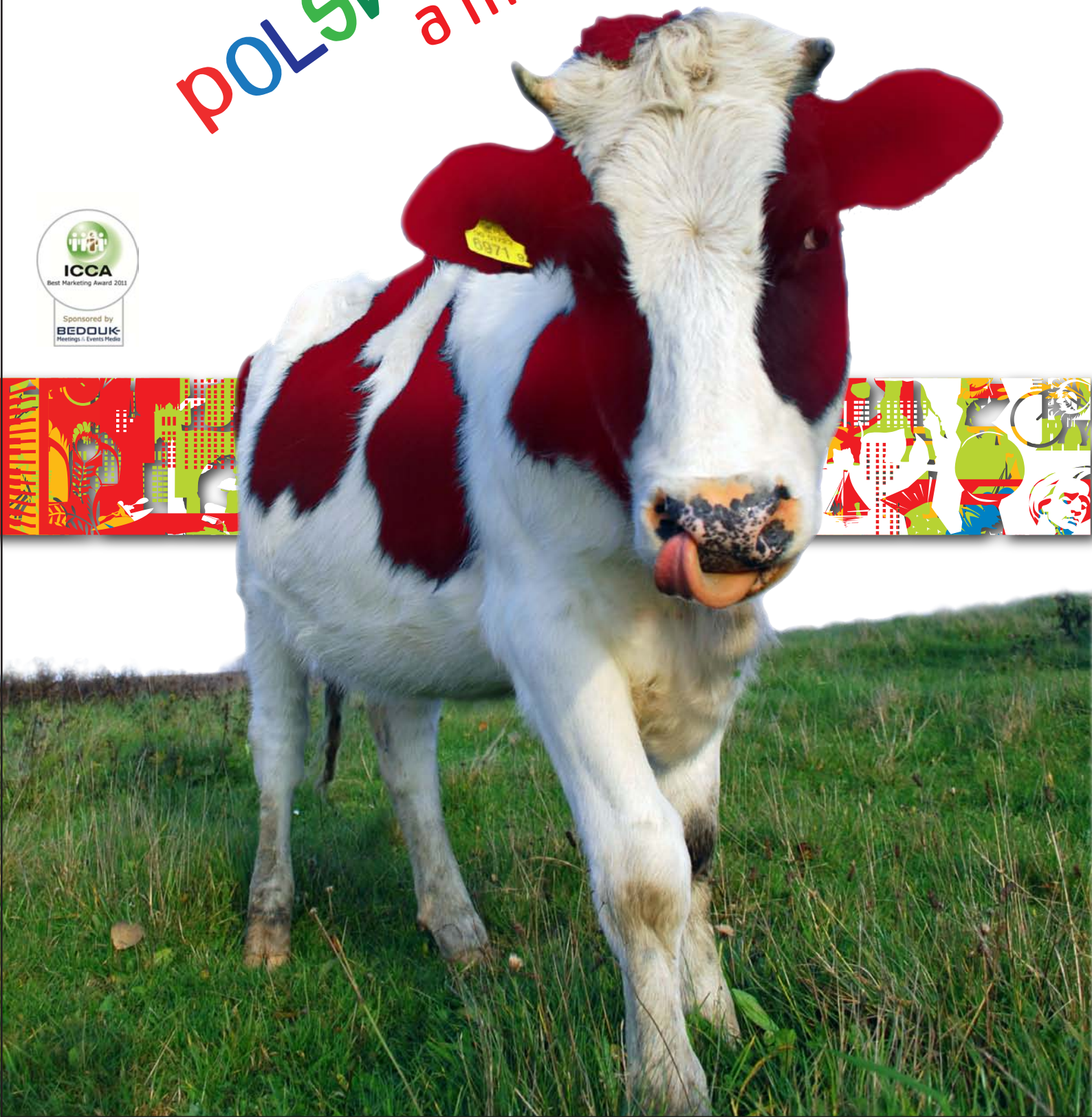
POLAND
CONVENTION
BUREAU

POLSKA - Rebranding of a meetings country

ICCA
Best Marketing Award 2011
Sponsored by
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Meetings & Events Media



Who
are we?

Since 2002 under The Polish Tourist Organisation (the PTO) new activities have been set up, promoting Poland as a destination for meetings industry and they are operated by The Poland Convention Bureau – the PCB (previously the Convention Bureau of Poland). the PCB consists of employees who, for the last two years of cooperation, have taken up many challenges, positively changing the image of Polish meetings and events industry.

Experience this once again with us and see how we have changed the image of the meetings industry in Poland.



Why
we decided to change our organisation…

Just like our azure sky and the Baltic Sea, we have seen broad opportunities ahead of us.

We want to use one umbrella with Tourist Board to promote leisure tourism in synergy with meeting industry.

A bold step, which we took as The Polish Tourist Organisation, was the change of image and the creation of a joint brand for the whole institution (the PTO main office, 14 PTO offices worldwide and the PCB).

On 8 June 2011 The Polish Tourist Organization and Poland Convention Bureau started an initiative to change the image of Poland internationally as an attractive tourist and meetings destination.
The image of Poland was seen as a underdeveloped, old-fashioned and close country.
The natural beauties of our almost two thousand years old country was not appreciated abroad.

Since 2010 we have introduced graphic elements, consistent visualisations, which we describe as a "folk ribbon" which is a collage of what we have best in Poland.





The first important step to build a brand was creating a logo, under which The Poland Convention Bureau operates and with which Polish meetings industry is identified. **The flower, in which the borders of Poland are inscribed, is associated with joy, life, diversity and openness, because this is particularly the most important to us.**

The flower petals create the shape of Poland.

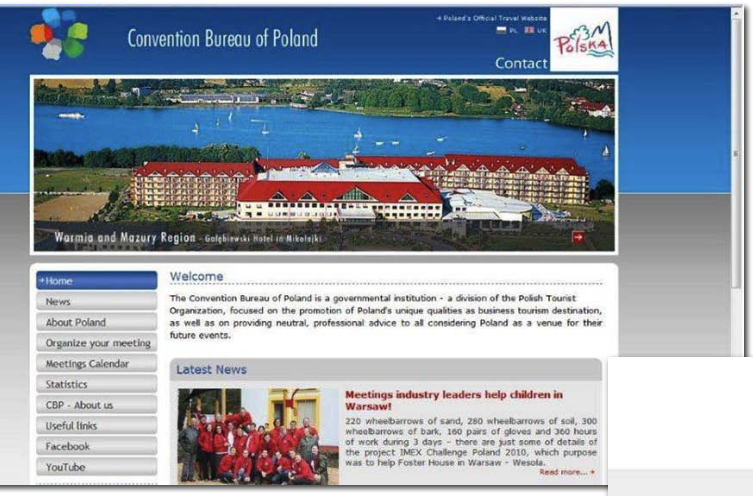
We began the rebranding of the image by introducing a common visualisation (the same colours, graphic elements). Its clarity, choice of vital information and pleasant image were appreciated by many foreign specialists operating in the industry. This website has gone through a total transformation in the last 12 months.

The next step was change from the name Convention Bureau of Poland into the Poland Convention Bureau.
With the new name we wanted to emphasise the key importance of Poland in our activities.



Always in fullswing – Social Media

In collaboration with international experts we have started the promotion of Poland using



Social Media, allowing constant communication with the professional industry partners of the Poland Convention Bureau. Thanks to this platform we can easily send information on current events and activities of the Poland Convention Bureau, whether we are in the office or not. We are always on!

We support local partners – Recomandation Programme

The Poland Convention Bureau is successfully running two recomandation programmes aimed at local congress and incentive organisers. The candidates eligible to apply for the Poland Convention Bureau's recommendation are companies specialising in organisation and services during such events, with relevant experience, technical resources, and trained staff. **The PCB closely collaborates with companies holding valid recommendations, by providing support with organising events, recommending them to institutions and individuals organising meetings in Poland, and giving them the opportunity to participate in the national stand during fairs**. By modernising the recomandation programme we created on-line tools to facilitate communication. We promote these local partners to international planners.

Global cooperation

Understanding the need for active participation in the international environment, the PCB dynamically operates in organisations linking meetings industry representatives. Cooperation with the most important associations like ICCA, UIA, MPI, SITE, DMAI, IAPCO and EFAPCO.





Why
and how did we start?

The promotion, started in the environs of the Baltic Sea, quickly reached places along the Atlantic Coast.

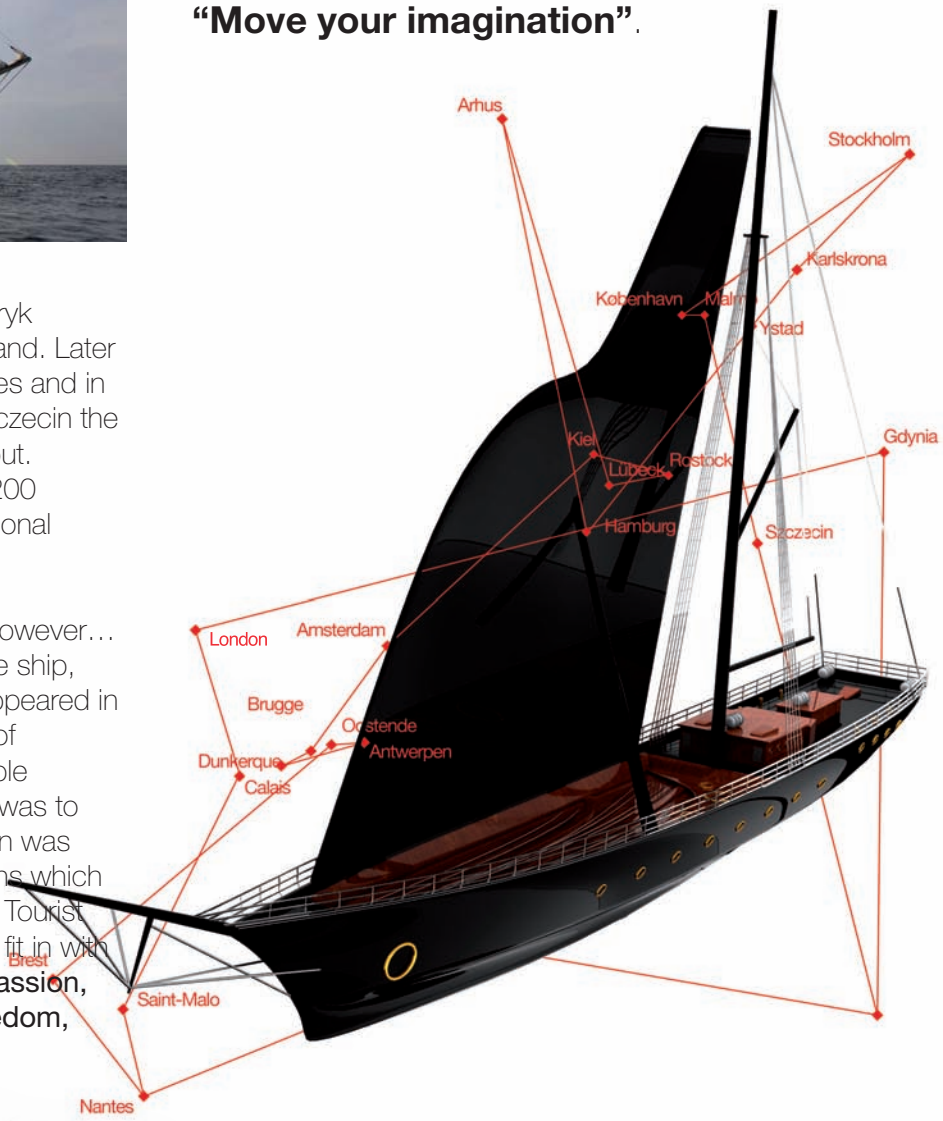


First , we used sailing ship Fryderyk Chopin as a marketing tool in Poland. Later we decided to expand our activities and in 2010 from the seaside port of Szczecin the sailing ship Fryderyk Chopin set out. 2010 – Fryderyk Chopin Year of 200 birthday anniversary was an additional motivation to do it.

One may say “Nothing special”; however… During the three-month cruise, the ship, branded with Polish logotypes, appeared in several European ports. A group of passionate, energetic young people travelled on board, and their task was to promote our country. Their mission was inextricably connected with slogans which define the campaign of the Polish Tourist Organisation, and which perfectly fit in with **Frederic Chopin’s biography: passion, youth, music, romanticism, freedom, creativity.**

The message was supported by a new graphic design for the brand POLAND, which demonstrates the diversity of Polish tourist attractions, as well as a new slogan, which promotes our country:

“Move your imagination”.



Not only do we sail

Together with LOT Polish Airlines we have prepared a very special project.
The first airplane promoting Poland took off into the sky. On it we have placed the visualisation containing all the symbols associated with Poland, along with the advertising slogan “Polska. Move Your Imagination”.



The aim of the advertisement on the plane was to raise interest in our country and to emphasise the changes which have taken place in it within recent years.

Both the slogan and the new branding serve the role of breaking stereotypes about Poland, underlining the fact that it is a modern country making use of unconventional means of promotion, marketing and artistic expression. We want clients to think of Poland also during the flight!

“We refer to positive associations and emotions, and every wave of the campaign is going to show something new and unique, because our goal is to intrigue the audience and provoke the question: Poland, why haven’t I been there yet?”

says Rafal Szmytke, President of the Polish Tourist Organisation.

Roadshow “Polska. Move Your Imagination”

We believe that the key to the promotion of Poland is, above all, direct contact and expressing the emotions which our country arouses!

For the first time throughout the period of the functioning of the PCB we have organised a series of presentations under the event entitled Roadshow “Polska. Move Your Imagination”.



Frankfurt, London and Paris are the first three cities on our map of meetings with the potential customers. We have been joined by the representatives of hotel chains, professional organisers and regional Convention Bureaux from Poland.

Together we could achieve much more, and till now it has turned out that these meetings have brought us a lot of new contacts and direct orders from international meeting planners.



ITB Partner 2011

In March 2011 at the tourist fair ITB Berlin 2011, Poland was a partner country. At the formal opening gala, we presented the tourist attractions of Poland, including its nature and culture, and the cities which are going to host Euro 2012, as well as the adventures of funny and vivid vinyl toys exploring our country. The 3-D display was followed by a show prepared by a dance group and the participants of the show "You Can Dance".

The activities of the Polish Tourist Organisation at the ITB 2011 fair presented Poland not only as a strong partner country, a country of new technologies, but, thanks to the PTO, Poland had an opportunity to stand as the winner of the first prize of "The Golden City Gate" film festival, which takes place every year during the ITB in Berlin.

The promotion of Poland as a country with new technologies, open and ready for new challenges, was what initiated business meetings, seminars concerning unique venuse, in which conferences can be held. **The ITB sessions** organised by the Poland Convention Bureau demonstrated a wide range of opportunities, which await the organisers of corporate events.



Polska. Move Your Imagination

In June 2011, the Polish Tourist Organisation and the Poland Convention Bureau launched a promotional campaign on three priority markets – Germany, UK and France. These destinations were approved in the Polish marketing strategy as markets generating large incoming traffic to Poland. Therefore they will be our focal points throughout the next 18 months.
The strategy of communication is a constant presence in the areas where people seek information. All instruments of the campaign are not only consistent, but they complement one another.
Presence in the press (over 250 advertisements), supported by outdoor exhibitions – mainly in public transport vehicles (the underground), and also promotional activities. Over 65% of the Germany, 41% of the French and 85% of the United Kingdom markets will have contact with advertisements in the press at least 3 times. We want them to choose for Poland.

In the campaign we put strong emphasis on emotions and positive associations: **travelling to Poland will never leave a delegate indifferent; the experiences and impressions will stay in the memory for a long time.** We are changing the highly-stereotypical thinking about Poland. Coming to our country is always an extraordinary experience!!!
Kate – the blond girl who became the face of campaign – while visiting Polish cities, discovers great architectural objects and hotels, but also the many open-minded people and attractions of each place. The campaign promotes also active, cultural and natural tourism.



Meeting Planning
– a new tool for planners
Within the campaign a new dedicated website was created; its main purpose is support for planners. It contains information about major Polish cities, facilities, events, professional congress organisers and incentive trips.

www.welcome.poland-convention.pl

Events in Poland
For the first time in Poland a TV commercial was produced for the purpose of the meetings industry. Watch it and see the value of organising a meeting where everything is perfectly set up; see how pleasant it is to spend your free time, how many interesting people you can meet. Move your imagination and choose Poland.
(please watch cd)



Polska.
Move Your Imagination

Media, Press and TV
As part of the campaign we are also doing press, web, TV and outdoor advertisements, which are going to appear systematically throughout the whole period of the campaign. For the first time we have an opportunity to create all the tools which, on a daily basis, promote destinations, and also support planners.

Polska
– site inspection

A publication for planners, created by planners.
We have asked Polish organisers what they expect when choosing destinations abroad. Thanks to their opinions we have created a publication which contains particular information for prospects interested in organising association meetings, corporate events, and incentive trips in Poland.
We can help find contacts and discover mysteries are present really unique venues.

IMEX – a partner for 2011-2012

For 2 years of activity the Poland Convention Bureau has visibly marked its existence at IMEX. Starting from 2011 our advertisements are appearing in Show Daily. Apart from that you can find us in Show Catalogues, display advertisements, and fair cafés.

We take priority in cooperation with IMEX. Since 2011 we have changed the national stand, rebuilt the meeting system, and created new promotional packages for Polish co-exhibitors. We have launched our campaign in the fair under the slogan “Move Your Imagination”.

All these activities have been performed for the first time. In addition, we have augmented the activity by organising a press conference, a meeting for Polish planners, a meeting of regional Convention Bureaux, and participation in educational panels.



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What you can learn from us?

IMEX Challenge

– Let's do something for others

The world first CSR (Corporate Social Responsibility) project, carried out in cooperation with organisers of IMEX, took place in 2010 in Poland.
220 wheelbarrows with sand, 280 with soil, 360 with bark, 160 pairs of gloves and 360 work hours within 3 days – these are just a few details of the IMEX Challenge Poland 2010 project. The aim was to help the Family-Type Children's Home in Warsaw.

In cooperation with the "Our home" Association, we have found a foster family in Warsaw with twelve children. Together with partners from the whole world (10 countries), we have decided to renew the garden and the grounds around the house, and to build a playground for the children. During that time the whole family went on a tourist trip to Cracow. Apart from this, the project participants granted the children scholarships for learning English, hipotherapy, and meetings with a speech therapist.



Back to the Garden

– inspired by the aid In May 2011, the Poland Convention Bureau decided to continue the IMEX Challenge project under the new name BACK TO THE GARDEN. This time we have invited national representatives of the meetings industry to the project, and organised a campaign aiming at rearranging the garden after the winter.
The fruitful work was rewarded with the big smiles of the children and the appreciation of the parents. During the work in the garden with industry representatives we presented the the PCB's action plan for the next 12 months.

"I thank everyone for the wise, beneficial and pleasant day. I congratulate you for the idea and the organisation, and believe that such action will unify the industry and improve our relationships."

Andrzej Hulewicz
CEO Mazurkas Travel DMC Poland



POLAND CONVENTION BUREAU

FAM TRIPS
– a different way

We have introduced an innovative project of organising study tours for bloggers. We will learn about their experiences – as the personal experience of Poland is the most crucial in this campaign – in autumn 2011. During this time we will introduce on the web an online game, in which players take up the role of tourists. During the virtual stay, they will visit interesting places in Poland, and by achieving points in quizzes and competitions, they will be awarded special prizes, including weekend stays in Poland. In addition, for the first time we will organise over 10 theme subject fam trips from the three chosen markets.

The Polish Congress Ambassadors Programme

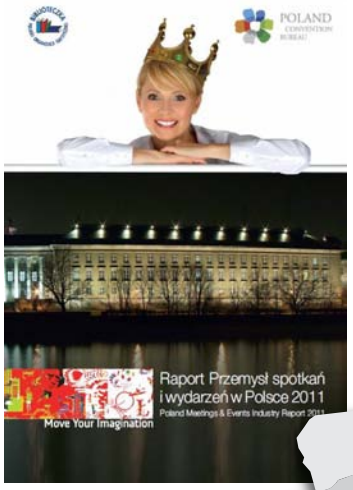


The Poland Convention Bureau, together with the Polish Conference and Congress Association, runs the Polish Congress Ambassadors Programme, whose goal is to distinguish individuals who, actively and with engagement, acquire new congresses for Poland. The eligible applicants for the title of Ambassador are persons within science, culture, sport, and business members of international associations who are willing to support and initiate new international conferences in Poland.

In exchange, the Poland Convention Bureau grants access to information concerning congress centres, professional organisers and certain facilities offered by the Government. Additionally, the PCB grants all necessary promotional materials and offers support in the organisation and implementation of study visits. Apart from this, we host Annual Gala and ceremony for Professors. For the first time we have organised meetings at universities, disclosed the whole programme online, and created a communication platform for academic individuals for the purpose of enhancing cooperation.

Poland Meetings & Events Industry Report
– numbers first

We are currently preparing evidence proving that the Polish meetings industry is worth investing in. We were the first to undertake an attempt at defining the size of the Polish meetings industry. The important element was to demonstrate the importance of the meetings industry as an area of the economy, and the amount of profits which this industry provides for the country and its regions. In cooperation with regional Convention Bureaux, the first-issued publication revealed data for 2009. The companies referred by the PCO and organisers of incentive trips shared their knowledge with us. It was worth the effort! The number of events in 2010 increased by almost 400%. We are very pleased that thanks to the cooperation with the industry we have achieved such a great quantitative difference, and we hope that this number will constantly grow from year to year. It will be a proof for local authorities that it is worth to interest in meetings industry.



Move Your Imagination

Everything is possible

Not only today but also tomorrow

EURO 2012

In less than a year Poland is going to be the host of the European Football Championships. It is a wonderful opportunity to present our country in its best light.

The activities promoting Poland in the context of Euro 2012 are, i.a., the special Euro zone, organised during the music festival in Poland by the joint action of the PTO and a sponsor of the championships. We are developing new stadiums, hotels and in-house infrastructure.

PCB prepered especially for this event unique venues catalogue. A new tool for corporate planners.

The EU Presidency – more meetings for Poland

A big event for us is the year of the Polish Presidency of the European Union.

This is another opportunity to show how much Poland has to offer. Numerous political meetings are being accompanied by a rich cultural programme. Thanks to that, many foreign visitors will have a chance (often for the first time) to acquaint themselves with Polish culture and spend a nice and interesting time when off duty. The "Green Presidency" is a project promoting the organisation of events and meetings with the consideration of the economical use of resources and environmental protection standards.

We support hotels, organisers and venues which seek information on how to prepare a meeting, where to find partners, and how to professionally prepare a conference. We are the first contact for Polish and international planners.

Objectives/targets

At the beginning we wanted to change the image and inform about our destination. More than 200% more visitors to our website, additional 25 RFP, incoming fam trips and 10 association site inspections. These are our objectives before and currently we reached them all.

All campaign was co-financed by EU grants for destination marketing. This was first time ever when Poland had such a chance. A combination of local and EU money opened a new channel for Poland. Meetings industry projects were co-financed in between 40%-60% by EU grants but all tools created in this project can be used in future years by Poland Convention Bureau.

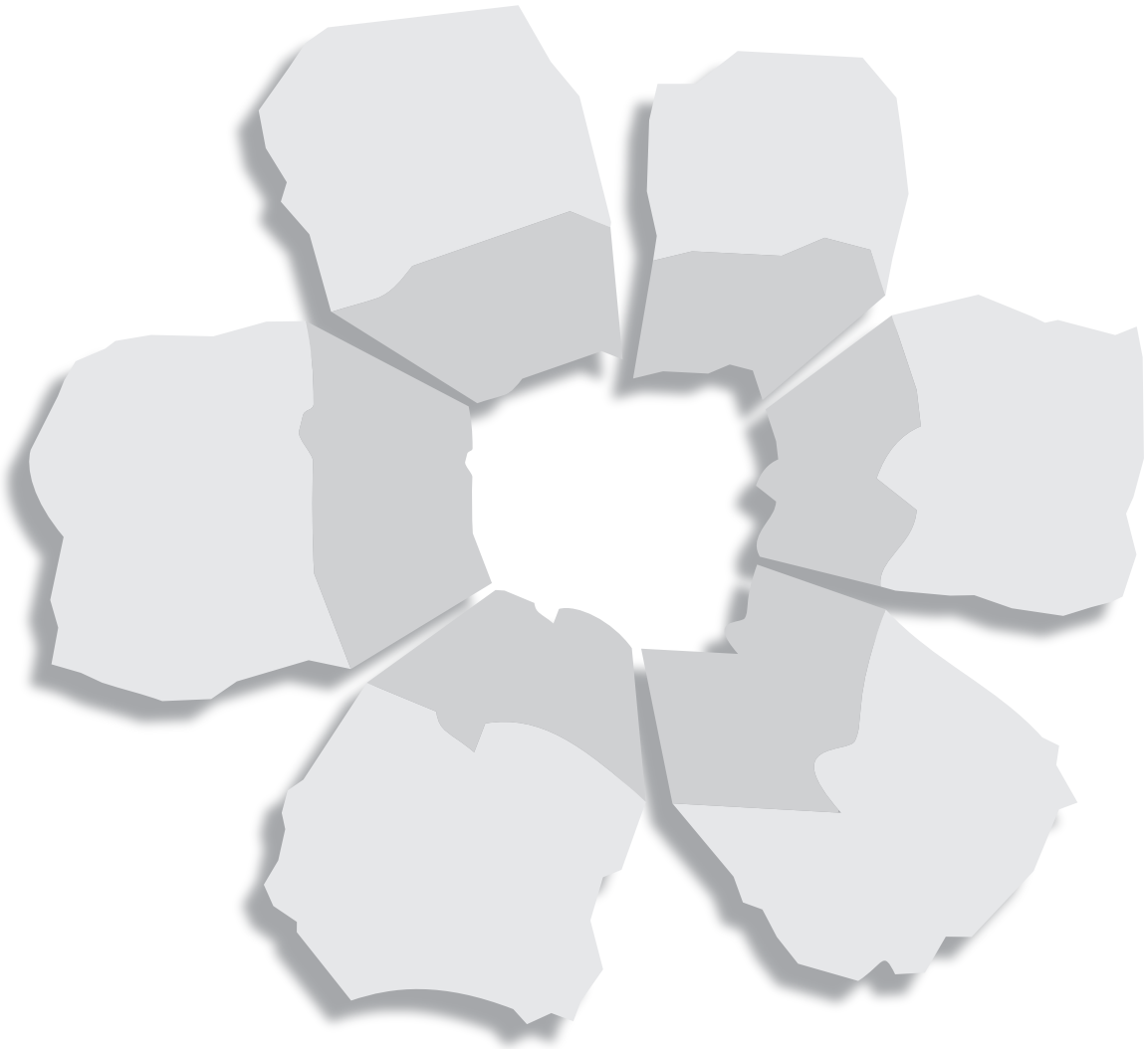
Ready till 2020

We have just finished the preparation of the Poland Convention Bureau action plan till 2020, which is consistent with the promotional activities included in the tourist marketing strategy till 2020. We have set new challenges and goals, and we want to achieve them.

We have arranged future promotional campaigns on new European markets. Under the cooperation with the V-4 Group (the Czech Republic, Slovakia, Hungary and Poland) we are entering far away markets to promote this part of Europe.



We also believe in youth – we have already started cooperating with universities across the country and, as part of a partner internship programme, we educate and collaborate with students interested in meeting industry and we are suppling Future Leaders Forum Warsaw.



That's why we have changed

We have moved the imagination, created an action plan, one vision, and a precise mission. We have changed the image of Poland as an attractive destination for the meetings industry. We are cooperating with local organisations, and developing international contacts, and we wish to change and show emotions. **We want Kate to speak of Polska, creating its new quality.**

POLSKA by Kate... just check





POLAND CONVENTION BUREAU

Polska is my passion
feel free to contact me!
Krzysztof Celuch

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