



## WARSAW TOURISM ORGANIZATION (WOT)

---

5 March 2014.

### Promoting the Meeting Industry!

On the 17th of March 2014 a Conference will happen on the National Stadium [polandmeetingsdestination.com](http://polandmeetingsdestination.com)

The Conference is part of 'Meetings Week', [meetingsweek.syskonf.pl](http://meetingsweek.syskonf.pl) – a week focusing on promoting the Meeting Industry.

**Warsaw Tourism Organization and Warsaw Destination Alliance** are co-organizers of the event. We would like it to be the beginning of a debate about the Meeting Industry and Business Tourism important for the city's and country's economics. We invited all the Polish convention bureaux to take part in this event.

The presence at the conference was confirmed by : John Heeley, the author of a well-known book „Inside City Tourism. An European Perspective”, professor Magda Antolioli and Christian Mutschlechner – the President of the Vienna convention bureau, Alex Kloszewski - the President of the Warsaw Destination Alliance, Vice President of the Warsaw Tourism Organization.

One of the main topics during the conference will be the local fee which would give the local and regional tourist organizations a stable source of income financing the promotional activities of their regions.

Please find more details enclosed in the attachment.

Please register at: [polandmeetingsdestination.com](http://polandmeetingsdestination.com)

### Warsaw Convention Bureau

From January 2014 Warsaw Convention Bureau responsible for promoting Warsaw as a congress – conference destination especially on the foreign markets started its work under the umbrella of WOT.

It is an important change for business tourism . The office working in the structure of the Municipal Tourist Office was closed so that the new convention could be opened in the public – private structures.

It was made sure that the knowledge, experience and tools of Warsaw Convention Bureau were preserved as well as undergoing talks with conferences and congresses organizers were not suspended. The transformation process happened in cooperation with the City's Office, Municipal Tourist Office and Warsaw Tourism Organization.

Working in a private – public partnership, the new convention will be able to use the synergy effect between the MICE industry ( hotels, conference objects, meetings organizers and suppliers) and the official city's representation ( Warsaw City Office ). The drive for promotional activities will come from a combination of trade business discipline with the municipal authorities authenticity. The overriding priority for all the undertaken activities will be generating questions and materializing them under a form of conferences, congresses and motivators coming to Warsaw. To realize those targets main direct marketing tools will be used: road shows, sales calls, workshops B2B, fairs, cooperation with congress ambassadors from international associations and daily work with the client database. Additional ambition of the new convention is also elaboration of business gaugers and assurance of transparency of any undertakings.

## MCE CEE Bucharest

Warsaw Tourism Organization and Warsaw Convention Bureau took part in MCE CEE workshop (09-11.02.2014, Bucharest, Romania), one of the most important promotional B2B events for Easter- European MICE Industry. Within 2 days, Warsaw CvB attended over 30 meetings with organizers of international events and corporations, agencies and associations using all its business and networking potential offered by MCE CEE.

A report from those meetings is available for WOT members at the WOT office.

## WOT becomes a partner of an exhibition at The Museum of Hunting and Horsemanship

### **Following footsteps of Arkady Fiedler. Peruvian Expedition.**

#### AN EXHIBITION AT THE MUSEUM OF HUNTING AND HORSMENSHIP

11 April – 28 June 2014

realized in cooperation with Literary Museum – Lab of Arkady Fiedler in Puszczykowo.

The exhibition is a tale of a sentimental trip that took place in 2009. Marek Fiedler – son of Arkady , visited places in which his father had been in the 70s.

The trip is documented with a variety of color pictures – Peruvian landscape, mysterious drawings of Nazca, monumental Incas structures (previous owners of these lands), currently living Indians during daily activities. On several black and white pictures Arkady Fiedler will be presented – travelling through mysterious and empty at those times Incas cities, talking to exotic natives. Additional to large scale photographs there will be household tools, jewelry, parts of garment and hunting – horsemanship accessories.

The exhibition will be accompanied by a series of lectures joined with slide shows made by Marek Łasisz – an archeologist, culture expert, traveler and lecturer specializing in culture of Aicient America.

The series will have three meetings in following topics:

1. „A trip to Peru” – 12 April

2. „The Incas Culture and Civilization” – 17 May
3. „ Nazca Culture – headhunters and mysterious lines of a desert” – 7 June

Lectures will take place in temporary exhibitions rooms at the Museum of Hunting and Horsemanship, on Saturdays at 12:00. After the lectures you will have an opportunity to try on the props brought by the author.

## NEW WOT MEMBERS

WOT was joined by: The Museum of Hunting and Horsemanship, the guide company IMS, professional conference organizers: **Global Wings i ICP Group S.A.** WOT has currently 30 members.

## WOT Plans

The assembly of WOT Members is planned for 25 of March. Shortly after we will send WOT members an information about planned activities for 2014.

*Warsaw Tourism Organization is an association of public – private character, a platform for cooperation and integration of tourist environment in Warsaw. Through the offer of WOT members we can work out a strategy for activities and build a complex and interesting offer for an international client. This offer will be more complex and rich together with the development of the organization.*

*Feel free to contact us*

Monika Białkowska  
Warsaw Tourism Organization  
Office President  
ul. Smolna 4, 00-375 Warszawa  
tel. 606 797 295  
monika.bialkowska@onewarsaw.com

Basia Paszkowska  
Warsaw Tourism Organization  
ul. Smolna 4, 00-375 Warszawa  
barbara.paszowska@onewarsaw.com

*If you wish not to receive information from Warsaw Tourism Organization write at [barbara.paszowska@onewarsaw.com](mailto:barbara.paszowska@onewarsaw.com)*