



# NEWSLETTER

4.08.2015

## The campaign promoting Warsaw

The summary meeting refers promotion city of Warsaw on British and Swedish market happened on July 29-th in the Westin hotel. The plans for the further actions are in preparation.

[More...](#)

## Meeting planners from UK and Israel in Warsaw

During the last weekend of June 2015 (26-28.06.2015) Warsaw Convention Bureau is supporting two fam trips for meeting planners from UK and Israel.

[More...](#)

## ICCA conference in Warsaw

Second largest chapter of ICCA, the most important congress industry association, will hold its regular conference in Warsaw. ICCA Central Europe Chapter Summer Meeting will be hosted by EXPO XXI on 26-28 August 2015.

[More...](#)

# Pictures from the meeting summarizing Warsaw promotional campaign carried out in UK and Sweden, which was held at the hotel Westin, on the 29th of July 2015



## Meeting planners from UK and Israel on two fam trips in Warsaw



Mateusz  
Czerwiński,  
Warsaw

Convention Bureau  
Director:

We are very happy  
that Warsaw will be  
included in destination  
portfolio of those  
important, global  
meeting planners.  
Those two fam trips  
are perfect branding  
opportunity for the city.

During the last weekend of June 2015 (26-28.06.2015) Warsaw Convention Bureau is supporting two fam trips for meeting planners from UK and Israel. Both fams are organized together with Warsaw CvB members.

First one in an initiative of Hilton Hotel & Convention Centre, supported by ICP Group, EXPO XXI and Warsaw Convention Bureau. The guests are 10 representatives of the leading UK MICE agencies. During the visit they will get a chance to experience Warsaw as an attractive meetings destination, but also a modern and fascinating city break alternative.

The second fam trip was prepared by Polish Tourism Organization, LOT Polish Airlines, supported by Marriott Centre Warsaw CvB and Warsaw Tourism Office. The guests are tour operators from Israel, interested in the capital of Poland as both MICE and leisure destination. Both groups include International journalists, one of them representing The Financial Times.



# ICCA conference in Warsaw

Second largest chapter of ICCA, the most important congress industry association, will hold its regular conference in Warsaw. **ICCA Central Europe Chapter Summer Meeting** will be hosted by EXPO XXI on 26-28 August 2015.

During three days in the capital of Poland approximately 70 international and local representatives of different industry sectors (associations, PCOs, venues, convention bureaus) will benefit from valuable knowledge exchange programme and interesting and inspiring side events.



Warsaw Convention Bureau, as a Partner of the event, has invited keynote speaker Deputy Mayor of Warsaw, Michał Olszewski, who will present the Virtualna Warszawa project. It's a worldwide innovative city beacon navigation system, designed not only for physically challenged (blind or partially blind persons) but also for tourism and MICE industry. This pioneer project will prove extremely useful and at the same time has a great destination marketing potential – award of prestigious Bloomberg Philanthropies “Mayors Challenge” contest is a perfect proof of it.

Warsaw CvB is also providing an evening programme on Vistula River – one of the most important and the fastest developing tourism attractions of Warsaw. The other Partners of the event are: Poland Convention Bureau and Mazurkas Travel Congress and Conference Bureau.

ICCA has 1049 members from 95 countries and is the most important organization of Congress industry professionals in the world. ICCA members are divided into different chapters, depending on geographical origin and industry sectors. Central European Chapter is second largest, it has 159 members from 18 countries: Germany, Austria, Switzerland, Russia, Poland, Czech Republic, Ukraine, Lithuania, Latvia, Estonia, Serbia, Hungary, Slovakia, Georgia, Azerbaijan, Uzbekistan. Poland is represented by 11 members.

## National convention bureaus from Europe meet in Warsaw



Warsaw Convention Bureau is a Partner of one of the most important meetings on destination marketing in Poland this year. On 24-25 September 2015, at the invitation of Poland Convention Bureau directors of all national convention bureaus from Europe are coming to Warsaw to discuss the issues of improving the offer and strengthening the brand of Europe as a MICE destination on the global meetings market.

– Warsaw Convention Bureau is aiming to position the capital of Poland as the most important emerging destination in Central & Eastern Europe and this initiative is really valuable. We believe that when current and future trends of congress and incentive market are taken under consideration – Europe is going to be an extremely attractive alternative for international meeting planners. Coalition of national convention bureaus will not only serve as a platform for exchanging experience but it will also strengthen the MICE offer of the entire region – says Mateusz Czerwinski, Warsaw Convention Bureau Director.

Warsaw CvB, as a Partner of the meeting, has prepared, among others, a programme introducing participants to cultural and touristic attractions of Warsaw. **Hilton Warsaw Hotel & Convention Centre** is a Partner and the venue of the event.

# Clients positively about Warsaw

Warsaw is the most important MICE destination in Poland – this statement is true not only because of good offer of the city, it's developed infrastructure and professional providers – most of all, it is proved by satisfied clients.

With the support of Warsaw Convention Bureau, CEPIC congress took place in Warsaw in June 2015.

It is the most important pictures industry event around the world. Global Congress, the executive producer of evening gala, have received a letter of reference for professional execution of the event. „We had many format changes as the event took very long to be fully defined and they [Global Congress] always found a way to respond to our needs. Communication too worked smoothly. For us not being in Warsaw meant that we needed a reliable partner that could keep the flow of emails and calls to move forward in the organisation and Global Congress were always there for us” – said the organizer in the letter of references.

– We are proud we have the opportunity of cooperating with companies that make Warsaw a mature and professional destination from the perspective of international clients. This is through such experience which Global Congress provided that the international clients become the ambassadors of our city – says Mateusz Czerwiński, Warsaw Convention Bureau director.

The CEPIC congress took place between June 3rd and 6th, 2015 at the Sofitel Victoria Warszawa hotel, it was attended by 500 participants. The evening gala was organised in Forteca. Warsaw Convention Bureau supported the organizer with recommendations of venues for all elements of the programme and presented WOT members as executive partners, thus establishing permanent relations and presenting Warsaw as an ideal place for such events.



MAIN SPONSOR	CONFERENCE SPONSORS
SPONSORS	
PARTNERS	



# New members of Warsaw Tourism Organization

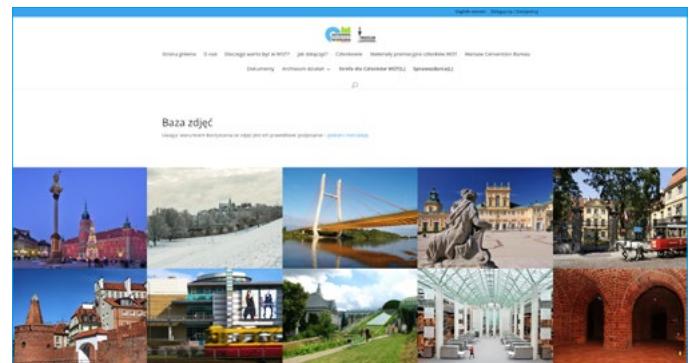
We welcome:

Sheraton Warsaw Hotel, The Westin Warsaw, Hotel Bristol, a Luxury Collection Hotel, Warsaw, Hotel Intercontinental Warszawa, Warsaw Pass, Aktero, Tor wyścigów konnych Służewiec, Station Warsaw Tours

among the members of WOT!

## Visit our website

We are inviting to visit our website and the **zone created on it specially for WOT members**, available after log on. On the side you will find information about our action, reports of held meetings, **base of photographs of Warsaw**.  
<http://wot.waw.pl/>



Do not hesitate to contact us:

Monika Białkowska  
Warsaw Tourism Organization  
Office Director  
Pl. Defilad 1, office 937  
00-901 Warsaw  
mobile: 606 797 295  
monika.bialkowska@onewarsaw.com

Barbara Paszkowska  
Warsaw Tourism Organization  
Pl. Defilad 1, office 938  
00-901 Warsaw  
mobile: 506 044 779  
barbara.paszkowska@onewarsaw.com

Mateusz Czerwiński  
Director  
Warsaw Convention Bureau  
Pl. Defilad 1, office 946  
00-901 Warsaw  
mobile: 601 324 244  
mateusz.czerwinski@warsawconvention.pl

If you do not wish to receive information from Warsaw Tourist Organization in the future, please let us know by sending us an email.