



POLISH
TOURISM
ORGANISATION

ADVISOR TOOLKIT: MICE and Business Events in Poland

Poland Destination Specialist Program

This toolkit equips travel advisors and event planners with key selling points, venue insights, program ideas, signature experiences, client messaging, and practical planning guidance to position Poland as a competitive, credible, and distinctive destination for meetings, incentives, conferences, and business events. It includes national context and city-specific guidance for Warsaw, Kraków, Gdańsk, and Wrocław.

WHY SELL POLAND FOR MICE AND BUSINESS EVENTS

- **Strategic European Location:** Poland sits at the crossroads of Central and Eastern Europe with strong international air and rail connectivity
- **Modern Infrastructure:** Purpose-built congress centers, exhibition halls, and conference hotels meeting international standards
- **Distinct City Roles:** Each major city supports different event objectives, from large congresses to incentive programs
- **Strong Value Proposition:** Competitive pricing compared to Western Europe without compromising quality or professionalism
- **Experienced Local Partners:** Convention bureaus, DMCs, and suppliers with deep international experience
- **Authentic Experiences:** Incentive and networking programs rooted in culture, history, and place
- **Operational Reliability:** Efficient transport, multilingual services, and consistent delivery

KEY MICE AND BUSINESS EVENT EXPERIENCES

Experience Type	Description	Regional Notes
International Conferences	Congress centers and large hotels with advanced AV	Warsaw, Kraków

Experience Type	Description	Regional Notes
Trade Shows and Exhibitions	Large exhibition halls and logistics support	EXPO Kraków, Warsaw
Executive Meetings	Boutique hotels and historic venues	Kraków, Wrocław
Incentive Programs	Cultural immersion and authentic experiences	Gdańsk, Wrocław
Waterfront Events	River and seaside venues for networking	Gdańsk, Warsaw
Cultural Receptions	Historic buildings and landmark venues	Kraków, Wrocław
Multi-City Programs	Easy rail connections between destinations	Nationwide

CITY AND REGIONAL HIGHLIGHTS

WARSAW AND MAZOVIA

- Poland's primary gateway city for international business events
- Large-scale convention and conference capacity
- Modern hotels, congress venues, and government infrastructure
- Riverfront venues and extensive green spaces
- Ideal for international congresses, association meetings, and corporate summits

Best For: Large conferences, association congresses, global corporate meetings

KRAKÓW AND LESSER POLAND

- ICE Kraków Congress Centre for international congresses and conferences
- EXPO Kraków for exhibitions, trade fairs, and large-scale events
- Compact historic center supporting delegate flow and engagement
- Strong academic and association appeal
- Access to cultural and countryside incentive extensions

Best For: Congresses, exhibitions, academic meetings, incentive programs

GDAŃSK AND THE BALTIC COAST

- Compact city with maritime heritage and waterfront venues
- Strong incentive appeal with cultural depth
- Easy integration of meetings and leisure experiences
- Seaside and riverfront settings for networking
- Proximity to Sopot for resort-style extensions

Best For: Incentive travel, executive meetings, mid-size conferences

WROCLAW AND LOWER SILESIA

- Human-scale city designed for dialogue and connection
- Centennial Hall as a landmark event venue
- Walkable Old Town and riverside venues
- Approachable environment for engagement-driven events
- Less crowded alternative to larger capitals

Best For: Incentives, executive meetings, association events, mid-size conferences

IMMERSIVE MICE AND INCENTIVE EXPERIENCES

- Private Old Town tours with curated cultural storytelling
- River cruises for networking receptions
- After-hours museum or landmark access
- Culinary experiences highlighting regional cuisine
- Waterfront dinners and receptions
- Cultural performances integrated into gala events
- Incentive extensions to countryside estates or seaside resorts

MAJOR BUSINESS AND INDUSTRY EVENTS

- International Congresses and Trade Fairs at ICE Kraków and EXPO Kraków
- Warsaw Business and Industry Conferences throughout the year
- Baltic Business and Maritime Events in Gdańsk
- Technology, innovation, and academic conferences across major cities
- Association meetings supported by national and city convention bureaus

IDEAL CLIENT PROFILES

- International Associations planning congresses and annual meetings
- Corporate Clients hosting conferences, leadership meetings, and summits
- Incentive Houses designing reward and recognition travel
- Professional Event Planners seeking reliable European destinations
- Organizations prioritizing value, access, and authenticity
- Multi-National Companies requiring multilingual services and infrastructure

SAMPLE ITINERARY BUILDER

Two-Day Executive Meeting

- Day 1: Arrival, meetings, welcome dinner in historic venue
- Day 2: Morning sessions, river cruise networking, departure

Four-Day Conference Program

- Day 1: Arrival and registration
- Day 2: Conference sessions and evening reception
- Day 3: Breakout meetings and cultural gala
- Day 4: Incentive excursions or departures

Six-Day Incentive Journey

- Days 1–2: Meetings and cultural immersion in Kraków
- Days 3–4: Incentive experiences in Gdańsk or Wrocław
- Days 5–6: Leisure extension or executive meetings

SELLING TIPS AND TALKING POINTS

- Position Poland as modern, reliable, and culturally engaging
- Match city selection to event objectives
- Emphasize ease of movement and delegate flow
- Highlight value compared to Western Europe
- Promote authentic incentive experiences over spectacle
- Reinforce professionalism of venues and suppliers

READY TO USE CLIENT MESSAGING

- “Poland offers world-class event infrastructure with authentic European character.”
- “From international congresses to incentive programs, Poland delivers reliability with meaning.”
- “Each Polish city plays a distinct role, allowing events to align perfectly with objectives.”

PRACTICAL TRAVEL ADVICE

- Best Time to Host Events: April to June and September to October for conferences; May to September for incentives
- Accessibility: Direct international flights to Warsaw, Kraków, Gdańsk, and Wrocław
- Recommended Duration: 2–4 days for meetings; 4–7 days for conferences and incentives
- Transfers: Efficient rail connections between cities
- Where to Stay: Conference hotels near venues, Old Town properties for executive groups

READY TO USE EMAIL TEMPLATE

Subject: Poland for MICE and Business Events

Hi [Client Name],

If you are considering a European destination that combines modern event infrastructure with cultural depth and strong value, Poland is an exceptional choice for meetings, conferences, and incentive travel.

Poland offers:

- International congress and exhibition venues in Warsaw and Kraków
- Incentive-friendly cities like Gdańsk and Wrocław with strong cultural appeal
- Reliable infrastructure, experienced suppliers, and excellent connectivity
- Authentic experiences that enhance engagement and delegate satisfaction

Whether you are planning a global conference, executive meeting, or incentive program, Poland provides the scale, professionalism, and sense of place required for successful business events. I would be delighted to discuss how Poland can support your next program.

Warm regards,

[Your Name]

[Your Title and Agency]

[Contact Information]