



## **ICE Krakow received the Meetings Star Award gold quality certificate!**

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**The Meetings Star Award competition was concluded on January 21 in Ljubljana, the capital of Slovenia, during the CONVENTA 2020 trade fair. This year, the ICE Krakow Congress Center received a gold quality certificate in the Convention Centers category, achieving a score of 4.91 on a five-point scale! Only two congress centers received higher marks.**

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This year, the organizers did not award one main prize for 2019, but point thresholds were set, according to which the participants of the competition received the appropriate degree of quality certification. The competition participants with a minimum score of 4.81 were in the golden group that received the Golden Meetings Star award for congress facilities in New Europe. Austria Center Vienna (4.95) and Azerbaijani Baku Convention Center (4.94) obtained the highest points. ICE Krakow was rated on par with the Austrian Ferry Porsche Congress Center from the city of Zell Am See (4.91). This is the fifth award in a row for Krakow venue!

The jurors in the Meetings Star Award competition are the so-called mystery guests of congresses who visit events organized in Central and Eastern Europe. This is a group of specialists with a minimum of 15 years of experience in the meetings industry and extensive knowledge in the organization of events, whose standards are set by international associations (DIN - Deutsche Industrie Norm, ICCA - International Congress and Convention Association, IAPCO - International Association of Professional Congress Organizers, APEX - Accepted Practice Exchange, AIPC - International Association of Congress Centers, MPI - Meetings Professionals International). ICE Krakow is a member of three of them: ICCA, AIPC and MPI.

It is worth emphasizing that this is a distinction awarded 100% objectively - we did not enter the competition, we did not fill out any forms, we did not present our activities to the jury. The decision to award the prize is the result of visits of mystery guests of the congresses that we hold at ICE Krakow. Therefore, the auditors could see us during our daily work. For us this confirms that the meeting industry in Krakow is extremely professional and the congress center's functioning model is one of the best in Europe - says Izabela Helbin, director of the Krakow Festival Office, operator of ICE Krakow.

The opportunity to vote for your favorite destination and hotel in four categories in the "READERS' CHOICE AWARDS" plebiscite was a novelty in the competition. Votes were cast using the organizer's website -Congress Magazine.

The organizer of the competition is Congress magazine - a leading magazine of the



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meetings industry in the so-called New Europe based in the capital of Slovenia. It reaches more than 53,000 specialists (5,000 printed edition, 38,000 digital edition, distribution mainly in: Belgium, France, Italy, the Netherlands, Germany, Great Britain and Slovenia). The magazine has been helping to build a strong position of Central and Eastern Europe on the world meeting industry map for years, being a member of the IMRN (International Meetings Review Network).

Let us remind you that the ICE Krakow Congress Center received the award for the best New Europe congress center in the first two years of its activities (2015 and 2016), and in the following years it came second and third. This year's laurel in the form of Gold Meetings Star confirms that Krakow is an increasingly appreciated location for event organizers, while the implementation of congresses and conferences, which is the responsibility of the venue operator team - the Krakow Festival Office - remains at a consistently high, world-class level.