



**Magiczny
Kraków**

Reimagining Events under the New Normal

2020-07-17

Reimagining Events under the New Normal

Exploring New Opportunities

KRAKÓW'S EVENT HORIZON (2020 and beyond)

SAVE THE DATE: 1 July 2020, 2 p.m. (duration: 1h)

[Kraków Convention Bureau \(Facebook page\)](#)

Organizer: The City of Kraków (Kraków Convention Bureau).

This is to invite you to a **creative workshop** dedicated to the challenges of the **global event sector**, organized by **the City of Kraków (Kraków Convention Bureau)**.

During the **Reimagining Events under the New Normal** workshop we would like to invite you to one of the first two cities worldwide to be inscribed on the UNESCO World Heritage List, back in 1978. Kraków has since undergone a true transformation, becoming a global icon for cultural tourism, creative arts and top MICE industry brands.

In the last 5 years alone, Kraków has hosted major global events: 2016 World Youth Days, the 41st session of the UNESCO World Heritage Committee (2017), UNESCO Creative Cities Network (2018) all the way to the 15th World Congress of the Organization of World Heritage Cities (2019). Today, Kraków is also a global stage for over 3,000 industry conferences and congresses (2019) covering technology startups, social and environmental changemakers, academic and scientific events, all the way to international industry fairs.

From Evolution to Transformation (2020 & beyond)

Creativity, resilience, (disruptive) innovation, storytelling and emphasis on **quality** have perhaps never been more important for cities than they are today, for great many industries and for great many reasons. Some of these terms have long been little more than buzzwords and marketing clichés for many. In less than three months, however, **innovation** has become a **critical survival skill** for a lot of event-industry companies and institutions, including conference/congress centres and professional event organizers.



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The last few months have truly redefined the world of industry meetings worldwide, putting many of them on hold and forcing everyone to go back to the drawing board. As the dust is slowly beginning to settle, both cities and event organizers worldwide are revisiting some of the fundamental questions around their status as **host cities** and **centres of industry-specific activity**, not to mention the many **quality of life** variables.

Over the past few years, Kraków has been lucky to be the host city for some of the greatest events in the world. This is not only a privilege and a success story but also, especially today, a shared responsibility for helping the world of meetings get back on its feet and do it in a way which is safe and sustainable, but also takes advantage of untapped, often hidden, cross-sector synergy effects.

CASE STUDY PRESENTATION /DISCUSSION + Q&A

- KRAKÓW in a nutshell
- KEY OPPORTUNITIES (evolution, venues & technologies)
- KEY CHALLENGES (transforming the meetings industry under the new normal)
- DEVELOPING RESILIENCE
- CONTENT QUALITY & OUTREACH
- Q&A (experts/guests/workshop participants)

WORKSHOP GOALS & GAINS:

- Strengthen industry-impact awareness (“under the new normal”)
- Explore **untapped creative opportunities for international promotion**
- Explore potential **new event-success metrics** (towards thought leadership in MICE industry)
- Strengthen the city’s **international storytelling** through a series of interactive “Kraków in a nutshell” presentations, each time allowing different groups of stakeholders to participate in a live format.
- Help strengthen and consolidate Kraków’s overall strategy for international communication

DURATION: 1 hour

VENUE (STUDIO): ICE Congress Centre

The entire workshop will be held in **English**.