



## **Poland Online Site Inspection 2.0 - new functionalities**

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**A year after the premiere of Poland Online Site Inspection (POSI), a comprehensive online guide for meeting planners, the Polish Tourism Organisation - Poland Convention Bureau summarizes the project and implements two new categories: [Incentive & Inspiration](#) and [Hybrid Meetings & Virtual Events](#).**

POSI allows event organisers to interactively and individually explore the many congress, conference and event facilities Poland has to offer – from anywhere in the world and at any time.

During the COVID-19 pandemic Poland Convention Bureau intensified online promotion aimed at meetings industry representatives and intended to maintain the demand for Poland and build confidence among meetings and events planners. The latest category Incentive & Inspiration marks a response to the increasing popularity of Polish incentive products both among domestic and foreign incentive organizers, as well as other representatives of Poland's incentive sector.

Set in the heart of Europe, Poland has at its disposal all the assets required for the meetings sector's intensive development and for drawing more international events of all scope. Among them mention is certainly due to state-of-the-art hotels, numerous conference and exhibition centres, unique venues, first-rate transportation infrastructure, as well as organisations and companies ready to provide professional services aimed at business meetings in all size groups.

The Polish MICE sector has instantly adapted to the new reality. Polish destinations and conference venues, hotels, DMCs, PCOs, convention bureaux and subcontractors operating in them adjusted themselves to the changes and successfully introduced solutions making it possible to arrange top-quality events that are not only safe, but also technologically advanced. Dedicated studios facilitate the process of organising hybrid events and more and more agencies specialise in related professional services. Video controls, sound operators, lighting console operators and camera operators all work on delivering live broadcasts. The #VirtualEvents offer of the Poznań-based MTP Group, studios of the ICE Kraków Congress Centre and the Lublin Conference Centre are just some of the many great examples. In other words, COVID-19 sped up a phenomenon that has been discussed for a long time now, namely the blending of online and offline. The time has come to recognise the bright spots of the pandemic-imposed change and to start taking advantage of its potential.

This is precisely what is happening now in Poland!

Continued cooperation with local industry partners makes it possible to successively upgrade and expand the Poland Online Site Inspection tool. Stay tuned for the latest updates.

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