

International Congress and Convention Association



**12–15
NOV
2017**

56th ICCA Congress | Prague, Czech Republic
Provisional Programme



introduce unrivaled attendee engagement

- ▶ Enable networking and nearby attendee discovery
- ▶ Offer effortless lead capturing to exhibitors
- ▶ Define event goals and take immediate action



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Welcome messages

Message from ICCA president, Nina Freysen-Pretorius



Dear ICCA Members,

It seems fortuitous in the history of the world now and with all the turmoil experienced, that the 56th ICCA Congress will be held in Prague. The struggle for freedom and independence is something that has contributed to the winning spirit and appeal of this destination and its people.

The city of Prague and its people have experienced many trials, tribulations and change, but remains a melting pot rich in history with beautiful buildings reminiscent of the Baroque era and the city centre a UNESCO world heritage site. A walk across the Charles Bridge, or a visit to the St. Vitus Cathedral, Spanish Synagogue and the Jewish Museum has to be on your bucket list for the ICCA 2017 Congress.

Hosting the ICCA Congress here will set the tone for us as members of the business events sector to reflect also on our industry's past challenges and achievements whilst deliberating on what lies ahead. Should discussion become a little heated or disagreeable we will be able to count on the local wine or beer produced – that comes highly recommended – to keep matters amiable!

Ensuring that the Congress programme content is of the highest standard with take home value for all our members, is top of mind to the ICCA Board of directors, the CEO and the ICCA team. So be sure to block the dates in your diary and be sure to join us at what promises to be a great member gathering in November 2017!

Regards,
Nina

Message from Sanjiv Suri, Chairman of the Local Host Committee



Dear ICCA Members,

The Local Host Committee and Team Prague would love to welcome you to this historic city to "BUILD BRIDGES" on the 660th anniversary of the laying of the foundation stone of Charles Bridge.

Prague, as a very cosmopolitan city, has been the "bridge" between the East and the West for 28 years after the Velvet revolution on November 17, 1989 – which came 21 years after the Prague Spring of 1968.

Come let's celebrate humanity and diversity together steeped not only in music, history, culture and architecture but also cutting edge technology.

"VITAME VAS s LASKOU ♥"

We welcome you with love... to stretch your imagination and have an unforgettable experience.

"NA ZDRAVI"

Cheers,
Sanjiv ♥

Saturday 11 November

- Registration
- Complimentary city tours

Sunday 12 November

- Registration
- First Time Attendees introduction programme
- Research Appointments
- Sector Meetings
- Chapter Meetings
- Fringe Meetings
- General Assembly
- Official opening
- Welcome reception

Monday 13 November

- Monday Morning Wake-Up Call
- Full day education
- Expert Advice Appointments
- Research Appointments
- Business Exchange*
- Fringe Meetings
- CAT Night

Tuesday 14 November

- Best Marketing Award
- Full day education
- President's choice session
- Expert Advice Appointments
- Research Appointments
- Business Exchange*
- Dinner

Wednesday 15 November

- Copenhagen Lecture
- Half day education
- Expert Advice Appointments
- Research Appointments
- Closing session
- Next destination lunch
- Complimentary city tours

Monday lunch

– sponsored by IMEX



Next destination lunch

– sponsored by Dubai
Local Host Committee 2018

Copenhagen Lecture

– sponsored by Danish
ICCA members



* subject to change

Programme overview



ibtm® events
connections mean everything

ibtm events is our strategic partner for the education programme. Their long-standing support helps us to create an outstanding programme year upon year.

The all-encompassing theme of the 2017 ICCA Congress is 'Building Bridges', not least because of the hauntingly beautiful bridge architecture that Prague has to offer, but because the theme runs deep within the education programme itself. We have made it our mission to curate content and education that will enable delegates to bridge the gap between a good and rounded knowledge and an all-star knowledge that will allow them to stay not one, but ten steps ahead of the game in our constantly evolving and fast-paced industry.

Delegates should expect education that facilitates the building of solid and robust networks, provides insights from other industries and sectors and content delivered by world-class, in-demand thought trailblazers. It is our aim to create a unique and novel learning environment-come-melting pot that stimulates delegates to not only learn from the top-tier speaker line-up in store this year, but to actively engage with others and unlock the inestimable knowledge sitting right next to you in the meeting room.

The best international association meetings content

If we are to remain competitive in the global market, let us not forget that knowledge is

power and the ICCA Congress is the place to re-charge your knowledge bank! ICCA strives to cultivate and foster knowledge to create a unique environment for dialogue between different sectors and chapters. The ICCA Congress allows industry professionals and association executives to come together at the intersection of cutting edge association knowledge from the fields of healthcare, science, IT and the expertise of the world's leading destinations, venues and meetings management companies to create an unrivalled, world-class programme.

Compelling, inspiring and thought-provoking content

The Congress will bring in renowned experts from outside our meetings industry parameters to infuse best practices from other professions and cultures to enrich our own. We're set to welcome an expert in Leadership Development and Organizational Transformation whose clients include Blue Chip powerhouses; an in-demand pitch coach credited with helping start-ups secure six-figure investment capital and a visionary violinist and cultural ambassador who is guaranteed to cause a much-needed shift everyday thinking patterns and prepare delegates to implement their new learnings back at the office.

Meeting architecture and innovative design

You spoke and we listened! Introducing a burst of new meeting architects and facilitators to the congress team this year whom promise to bring a dynamic new energy to the way sessions are delivered and content is digested by delegates via a plethora of innovative, cutting-edge and sometimes experimental meeting design formats. Expect boxes, bridges, light jogging, riverboats, "hackathons" and treadmills! You'll just have to attend to find out more!

Quantity + Quality

More than 40 custom-designed sessions

Trends & innovations; skills & technology; sustainability & profitability; leadership & psychology

For the latest confirmed speakers and session descriptions, visit the Congress website.

Wow

Prague InSpires

56th ICCA Congress
12 – 15 November 2017



Programme highlights

Highlighted Speakers:



Jay Baer

All-round marketing guru and New York Times Best Selling author of 'Hug Your Haters' will entertain, intrigue and amaze with his views, knowledge and insights. Jay has spoken previously for Blue Chip organisations across the globe and we are truly honoured to welcome him as one of our Congress featured speakers this year.



Molly Harvey

If you're curious to learn how to ensure solid trust in your business relationships and strengthen the bridges between you and your professional networks, look no further than Molly Harvey, renowned consultant, speaker and author. Molly will bring her wealth of knowledge to the ICCA Congress table and engage in a detailed dialogue during her CEO Deep Dive session (don't forget to sign up for this limited availability session to avoid disappointment!)



Sofia Falk

Sofia Falk is an organisational hacker who sees the corporate world as her playground. Interested to learn how your organisation can authentically embed diversity into your business strategies? Then, Sofia's session is definitely not to be missed! Founder and CEO of the management and concept-bureau, WeAreTheStoryDoers, Sofia is an expert in the field of advising organisations on the best ways to harness diverse brainpower needed to adequately reflect the priorities and needs for the company's employees, customers and their customers' customer. So far, she has helped speed up the process with diversity and inclusion in more than 50 global heavy industrials, banks, law- and professional service firms as well as tech companies – and now... Sofia is ready for her next big challenge – to share her expertise with ICCA's global meetings industry audience!



First Time Attendees Programme (FTA) Sponsored by SoolNua Make the most of your first ICCA Congress!

Here at ICCA we place huge importance on giving First Time Attendees (FTAs) at the ICCA Congress a very warm welcome. The specifically designed FTA programme has over the years been delivered to over 3000 delegates with the goal of helping them network, do business, learn and overall maximise the benefits of attending their first ICCA Congress.

The programme will provide you with a preview of the main social and educational highlights of the Congress as well as who and what to look out for; and offer you the opportunity to participate in small-group discussions led by industry mentors, who will share their experiences with you as well as advise which sessions they think you may find useful for your professional and personal development. They will be available throughout the Congress.

This is a unique opportunity not to be missed so, if the 2017 ICCA Congress is your first and you would like to ensure you are prepared to make the most of it, sign up for the First Time Attendee Programme and plan to arrive on time to participate on Sunday 12 November at 9.00 hours. We look forward to meeting you in Prague!

Expert Advice Appointments

Wouldn't it be amazing if that nagging business question could be answered during the Congress? Wouldn't that be the ultimate return on your Congress investment? Did you know that this is absolutely possible at the ICCA Congress? Unlock the solutions to your challenges by scheduling an expert advice appointment with your fellow delegates whom list themselves as experts in a particular area or alternatively, grab a coffee and chat with one of our expert speakers to jointly foster solutions to overcome to your biggest business hurdles. If on the other hand, you have a wealth of knowledge in a particular field or topic, then please share your wisdom with our community and sign up to be an expert advisor during the registration process so that others can approach you. Remember – Sharing is Caring!

Chapter Meetings

Chapter Meetings are scheduled to enable delegates to discuss ICCA matters with their geographical colleagues and to share insights, updates, best practices and regional initiatives.

Sector Meetings

Sector Meetings are scheduled to enable delegates to discuss ICCA matters with colleagues from the same industry supplier segment to discuss issues of relevance to their branch of the meetings industry, to debate the merits of policy changes and other proposals recommended by ICCA's Board of Directors, and to develop new ICCA projects and promotions.

ICCA Data Workshops, ICCA Tools Training & Research one-on-one appointments

ICCA Data Workshops provide delegates a general introduction to ICCA's online association database including finding potential business, key contacts, association details and other valuable information which can be found within the database. In depth demonstrations illustrated by real-life case studies are delivered to enable you to maximize your knowledge of the product. The ICCA Tools Training Session enables delegates to find local champions with the use of the Big Data functionality within the database – become acquainted or just refresh your knowledge! A training on the ICCA Statistics tool is also an option if delegates would like to make their own customized statistics list or analyse over half a century worth of association meeting data. Last but not least, discover how to truly make the most of the ICCA PR kit and accelerate your media coverage like never before! Delegates can also book 30 minute one-on-one appointments with ICCA Data researchers for more personal and in-depth advice and training.

Business Exchange

The Business Exchange is often referred to as the most beneficial aspect of the Congress, offering valuable ROI for many delegates. Delegates who sign up for the BE engage in multiple short meetings that provide the opportunity to secure new business leads for your venue or destination! If you can bring just one lead back to the office, then the registration fee is already money well spent! Pre-registration is required for this popular element of the programme. Deadline to submit the lead is 13 October 2017.

Fringe Meetings

ICCA recognizes that the Congress is also the perfect time for topical consortia, user groups and alliances alike to meet and provides fringe meeting opportunities for all delegates to utilize if they should wish to do so. If you wish to arrange a fringe meeting, please contact Mieke van Loenen to discuss the possibilities. (mieke.l@iccaworld.org)

Registration information

You can register online via the ICCA Congress website: congress2017.iccaworld.org

	 Early Bird	 Standard	 Late	 On-Site
 Member delegate	€895	€995	€1095	€1195
 Member co-delegate	€795	€895	€995	€1095
 Accompanying guest	€400	€400	€400	€400
	 Up to and including 7 July 2017	 On & after 8 July up to & including 22 September 2017	 On & after 23 September up to & including 27 October 2017	 On & after 28 October 2017

Registration fees do not include 21% Czech VAT

Included in the registration fee:

- Access to all education sessions
- Business Exchange
- Lunches, coffee breaks, evening social events as indicated in the programme
- Airport transfers (on specific days only)
- City tour (at specified times only, pre-registration required)

Not included in the registration fee:

- Travel to and from Prague
- Hotel accommodation

Member delegate

A member delegate is the first person from an ICCA member company to register for the event.

Member co-delegate

A member co-delegate is an additional person registering for the event from the same ICCA member company as the delegate.

Observer

Non-member organisations considering ICCA membership, may request to attend an ICCA Congress as an Observer (once only), in order to find out more about ICCA and its business opportunities, meet the ICCA members and make an informed decision whether ICCA membership would be beneficial. Observer status is by invitation only and there is a special registration fee. As suppliers of professional services to the international meetings industry, Observers are strongly encouraged to apply for ICCA membership. For more information on attending as an Observer, please contact Pat Soen, Director Membership (pat.s@iccwORLD.org).

Accompanying guest

Registered accompanying guests can attend all social functions, the accompanying guest welcome reception and the accompanying guests' tour programme. They are also allowed to attend the closing session if they wish. Please note, accompanying guests are not able to attend any other aspect of the Congress programme (chapter / sector meetings, general assembly, education sessions, etc).

Travel and health insurance

It is strongly recommended that participants take out insurance to cover loss (including registration fees) incurred in case of cancellation, medical expenses and damage to or loss of personal effects. The organisers of the 56th ICCA Congress will not be responsible for any medical costs incurred by participants. ICCA and the Local Host Committee will not accept liability for personal injuries or for loss or damage to property belonging to Congress participants, either during or as a result of the Congress or during any tours.

Venue and Accommodation

Prague Congress Centre (1 – see map on page 15)

The Prague Congress Centre (PCC) is the largest purpose-built conference facility in the Czech Republic. Situated on a hill on the edge of Prague's historic centre, the venue boasts magnificent views over the city's Old Town and Prague Castle. The PCC first opened in 1981 and is a unique example of Neo-Functionalist architecture. The venue regularly hosts international association congresses, corporate events, and has also hosted a number of top level international summits such as the NATO Council and the Presidency of the European Union. The PCC's co-owner, the City of Prague, has endorsed plans for the refurbishment and construction of additional exhibition space to ensure the venue is at the forefront of developments in the MICE sector, and to maintain and further build upon the PCC's position as one of Europe's most popular venues for larger international conferences and events.



Accommodation

Reservation procedure

Once you have registered for the Congress, you will receive a confirmation email which contains the links to book the official/recommended hotels.

Prague has a wide range of quality accommodation; there are various hotel types available: international chain hotels, independent hotels, boutique hotels or congress hotels. Prague offers over 41,000 rooms, the overall composition is 797 accommodation facilities of 3–5 star hotels and other properties. The majority of the hotels are situated in the city centre which is 25 minutes from the airport.

The two official hotels for the ICCA Congress 2017 are located next to the Congress Centre, within two minutes walking distance. The hotels are above the metro station Vyšehrad (line C) which allows you to get easily to the heart of the city centre, to

the famous Wenceslas Square (5 minutes). Prague has one of the most efficient public transportation systems in Europe.

If you prefer to stay right in the city centre, we recommend you hotels on the metro line only about 5–7 minutes by metro from the Congress Centre. The hotels which are centrally located have many advantages, one of them is the proximity to the famous squares, monuments and historical parts of the city.

If you are looking for a different type of hotel, we recommend you check the Prague Convention Bureau website for a list of their member hotels: <http://www.pragueconvention.cz/about-pcb/members/?show=4>.

Hotel Corinthia (2 – see map on page 15)

Enjoy panoramic views of our magical city from ICCA's HQ hotel: the Corinthia Prague. You will appreciate the wonderful spa (including a beer spa) and pool on the top floor offering a stunning view over the city. What's more, Corinthia Prague, standing on the crown of one of Prague's nine hills, is the tallest hotel in the city, allowing you to have a whole city at your fingertips.

Address:

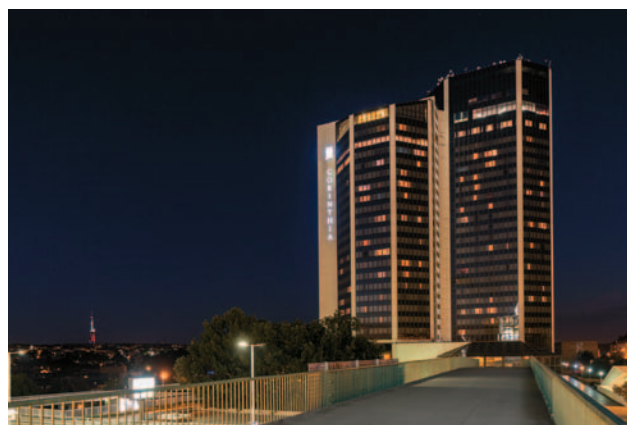
Kongresová 1, Prague 4, 140 69

Website:

www.corinthia.com/en/hotels/prague

Room rate:

143,75 €/155,25 € incl. VAT (single room/double room)



Hotel Holiday Inn (3 – see map on page 15)

The second official ICCA hotel, design hotel Holiday Inn Prague Congress Centre is your oasis of luxury and comfort in the calm area at the gates of ancient Vyšehrad castle. In the rooms, you can find individually controlled air-condition and heating systems, large beds with a choice from several pillow types and free Wi-Fi everywhere. Since autumn 2016, we offer brand new executive rooms. All here for your repose after a day spent at ICCA Congress. You can find us just a few steps from PCC and two metro stations from city centre.

Address:

Prague Congress Centre
Na Pankráci 15/1684, 140 00 Prague 4

Website:

www.holidayinn.cz

Room rate:

110 €/110 € incl. VAT (single room/double room)



Venue and Accommodation

Recommended hotels in city centre



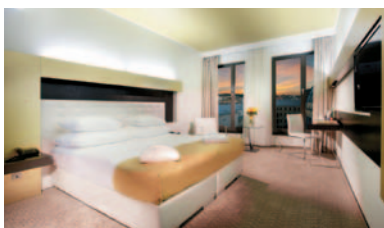
Boscolo Prague (4 – see map on page 15)

Address: Senovážné nám. 991/13, Prague

Metro station: Hlavní nádraží, line C / Náměstí Republiky, line B

Website: prague.boscolohotels.com

Room rate: 191€/203€ incl. VAT (single room/double room)



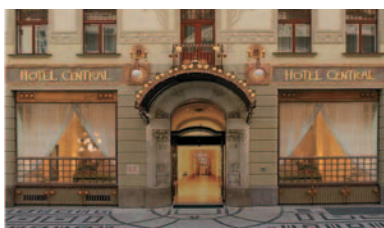
Grandior Hotel Prague (5 – see map on page 15)

Address: Na Poříčí 42, Prague

Metro station: Florenc, line B/C / Náměstí Republiky, line B

Website: www.hotel-grandior.cz/en/

Room rate: 98€/98€ incl. VAT (single room/double room)



K+K Hotel Central (6 – see map on page 15)

Address: Hybernská 1001/10, Prague

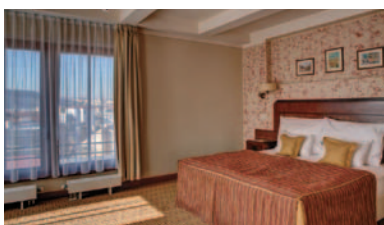
Metro station: Náměstí Republiky, line B / Florenc, line B/C

Website: www.kkhotels.com/cs/prague/hotel-central

Room rate: 85€/90€

9.11. + 12.-16.11.2017 – 85€/90€ incl. VAT (single room/double room)

10.11. – 11.11.2017 – 110€/115€ incl. VAT (single room/double room)



Majestic Plaza Prague (7 – see map on page 15)

Address: Štěpánská 645/33, Prague

Metro station: Muzeum, line C/Můstek, line B

Website: www.hotel-majestic.cz/en/

Room rate: 95€/95€ incl. VAT (single room/double room)



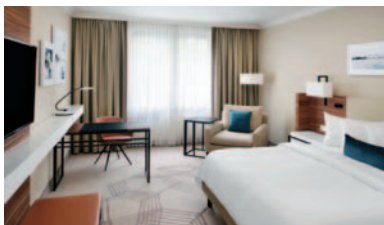
Novotel Prague Wenceslas Square (8– see map on page 15)

Address: Kateřinská 38, 120 00 Prague

Metro station: I. P. Pavlova, line C

Website: www.accorhotels.com

Room rate: 120€/136€ incl. VAT (single room/double room)



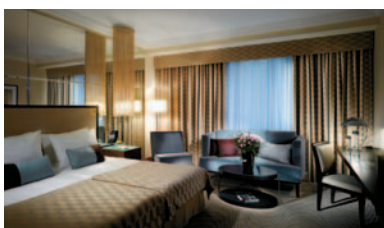
Prague Marriott hotel (9– see map on page 15)

Address: V Celnici 1028/8, Prague

Metro station: Náměstí Republiky, line B/Florenc, line B/C

Website: www.marriottprague.cz

Room rate: 5002,5CZK/5405CZK (approx 185€/200€) incl. VAT (single room/double room)



Radisson Blu Alcron Hotel (10– see map on page 15)

Address: Štěpánská 624/40, Prague

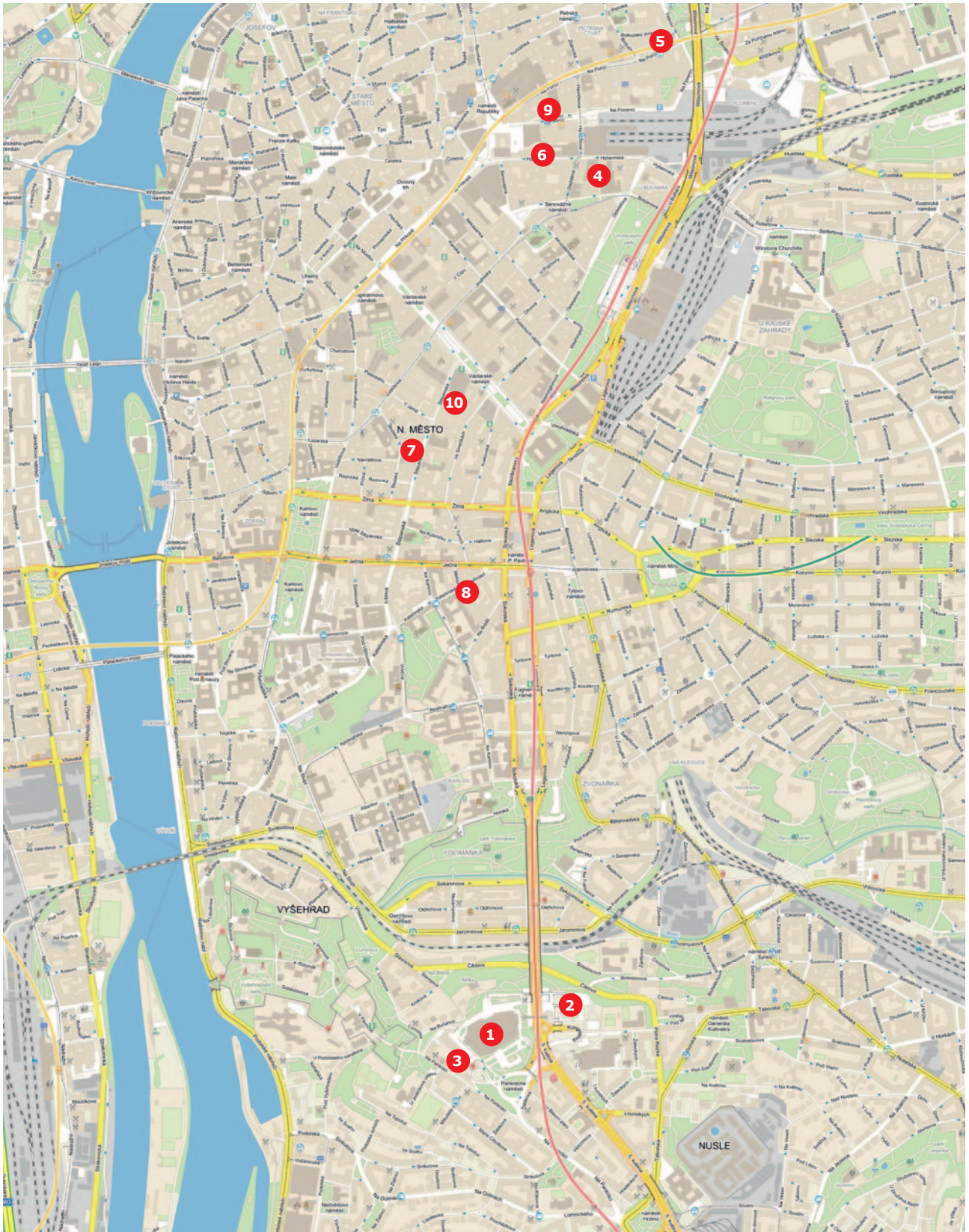
Metro station: Muzeum, line C/Můstek, line B

Website: www.radissonblu.com/en/hotel-prague

Room rate: 161€/184€ incl. VAT (single room/double room)

Venue and Accommodation

Map of the official and recommended hotels



ICCA Best Marketing Award 2017 Sponsored by The Meetings Show

Apply now to showcase your finest marketing achievements to your peers from around the world!

The Best Marketing Award is open to all ICCA members, regardless of their sector and the finalists will receive one complimentary registration to the ICCA Congress in Prague in order to present their campaign.

The business or organisation that wins the competition will be announced at the ICCA Congress Closing session on Wednesday 15 November 2017.

The deadline for applications is 15 September 2017. For more information, please visit the Best Marketing Award website: bma.iccaworld.org.



"We are delighted to have won this great award in front of so many industry peers. We would like to thank the ICCA audience for increasing the reach of the #LondonIsOpen campaign by 1600 new impressions and 159 new engagements."

Tracy Halliwell, Director of Business Tourism of London & Partners upon receiving the award.



Pictured from left to right: ICCA President Nine Freysen-Pretorius, Tracy Halliwell, Director of Business Tourism of London & Partners and Steve Knight, Event Director of ICCA Best Marketing Award Sponsor The Meetings Show.



Social Evenings

Sunday Welcome Reception

Many buildings embody the visual history of Prague and serve as a bridge between the past and present times. Situated on one of the islands on the Vltava River, the splendid Neo-Renaissance Žofín Palace provides special ambiance and tranquil surroundings in the heart of the city. The palace was built on the site of an old spa and since its completion in 1837 it has been a significant focal point of cultural and social life in Prague. Žofín Palace continues to regularly host social events, conferences, gala dinners, concerts, balls, weddings and fashion shows. Let's write the ICCA future where Czech history was written.



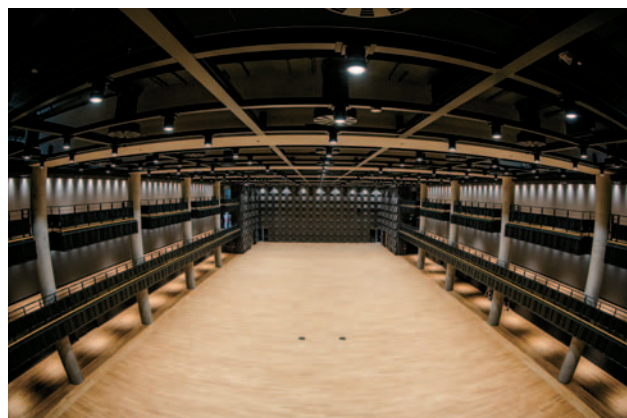
Monday CAT Night

Co-sponsored by CAT Publications



While Prague is famous for its cultural heritage, and historical architecture and sights, the city today is a dynamic business and cultural centre with modern elements that comfortably blend

with the historic ones. An old factory turned to a unique multi-functional congress venue with great acoustics and modern technical equipment? Yes, it's Forum Karlín - Art Venue in Prague! Steam boilers were manufactured here from 1908 for the whole of the Austria-Hungarian Empire. Today the venue is adorned with an impressive translucent U glass façade with selectable colour lighting. In 2015, Forum Karlín collected the prize for best Czech Music Venue of the Year in the Nouvelle Prague Music Awards. That's where we will enjoy Monday CAT Night.



Tuesday Farewell Dinner

You have just breathed out after the CAT Night and now it's time to invite you to the last exclusive evening! We want to thank you and say goodbye at a fabulous evening event. The dinner, live music, performances, this is what awaits you in the glass palace of Art Nouveau building from 1891. Industrial Palace is one of the first mounted steel structures in the Czech lands.



Dress to impress awards – sponsored by Headquarters, the Association Magazine, Meeting Media Company. More details will be revealed soon.

City tours

Complimentary city tours are offered on the afternoons of Saturday 11 November and Wednesday 15 November. Tours are open to all delegates and accompanying guests free of charge. You can choose between DIY tour (unlimited capacity), guided city tour (limited capacity) and Pilsner Urquell. Registration for all tours is required.

Option A: DIY tour in Prague

Let's discover Prague ourselves with the support of local experts. Find your preferred theme you wish to come alive and follow your way. Custom designed map will provide you with three thematic trails for your "do it yourself" city tour. Would you like to visit romantic and mysterious places in Prague? Or would you rather experience the cultural heritage and visit the places where artists, musicians, painters created their worldwide famous pieces of work? Last but not least, you have the chance to visit the Jewish Quarter. Come and discover the biggest Jewish ghetto in Europe. On each trail, you will meet visibly marked local experts, who will introduce you the major sights in the area, its history and share with you some interesting facts and stories.

Themes for the DIY tour:

Trail 1: Genius Loci – the Old Town and the Jewish Town

Explore the Old Town of Prague and visit the most popular places including the Old Town Square and Astronomical Clock. Learn about the famous legends and symbolic places. A walk through the former Jewish Quarter will give you a taste of its mysterious atmosphere.

Trail 2: Art Nouveau Prague: New Town

See the most spectacular examples of Prague's Art Nouveau architecture and design and find out about the city life at the beginning of the 20th century. Discover the New Town including the Wenceslas Square and Národní třída – symbolic places of the Velvet Revolution – and find out more.

Trail 3: Romantic Prague – Lesser Town and Kampa Island

Cross the most famous bridge in Prague – the Charles Bridge – and discover the romantic places in the Lesser Town and Kampa Island located by the Vltava River. Visit the narrowest street in the city, see the Lennon Wall and take a picture with babies – statues designed by Czech sculptor David Černý.

You can choose one of the tours or you can pass by all points in the map. It is only you, who manages your tour.

Option B: Prague Castle and its surroundings (guided tour)

We will take you by bus to Prague Castle, which has been a symbol of the Czech state for more than a thousand years, as well as the country's most important cultural institution. According to the Guinness Book of World Records, the Prague Castle is the largest enclosed castle complex in the world, covering an area of 70,000 m². The panoramic view of (as well as from) Prague Castle is one of the most spectacular in the world. Prague Castle is also on the UNESCO list of World Cultural and Natural Heritage.

The tour will continue on foot through the Prague Castle area to the St. Vitus Cathedral, the largest and most significant church in the country. In addition to religious services, the coronations of Czech kings and queens also took place here. Did you know that the remains of local patron saints, sovereigns, noblemen and archbishops are deposited here?

Let's discover more of this special monument which the Czechs are proud of.

This tour is recommended for people who are in Prague for the first time or are interested in discovering Prague Castle's district in depth.



Pilsner Urquell – Meet the legend

Are you a beer fan? Would you like to experience a beer which was born in Pilsen (Plzeň)? Beer has been brewed in Plzeň since the late 13th century, but it became renowned worldwide only after the founding of Měšťanský pivovar, today called Pilsner Urquell (Plzeňský Prazdroj in the Czech language). The first batch of beer as we know it today – strong, delicious, bottom-fermented golden-coloured lager with a snow-white frothy head – was brewed on the 5 October 1842. Its fame spread quickly and it has inspired more than two-thirds of all beers brewed around the world that are labelled as “Pils”.

The success of Pilsen beer rose, the prosperity of the brewery increased, and the Pilsner Urquell brand soon became a synonym for quality worldwide. The fact that Pilsner Urquell soon became an example for all pils, pilsner or pilsener type beers demonstrated this fact. This type of beer makes up 70% of all beer produced worldwide today.

During a guided tour, you will visit the historical and the current brewing facility, the modern bottling plant or historical brewery cellars. All adult visitors aged 18 and over will have an opportunity to taste unfiltered Pilsner Urquell beer tapped directly from oak lager casks.



Pre and Post Tours

Individual trips

Thinking about arranging your own trip to places outside Prague? Would you like to visit cities in neighbouring countries?

Enjoy your private experience and let ČEDOK TRAVEL CORPORATION & DMC company organize your trip. Čedok is one of the largest travel corporations in the Czech Republic, based in Prague, and one of the country's most recognized brands. Čedok was founded in 1920 and it provides full range of travel services, specializing in handling incentive programmes, conferences and meetings.

Contact Email: dmc@cedok.cz



Accompanying Guest programme

12 November

Prague history: the power of imagination

We will welcome you in special surroundings and begin with a glass of champagne.

Let's embrace new technologies to explore historic times. Our iPad city rally will bring you to the forgotten places and historic moments of Prague history. To finish our tour successfully, you will need to prove your knowledge and skills... but don't worry – a couple of outstanding characters of Czech history will give you a supporting hand. Some of them are real, some of them made of wax and some of them are difficult to recognise...



13 November

Treasures of the Czech glassworking tradition

The glassworking tradition in Bohemia goes back to the middle-ages and, still today, the Czech Republic is one of the biggest glass exporters in the world. Our trip brings you to the "František glassworks", built in the unique style of the original forest glassworks. We will enjoy the power of creation: glass blowing in the hot shop, sandblasting ... Let your creativity roam free and bring some hand-made souvenirs back home!



14 November

Following the monuments of the Czech lands

Let's create a fairytale outside Prague: fresh air and tranquillity of the Czech lands with rich architectural styles. We will follow the founders of the Czech lands and experience first-hand the deep connection to Czech history. This location, a UNESCO heritage site, is definitely worth visiting.



15 November

Traditional Czech cuisine masterclass

Join us for an amusing introductory lesson of traditional Czech cuisine! Let's taste specialties, led by a professional chef. Together we will prepare the most delicious Czech lunch you have ever had. Creative activities such as gingerbread decorating will be awaiting you... And, in conclusion: "Dobrou chuť!"



Geography

The Czech Republic lies in Central Europe and borders with Poland in the northeast, Germany in the west and northwest, with Austria in the south and Slovakia in the east. The Czech Republic covers an area of 78,866 sq. km with a varied terrain of basins, rivers, and mountain ranges. The country has a temperate climate with cool summers and cold and cloudy winters. Prague is the capital city of the Czech Republic spanning 496 sq. km and home to 1, 276 741 inhabitants. Prague is located in the centre of the Czech Republic. The city is truly steeped in a rich cultural history with an architectural heritage reflecting both the uncertain currents of the past and an urban existence extending more than 1,000 years back.

The heart of the city with its historical buildings, bridges, and museums belonging to tourism with many employment possibilities, and around the core, on the peripheries, is a mixed zone of industrial and residential areas.

Getting There

Prague lies in the heart of Europe. Prague International Airport (Václav Havel Airport) operates with the highest standards and the most modern equipment. Prague Airport has 2 conveniently connected international terminals. In 2016, Prague Airport traffic reached more than 13 million passengers. From Prague Airport, passengers can fly to 154 destinations worldwide with 64 scheduled airlines. It is a major hub for Central and Eastern Europe (Czech Republic is an EU and Schengen member).



VISA and Passport Regulations

All participants must have a valid passport and/or an appropriate travel document to enter the Czech Republic.

Please visit the website of the Ministry of the Foreign Affairs of the Czech Republic (www.mzv.cz) to check if you need a visa. Delegates and guests who require a visa can request an invitation letter from ICCA. Please send your passport details to the ICCA Events Department.

Visas are the responsibility of individual delegates and must be obtained before traveling to the Czech Republic. Travellers should check how to obtain a visa at their local Czech embassy or local travel agent.

Transfers & Public transport

Please note that airport transfers are only arranged to/from the official and recommended hotels.

These will also have hospitality desks. If you decide to stay in a different hotel, you can take a transfer to one of the recommended hotels which are all centrally located.

Congress participants will receive free Prague public transport passes. The passes are valid in zone P, O and B (including all the congress venues, hotels, etc.) on buses, trams, subway trains, ferries and the Petřín funicular railway.

Recommended Airlines/Alliances

Lufthansa Group, oneworld, Star Alliance and Sky team are offering discounts for your travel to Prague. Please find them listed below. More information on how to take advantages of the discounts they are offering are available on the Congress website.

Lufthansa Group



To make a reservation, please go to www.lh.com/event-flight-booking and enter the access code NLZJIKN.

oneworld



Visit www.oneworld.com/events and enter the event code OW02A17 to log in as an attendee and access their convenient online booking tool.

Star Alliance



To obtain the Star Alliance Conventions Plus discounts please visit www.staralliance.com/en/convention-delegates and enter the code TK56S17.

SkyTeam



To book your flight go to the SkyTeam global meeting website and enter the event ID: 3484S.

Engage in the #ICCAWorld conversation

We always urge delegates to engage in social media before, during and after the Congress and to reap the benefits of the online association meetings industry community.

Use the official ICCA general hashtag #ICCAWorld to network with ICCA members, find and share hot-content and key takeaways of education sessions with the ICCA community; search the #ICCAWorld hashtag to check out what other members are posting and engage with them. Explore all of ICCA's social channels on our website!

#BridgeToPrague

Uniquely created for this year's Congress in Prague, you can use #BridgeToPrague hashtag on Facebook, Twitter and Instagram to share images, tips and advice in the lead up to the Congress. Let others know how you are preparing yourself to network, learn and engage with your industry colleagues, peers and speakers.

Need advice or solutions to a tricky business-headache before you arrive in Prague? Look no further than the ICCA member-only LinkedIn group to post your question or query online and sure enough one of your fellow peers will respond. (Make sure you join the group first and follow the ICCA company page!)

Don't forget to like the ICCA Facebook page to stay up to date with latest ICCA news, congress info, speaker highlights or just hear what ICCA head office is getting up to on their journey to the Congress. We also look forward to seeing your pictures and updates so don't forget to tag us by our 'ICCAWorld' page.

#ICCAFriends

ICCA's foundation is based on the sharing of association meetings information and best business practices, but our networks go far beyond! Share pictures with your fellow ICCA members from across the globe using hashtag #ICCAFriends



twitter.com/ICCAWorld #ICCAWorld | linkedin.com/company/icca | facebook.com/iccaworld

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Interested in raising your profile at the ICCA Congress or other ICCA events?

Please contact Mieke van Loenen, Director Events, mieke.l@iccaworld.org