

POZnań*
convention bureau



Meeting planner guide



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Poznan Convention Bureau

Mission statement

In this guide you will find a framework summary of activities we want to and can be a partner to you. We hope our proposed outline will streamline your operations. We look forward to your cooperation!

Poznan Convention Bureau is the primary institution that provides free support to organizers of meetings and conferences. We are a non-profit organization supported by local governments, the tourism industry and local service providers operating in the MICE market.

Our goal is to provide every assistance in obtaining bids from local meetings market and substantive and organizational support to the implementation phase of the event. Assistance provided by the Poznan Convention Bureau is free and does not produce any organizational or financial obligations.

We can assist you in the selection and consulting of date events. We present the offer of the local meetings market providing direct contact with service providers. We offer access to current database of conference facilities, accommodation and catering, as well as business services.

By providing us with a brief description of the planned event, the organizer immediately receives a summary report on the organization of the planned conference or congress. It's a convenient and fast way to do initial market research, which, after verification of the collective offer allows you to choose the date, attractive price proposals and competent business partners.

We also develop unique tourist programs, personalized publications and directories and servicing dedicated information points.

As an individual supported by local governments, we also offer help in dealing with administrative matters such as licenses, permits, letters of support and recommendations. We will help you arrange meetings at the highest official level and official inaugural speeches.

In this guide you will find a summary of the activity framework in which we want and we can be a partner for you. We hope that our proposed operating scheme will improve your activities.

We look forward to working with you!

Conference and meeting organizers cooperation outline

1. Event presentation/PCB briefing
2. Organization possibilities assessment with regards to the organizer's requirements
3. Choosing and consulting the date of the planned events
4. Framework pricing of commercial services
5. Determining the extent of non-financial support on the part of PCB
6. Choosing potential service providers and pricing negotiation
7. Organizational support during the course of the event

1. Event presentation/PCB briefing

The first step of cooperation with Poznan Convention Bureau is a short presentation of the conference organizer's assumptions and requirements. It allows to define the scope of work undertaken by the organizer and the degree of its advancement. It is also a starting point to establishing the nature of potential cooperation with PCB. For a presentation of the planned events, please contact the PCB office.

2. Organization possibilities assessment with regards to the organizer's requirements

A common clarification of the organizational requirements takes the form of a detailed written inquiry. Determining the organizer's needs allows to relate the event's scale to the organizational capabilities of local MICE market. At this stage, the organizer receives a response to the question whether organising the event is possible due to infrastructure, technical and logistical requirements.

3. Choosing and consulting the date of the planned events

The choice of timing is one of the key organizational elements. We will check the availability of conference and accommodation facilities on the dates of query. An early date consultation will also allow the organization of the project in "low season" dates and provide an opportunity for a significant reduction in organization costs.

4. Framework pricing of commercial services

At the conference organizer's request, PCB will send inquiries to service providers selected with the organizer. Framework pricing of project organization allows to relate the estimated value of the services to organizer's financial possibilities. Further price negotiations, modifying of the proposed terms and signing of contracts takes place directly between the organizer and individual service providers.

5. Determining the extent of non-financial support on the part of PC

PCB provides organizational support to persons and institutions responsible for the organization of conferences and meetings. The scope and form of support depends on the nature of the project and the needs of the participants. Support includes, in particular:

- Support and assistance in contact with urban institutions,
- Assistance in obtaining the official patronage of events,
- Assistance in contact with the media for the dispatch of press releases, organizing press conferences and media patronage and support of PR based activities,
- Preparation of the city's printed and electronic promotional materials,
- Providing access to photo and promotional video database to be used by the organizer,
- Presentation of conference and hotel facilities and the leisure offer (site inspection)
- Installation and operation of the tour desk in custom locations (conference rooms, exhibition halls, hotels, etc.)
- Installation of welcome desks at Ławica Airport (POZ), sponsored by PCB,
- Partner selection and contact with partner entities, offering special participant service conditions (eg, dedicated culinary offer and leisure)
- Organization of themed tours and drawing participant dedicated hiking paths (also in foreign languages),
- Exposition of organizer-provided city promotional materials with the use of outdoor information carriers, sponsored by PCB,
- Identifying websites, electronic guides and mobile applications useful to participants during their stay in Poznan.

The given list serves just as an example, and does cover all possibilities for cooperation with PCB.

6. Choosing potential service providers and pricing negotiation

Selection of suppliers is an autonomous field of the conference organizer's operations. Upon the request of the organizer, PCB may participate in price negotiations as a neutral partner. PCB's task is to research the meeting market and provide solutions that will allow to adjust the offer to the organizer's budget possibilities.

7. Organizational support during the course of the event

Organizational support during the event includes mainly servicing the information booths as well as other activities agreed upon with the organizer individually.



Poznań. A city with a strong economy.

The leading centre for business tourism.

The capital of Wielkopolska, located at the very heart of the province, is a city which has for hundreds of years been one of Poland's largest and most developed in both the economic and cultural sphere. Home to over half a million people, Poznan is situated at the crossroads of Europe's most important transport routes, linking Moscow with Berlin and Paris, and Prague with the Baltic coast.

This location provided favourable conditions for the co-existence of many nationalities and cultures, in this way shaping the identity of Poznan as a city and also the unique character of its residents. It is said that Poznanians are prudent, consistent and well-organised. Our ancestors must also have possessed these characteristics for it was here on the River Warta that the Polish state was founded over a thousand years ago. Poznan and the city of Gniezno situated 50 km away were its first capitals.

The tombstones of Boleslav the Brave, the first crowned king of Poland and his father, Duke Mieszko, are housed in Poznan's Cathedral of St Peter and St Paul. Next in terms of value is the 16th-century Town Hall on the Old Market Square, ringed by historic tenement houses, which were painstakingly restored after the Second World War. Just a few steps from the Square is Poznan Parish Church, one of Poland's most impressive Baroque churches. Any visit to the Poznan's Old Market Square must include watching the 'Poznan Goats' on the Town Hall tower (everyday at midday). Tasting some of the Wielkopolska region's delicacies in one of the Old Town's restaurants is also a must.

Poznan abounds in historic places and buildings. Particularly impressive is the imposing mass of the Emperor's Castle, the last residence of its kind constructed on such a grand scale in Europe. We should also mention Poznan's many remarkable tenement houses, which were built at the close of the 19th century and are icons of Poznan's Art Nouveau architecture.

All these places can be visited along the Royal-Imperial Route. Winding its way through Poznan, it reflects superbly 1,000 years of the city's turbulent history. The Route takes us from the distant past right up to present-day Poznan, pulsating with life and awaiting guests – the only city in Poland where guests are treated like kings and emperors!

Poznan's merchants accrued their wealth through crafts and trade. Indeed, for centuries Poznan has been renowned for its trade fairs and antiques fairs. The modern-day St. John's Fair (in June) attracts masters of artistic handicrafts from all over Poland: craftsmen, painters, sculptors, and also antiques enthusiasts.

The prudent and wealthy Poznanians have always had great respect for science and knowledge. Poland's first institution of higher education, the Lubrański Academy, was founded in Poznan in 1518. There are now 26 institutions of higher education here, and this city of almost 600,000 has a student population of over 130,000.

Poznan is famed for its tradition of economic management and frugality, and for over 85 years trade fairs and exhibitions have been organised here. Every year over 80 national and international trade fair events and over 3,000 conferences and congresses are held in the city. Located in the very centre of the city, the infrastructure and exhibition space of Poznań International Fair makes it the largest trade fair complex in the country and the third largest in Central Europe.

Poznan is also a city rich in culture and home to the world-famous men and boys choir with its musical director, Stefan Stuligrosz, the country's only Polish Dance Theatre – Poznań Ballet and Agnieszka Duczmal's Chamber Orchestra. The Henryk Wieniawski International Violin and Violin-making Competitions held every 5 years bring music lovers to the city. The memory of the outstanding Poznan-born composer Krzysztof Komeda also lives on in his hometown. He is known around the world for his film music, above all for his soundtrack to Roman Polanski's "Rosemary's Baby".

Poznan also has a rich theatre tradition. Enthusiasts of alternative theatre regularly come to the city every June for the annual 'MALTA' International Theatre Festival, which has become the city's flagship theatre event.

Poznanians live in a city of greenery with numerous parks and large recreation complexes and a regatta course regarded as one of the world's finest. With its close proximity to nature and the diverse sports facilities, including the Lake Malta all-year ski complex, and the new City Stadium (a venue for the EURO 2012 European Football Championships), Poznan is an excellent place for spending time actively.



HOW TO TRAVEL TO POZNAŃ

Situated exactly half-way between Berlin and Warsaw, Poznań lies at the crossroads of national and international routes. Poznań can be accessed from the A2 motorway, or domestic roads – the 92 (east-west) and the 11 (north-south).

Poznań is also an important rail hub with trains arriving from all over Poland and abroad. The journey to Berlin takes 3 hours. All trains stop at the centrally-located „Poznań Główny” main station, from where it is easy to reach every district of the city.

ACCESS BY RAIL

Connection	Time
Poznań - Warsaw	3h00
Poznań - Wrocław	2h11
Poznań - Kraków	6h25
Poznań - Szczecin	2h20
Poznań - Gdańsk	5h08
Poznań - Łódź	3h37
Poznań - Lublin	6h11
Poznań - Katowice	5h30
Poznań - Berlin	2h49
Poznań - Prague	9h00
Poznań - Vienna	10h48
Poznań - Munich	9h52
Poznań - Brussels	11h41
Poznań - Budapest	14h52
Poznań - Frankfurt/M	7h24

ACCESS BY ROAD

Connection	Time	Distance
Poznań - Warsaw	3h41	323 km
Poznań - Wrocław	2h37	177 km
Poznań - Kraków	5h23	446 km
Poznań - Szczecin	3h15	233 km
Poznań - Gdańsk	4h55	322 km
Poznań - Łódź	2h27	215 km
Poznań - Lublin	6h11	489 km
Poznań - Katowice	4h39	371 km
Poznań - Berlin	3h35	281 km
Poznań - Prague	6h03	422 km
Poznań - Vienna	8h44	566 km
Poznań - Munich	7h58	831 km
Poznań - Brussels	9h49	1019 km
Poznań - Budapest	11h18	821 km
Poznań - Frankfurt/M	7h36	788 km

Poznań Ławica Airport offers direct flights to Warsaw, Alicante, Barcelona, Bourgas, Bristol, Cork, Dortmund, Doncaster/Sheffield, Dublin, Edinburgh, Frankfurt, Gdansk, Copenhagen, Krakow, London, Liverpool,

Milan, Munich, Muenster, Oslo, Paris, Rome, Szczecin, Stockholm and Zurich. The airport is located 7 km from the city centre and can be reached by three municipal transport bus lines during the day and one nightbus line.

MUNICIPAL TRANSPORT

Poznań boasts an extensive transport network encompassing tram and bus routes serviced by modern vehicles. With a timetable of services both day and night and divided into weekday, Saturday or Sunday and Holiday services, public transport is the most efficient means of getting around the city. Visitors to the city also receive assistance in the form of the electronic information system installed in vehicles, which announces the next stop.

CLIMATE

Poznań lies in the temperate zone characterised by significant temperature variations. Winters are generally wet with temperatures falling below zero, while summers tend to be warm. The hottest months are July and August (when temperatures exceed 20°C/ 68°F). January and February, on the other hand, are the coldest months with sub-zero temperatures (below 0°C/ 32°F)

LANGUAGE

Poland's official language is Polish. English can be spoken in most service points, hotels, restaurants and at city information desks.

REACHING POLAND BY TELEPHONE

Country code: 00 48 (+48)

Poznań area code: 00 48 61 (+48 61)

CURRENCY

Poland's legal tender is the Polish zloty (PLN), which is divided into 100 groszes.

USD 1 = ca. PLN 3.0; €1 = ca. PLN 4.0 (NBP rate as of 6th December 2010)

Polish zloty banknotes are issued in denominations of 10, 20, 50, 100 and 200 zloties, while coins are for 1, 2, 5 zloties and 1, 2, 5, 10, 20 and 50 groszes. The currency may be converted at exchange points, in banks and hotels.

SHOPPING

Poznań is known and highly regarded for its shopping centres and shops. Shoppers in its arcades and shopping centres will find goods by producers known the world over and also locally-produced items. Shopping in Poznań also means visiting a variety of small art galleries, jeweller's shops, antique stores and souvenirs fairs traditionally or organised every weekend in the post-industrial surroundings of the former slaughterhouse.

TOURIST SUPPORT

Tourist Information Centre

address: Stary Rynek 59/60, Poznan
phone: +48 61 852 61 56
e-mail: it@cim.poznan.pl

City Information Centre

address: ul. Ratajczaka 44, Poznan
phone: +48 61 851 96 45
e-mail: centrum@cim.poznan.pl

Tourist Service Office

address: Stary Rynek 90, Poznan
phone: +48 61 852 37 56
e-mail: office@bort.pl

TRAKT Center for Cultural Tourism

address: ul. Zagórze 6A, Poznan
phone: +48 61 279 70 20
e-mail: centrum@trakt.poznan.pl

Poznań Local Tourist Organization

address: pl. Kolegiacki 17, 61-841 Poznan
phone/fax: +48 61 878 56 96
e-mail: biuro@plot.poznan.pl



Poznań's infrastructure supporting the organization of conferences, congresses and meetings is both Poland's largest and also meets the very highest European standards

The quality of Poznań's conference organising is proved not only by its diversity and multifunctional nature, but also its extensive experience of staging prestigious conference events. In 2008 Poznań hosted the COP14 United Nations Climate Change Conference, one of the world's premier political events. Over the 12 days of the Conference, Poznań International Fair hosted over 12,000 participants, including presidents, ministers, scientists and the leaders of non-governmental organisations representing 190 nation states.

The COP14 United Nations Climate Change Conference in Poznań was awarded the highest marks by organisers and participants.

POZNAN INTERNATIONAL FAIR AND POZNAN CONGRESS CENTER

The Poznan International Fair (MTP) has long been the leader of the Polish trade fair market and the second largest exhibition organiser in Central Eastern Europe. It ranks 33rd on the world list of trade fair cities (data: AUMA 2009).

Poznan Congress Center offers the quality the clients expect. It includes 81 well-equipped conference rooms of various sizes and characteristics (the largest facility can host up to 12,000 participants). It also includes exhibition meeting rooms that can be adjusted to the needs of large congresses. It offers excellent conditions for conducting various events, great sport competitions and cultural performances.

ACCOMMODATION AND CONFERENCE FACILITIES

Poznan's hotel infrastructure offers accommodation in every price category and perfect conference facilities.

Visitors can stay in larger, centrally-located hotels belonging to renowned chains or quieter, picturesque hotels away from the city centre. It is also worth considering a reservation in one of the historic manor houses or palaces for which the Wielkopolska region is so rightly famous, or in a lakeside complex. Each venue possesses conference support facilities, therefore creating a wide range of possibilities to choose from in order to meet the conference organiser's preferences. Poznan's hotel infrastructure offers accommodation in every price category and perfect conference facilities.

TYPES OF ACCOMMODATION FACILITIES

	est.	rooms	beds
Hotels	168	6885	13183
Uncategorized establishments	29	717	1502
Hostels	16	260	805
Motels	22	391	831
Guest houses	24	231	485
Agrotouristics	226	1312	4121
Apartments	27	1979	3720
TOTAL	512	11775	24647

			beds
Student hostels	28	n/a	36436
Campings	22	n/a	3541
TOTAL	562	11775	64624

	est.	rooms	beds
Hotels*****	3	290	406
Hotels****	16	1502	2908
Hotels***	36	2034	3705
Hotels**	82	2382	4744
Hotels*	31	677	1420
TOTAL	168	6885	13183



HISTORICAL BUILDINGS AND UNIQUE PLACES

Historical buildings and unique places are an ideal venue for organising meetings, social events, open-air events and conferences.

Poznań's pride and joy are its distinctive buildings with their rich history, enchanting architecture and distinctive atmosphere. In turn, the region of Wielkopolska is famed for its palaces and stately homes built as imposing residences for the local nobility.

The city's recreational areas may also be inspiring, such as the beautifully designed and excellently maintained 19th-century Wilson Park, located directly adjacent to the Poznań International Fairgrounds. Apart from the Palm House, the best preserved and most beautiful in Central Europe, the park also has a concert bowl. The park's exceptional atmosphere is all thanks to its beautifully laid-out gardens, unusual sculptures and monuments.

Another special place is the National Museum, both its historic neo-Renaissance edifice and the new wing. During the United Nations Climate Change Conference the museum was the venue for a ceremonial dinner organised by the Prime Minister of the Republic of Poland. Guests included the Secretary-General of the United Nations, presidents, prime ministers and the heads of official delegations – in total 700 guests.

Other superb venues for organising such events are the historic rooms of the Town Hall, the City Meeting room (the former Jesuit College), the Działyński Palace, the Górką Palace (Archaeological Museum), and also the Stary Browar Shopping, Art and Business Centre, which has received numerous accolades for its architecture and design.

One of the most unique places is the fallout shelter of Mayor of Poznań, designed in late 50's and declassified only a few years ago. No doubt it would be a perfect location to surprise your guests and offer them genuine atmosphere of the past.

A city stadium erected for the 2012 European Football Championship may become an arena for events gathering many participants, a venue for holding matches, concerts, cultural events and open-air meetings.

THE CULINARY LANDSCAPE OF POZNAN

In addition to locally produced specialities, Poznań's restaurants offer dishes and beverages from all four corners of the world. Among the most well-known regional dishes is roast duck with apples, served with red cabbage and traditional Poznań pyzy – steamed yeast dumplings, all prepared in the traditional way and served in Wielkopolska for generations. Other dishes of note are szagówki (potato dumplings), potatoes with

curd cheese, potato pancakes and Poznan soups such as polewka, kartoflanka (potato soup) and parzybroda (cabbage, potato and bacon soup). However, the culinary icon of the city is the St. Martin's Croissant, baked in the city since the 19th century. Today the St Martin's Croissant is a registered European Union regional product protected by EU law. On November 11th, also Polish Independence Day, a colourful procession sets off down St Martin's Street, led by the saint on his white horse. The traditional boisterous celebrations of St Martin's feast day attract guests from all over the country and abroad. Celebrating together with Poznanians, they savour the taste of the Croissants from morning to night. Poznan's confectioners bake hundreds of tons of this delicacy, strictly adhering to the traditional, tried and tested recipe. Original croissants contain a filling of white poppy seeds, dried fruit and nuts and can be bought wherever we see the official certificate confirming the baker's right to produce this regional product.

Traditional recipes and local products can be also found in hands of well-known and recognizable Chefs. Rafal Jelewski- Polish finalist of world famous Bosuse d'Or culinary competition- is just one of many talented professionals taking care of culinary heritage.

Poznan's clubs are regarded as Poland's finest with entertainment on a European level, guaranteeing a great atmosphere for relaxation. If you prefer to spend your spare time with friends talking until late night don't forget to explore our "Beer in Poznan" route where some of local pubs offer more than 300 brands.

POZNAN CONVENTION BUREAU

We believe that you will find something of interest in Poznan and Wielkopolska. Poznan Convention Bureau cooperating with Poznan City Hall will provide you with any information and assistance you may require. Please feel more than welcome to contact us:

Poznan Convention Bureau
Poznan Tourist Organization
Plac Kolegiacki 17, 61-841 Poznań, Poland
phone: +48 61 878 5887, fax: +48 61 878 5696
pcb@plot.poznan.pl, www.pcb.poznan.travel

The objective of the Bureau is to initiate and support all types of activities aimed at promoting Poznan as Poland's leading city in the business and conference tourism sector, and a venue for conferences, meetings and trade fair events at the very highest level.

Poznan Convention Bureau serves as a point of first contact for anyone interested in organising a conference or convention in Poznan. We provide them with information about the providers of conference-related services and act as consultants and advisers regarding available services.

Poznan Convention Bureau has participated in many prestigious conventions, conferences and meetings held in Poznan, including the 22nd General Assembly of the Committee of European Municipalities and Regions (2003), the United Nations Climate Change Conference (2008), the 32nd European Meeting of Tallinn (2009/2010), 4th Asia-Europe Meeting of Ministers of Culture from Europe and Asia (2010).

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