



**Magiczny  
Kraków**

## **#ZnowuSieSpotykamy (WeMeetAgain) - a new campaign to support the meetings industry launches**

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**The Meetings and Events Industry Council launched an outreach campaign under the banner #ZnowuSieSpotykamy in July 2021. It has received honorary patronage from the President of the Polish Tourism Organisation (POT).**

The campaign aims to support the communications of the meetings and events industry, including the MICE and business tourism sector, by showing the sector's significant role in rebuilding social needs related to broadly defined human relations.

The professional organisers of the MICE, sporting events, and arts and entertainment sector have spent over 1.5 years of the pandemic gathering experience and implementing sanitary procedures and are fully prepared to realise safe projects. What they certainly have grave need of at the moment is a consistent, positive message to customers and attendees of their events and activities about how we are ready to meet and travel safely again, despite the pandemic.

- 'I am delighted that the meetings industry is getting going again and not just in the virtual world. We still need to be mindful of the participants' safety on team-building trips or conferences, but live meetings are already possible. After months of isolation, many companies and their employees need to rebuild relationships and opportunities to make new business contacts' - said PTO President Rafał Szlachta.

During the #ZnowuSieSpotykamy campaign, there will be examples of projects successfully implemented by members of the Meetings and Events Industry Council, both in Poland and worldwide, marked #ZnowuSieSpotykamy, #WeMeetAgain, #WeTravelAgain.

We need to take the perspective that it is high time we began functioning in a new reality, despite the pandemic. The European Union has developed the COVID certificate as an instrument to improve life and to stimulate activity during the pandemic. Let us learn to use this and others to facilitate the above, let us act with common sense so that our lives and businesses can slowly get back on track and people can meet again because they need to', appeals Małgorzata Musiał-Bzowska, Secretary of the Meetings and Events Industry Council.

The campaign is aimed at corporate clients and individual participants of events in Poland and the broadly defined MICE industry, including the business tourism market in Poland and the public and the media.