

PRESS RELEASE

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The Prague Congress Centre: A premium brand has upscaled, including its identity

The Prague Congress Centre has bet on modern technologies, top level service, and sustainable operation. And this strategy has clearly paid off. Today, the former Palace of Culture serves as an inspiration to other big players in the congress industry, it hosts prestigious events, excels in energy efficiency, and has record business results. Its shift into the segment of premium international congress service providers has been underlined with an upscale of communications and refresh of its visual identity. The change is designed to help the centre in communicating the premium brand to its business partners as well as to the general public.

Success behind, a vision ahead

The Prague Congress Centre (PCC) changed its visual identity and communications after 6 years. Modern technology, top-quality service, sustainable operation, and the uniqueness of the moments experienced at PCC events are the key elements reflected in the centre's new image. *"We host world-class events and meet the needs of the most demanding clientele. We had a record profit year in the past, and ambitious plans for the future, which include the construction of a new exhibition hall and revitalisation of the northern terrace. The Prague Congress Centre is a premium brand, and the time has come to translate our success into our visual identity. Our brand should clearly express that we are an inspiring venue for the general public as well as for major national and international events,"* explains Roman Sovják, Sales and Marketing Director of PCC.

The new course emphasises uniqueness and corporate values

PCC selected the creative agency Cognito in a tender process to change its communication line and visual identity. As part of the creative concept, the agency used various AI tools and technologies, especially in the process of developing mood boards and visuals that emphasise the centre's uniqueness and inspirational character. The new course will be reflected in the PCC's communications strategy, as well as the graphics and colour scheme. This will showcase the centre's corporate values and present it as a confident, professional, and art-oriented business, while underlining its friendly attitude and commitment to sustainability.

All corporate materials will be updated, from print and online formats to visitor navigation elements. Subscribers to the company magazine have already noticed the change with the [Let's Meet!](#) magazine featuring new brand elements.

The place where moments matter. Period.

PCC is available to a wide range of clients. It provides services and facilities to medical congresses, professional conferences, international political meetings, as well as cultural events with world-famous artists. Each client is treated as an individual by the centre's team, that aims to



satisfy them to the maximum with tailor-made solutions. This philosophy, which emphasises the creation of unforgettable moments, is also reflected in the new brand. *"We create unique experiences. There are seeds of scientific and professional collaboration, emotions, personal contacts and even friendships, all born at our premises. We don't just rent space; we offer unique moments that matter. It is here, where the action begins, and just like the big bang it can mark the birth of the unprecedented. That's why we included a dot in our new identity. It is a symbol of the great potential that can be hidden in such a small sign,"* says Lenka Žlebková, CEO of PCC.

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The Prague Congress Centre is one of the largest congress centres in the Czech Republic. It offers 70 halls and lounges for events, including equipment at the highest technical level. The advantage is excellent transport accessibility to the city centre. It also includes the Vyšehrad Business Centre and the four-star Holiday Inn Prague Congress Centre hotel with a capacity of 254 rooms. KCP has won the prestigious Superbrands award several times in a row and the EKO Gold certificate for drawing energy from renewable sources. More at Prague Congress Centre | praguecc.cz.