

STOCKHOLM

The City of Knowledge



WELCOME TO STOCKHOLM

– THE CITY OF KNOWLEDGE

This is your comprehensive guide, and invaluable resource for congresses, conventions, conferences, and large business meetings in Stockholm. Whether you seek inspiration, practical guides, or essential information, this guide is designed to be your stepping stone.

We sincerely hope you discover relevant insights and feel inspired by Stockholm as your congress venue. Emphasizing collaboration as the bedrock of excellence, all the assets provided in this guide are open-source and free for your use.

Consider this document as both an inspiring read for initial thoughts on hosting a congress and a practical tool to find partners for seamless event productions. Enjoy exploring the possibilities in The City of Knowledge!



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TERMINOLOGY & THE ECOSYSTEM

Explore commonly used terms and the ecosystem surrounding congresses, along with insights on how a Professional Congress Organizer (PCO) can assist if needed.

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STOCKHOLM SUPPORT

Assistance from Stockholm is just a call away. Learn more about the process for BIDs and the opportunity to utilize the iconic City Hall.

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INSPIRING PROMOTIONAL MATERIAL

Stockholm encourages you to craft engaging stories about the city effortlessly. Find guidelines and links here to fuel your creativity.

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CRAFTING MEMORABLE CONGRESSES

How to conduct thorough site inspections, embrace sustainable practices, and leverage our network of reliable suppliers, partners, and contact details.

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Hear from experienced planners and congress ambassadors in Stockholm.

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CONNECT WITH STOCKHOLM

Information and contact details

TERMINOLOGY & THE ECOSYSTEM

CONGRESS DICTIONARY

ABSTRACT

A summary of a scientific work submitted by, for example, a researcher to contribute content to a congress. A committee often selects which abstracts proceed.

ALLOTMENT

An initial booking to secure hotel capacity for the congress at the destination. Often done by the CVB and handed over to the organizer upon final booking.

BID

A bid/application is sent when a destination, in competition with others, tries to persuade an organization to host its congress there. The bid, which can be written or presented, consists of a presentation of the destination tailored to the specific congress. It includes proposals for suitable facilities, hotels, transportation, and social activities. The bid may also present the destination's overall offer of support.

CONVENTION & VISITOR BUREAU (CVB)

A CVB is a non-profit organization that offers free, impartial support to those planning congress in their city or region. It operates within growth departments, business divisions, or destination companies. Its main role is to identify and support individuals or organizations willing to host congresses or events.

DESTINATION MANAGEMENT COMPANY (DMC)

DMC - Destination Management Company is a company with good knowledge of the destination and offers its services primarily to incentive clients. An example of a DMC service may be to propose and implement a program.

ICCA

The International Congress and Convention Association is a membership organization for players in the meeting industry.

LEGACY

Legacy means creating valuable knowledge through congresses, broadening our expertise, and adding unique competence. By collectively considering in advance what we want to achieve with the meeting, we can increase the effects in the short and long term and within several significant societal sectors.

PROFESSIONAL CONGRESS ORGANIZER (PCO)

Professional Congress Organizer, a company offering expert services and congresses. Examples of services may include participant management such as hotel bookings, registration and registration fees, budget responsibility, booking doctors, meals, and social events.

PRE- AND POST-TOUR

A familiarization trip for prospects in connection with a congress or event.

REQUEST FOR PROPOSAL (RFP)

If an inquiry was sent out by a congress organizer to investigate the conditions for holding a congress at a destination. The destination's CVB is often responsible for compiling the offer for the destination. If the client's needs align with the destination's offer, it often leads to an application/bid.

SITE INSPECTION

The congress organizer visits the city to see and experience the conditions on-site. Your local CVB can assist in arranging site visits to arenas, facilities, and hotels in your city.

NOTE:

In the world of congresses and meetings, terminology can vary. In this guiding presentation, we adopt the term "congress" to encompass a broad spectrum, including conventions (referred to as congresses in the American context), conferences of varying sizes, larger gatherings, meetings, and events.

STOCKHOLM'S CONGRESS ECOSYSTEM

THE ECOSYSTEM →

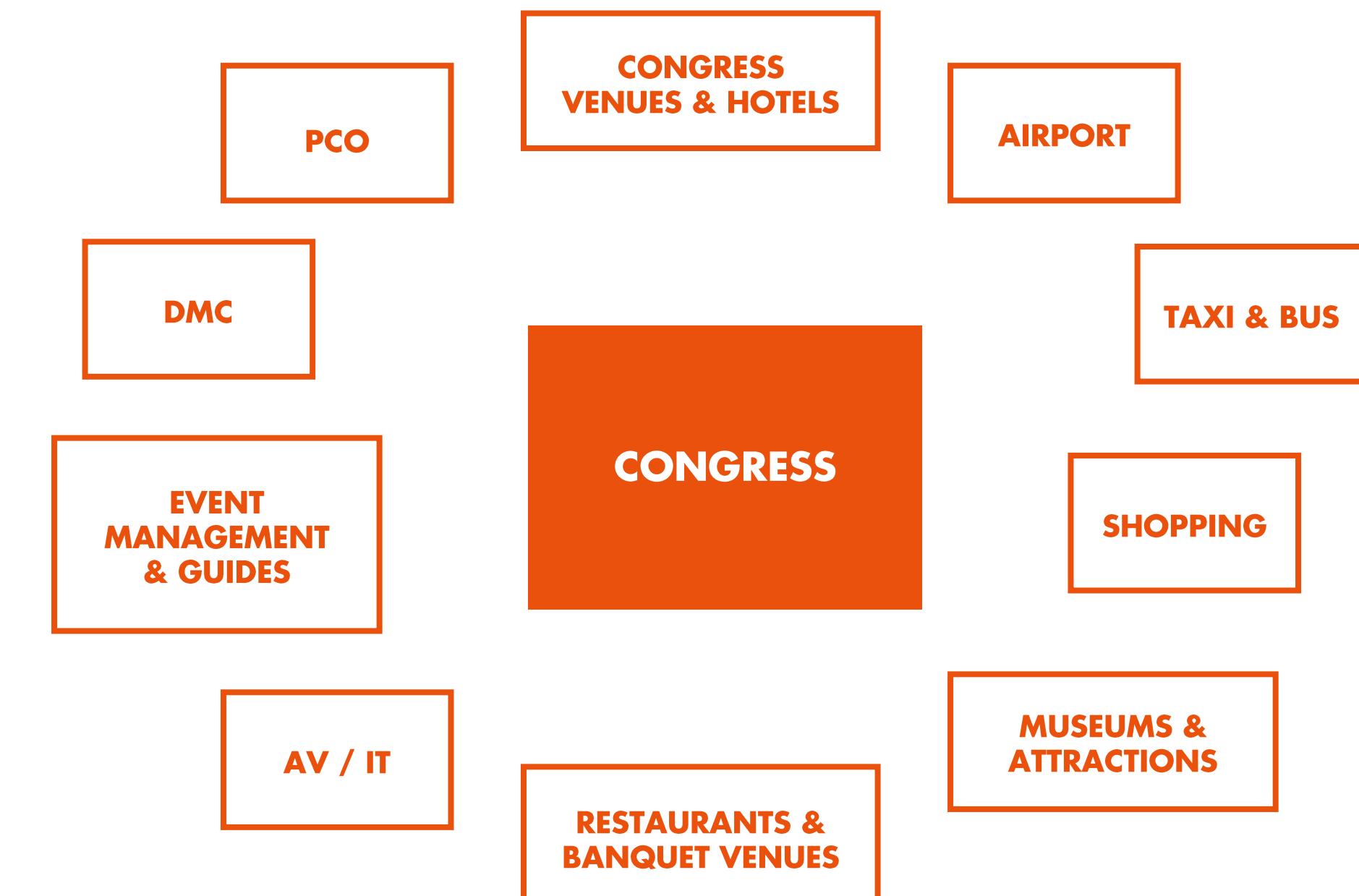
This ecosystem diagram depicts the reciprocal relationship between businesses and partners in the context of a congress.

THE SUM OF ITS PARTS →

Each part is vital, requiring individual excellence, while collaboration is key for crafting a comprehensive and enriching world around the congress experience and guest satisfaction.

A MULTI-DIMENSIONAL EXPERIENCE →

The success of the congress hinges on the seamless coordination and collective effort of all involved components and partners.



KEYS TO A **GREAT CONGRESS:**

Convention and Visitors Bureau (CVB)

Many associations and scientific organizations host rotating congresses, typically requiring a local host to undertake the organizing responsibilities. The specific duties of the local individual or organization overseeing the congress vary based on the event's nature.

To kickstart the process, the local Convention and Visitors Bureau (CVB) can assist by identifying key stakeholders at the destination, preparing a comprehensive proposal known as the "bid," and, if needed, coordinating logistics such as securing hotel accommodations and meeting facilities. The CVB is also valuable in assessing the potential positive impact of the meeting on the local community, exploring ways the event can contribute to the area's growth, attract new investments to the region, and benefit residents.



CVB

The CVB is also often helpful in determining how the congress can have a ripple effect locally and how the local community can benefit from the event in various ways.

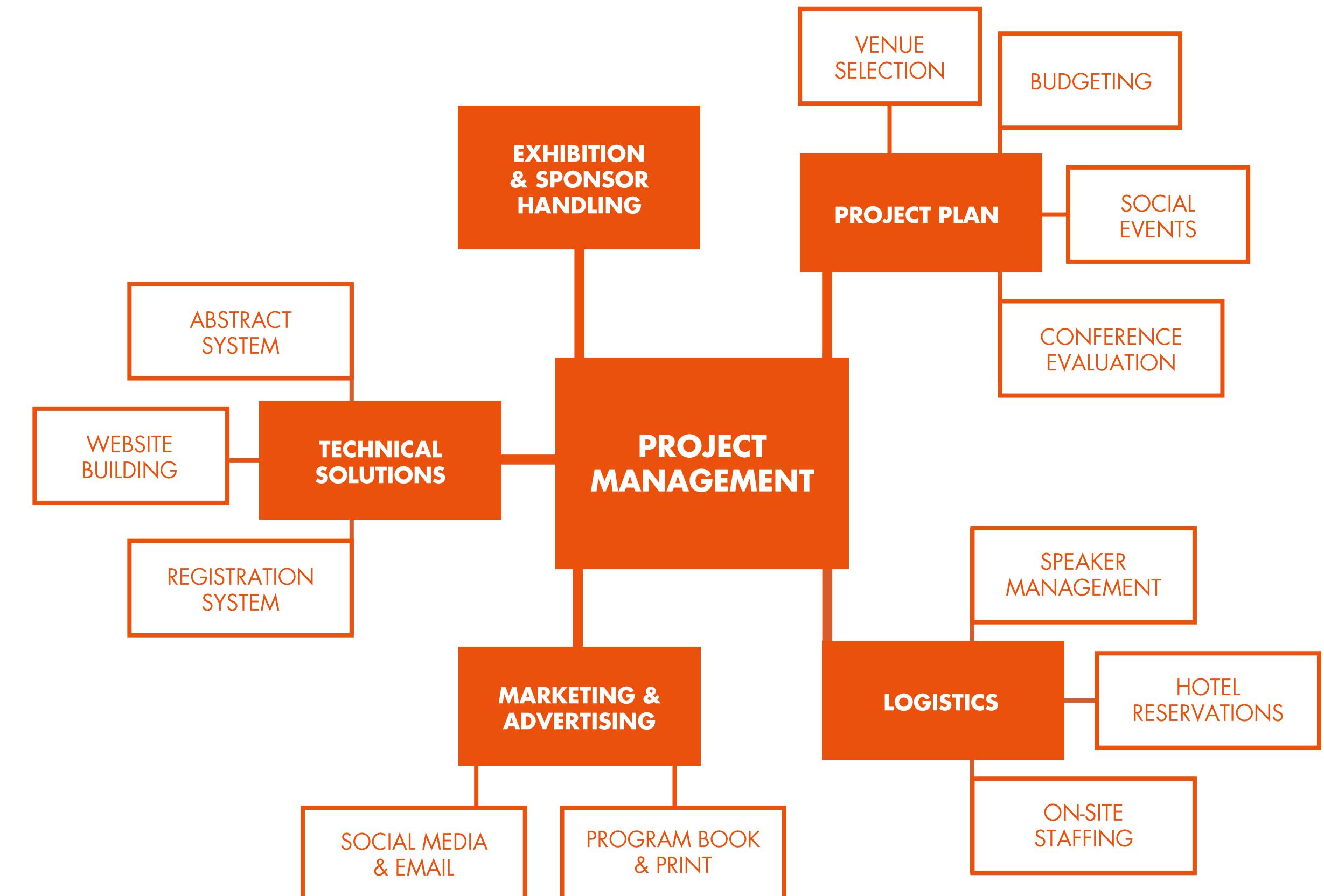
KEYS TO A **GREAT CONGRESS:**

Professional Congress Organizer (PCO) – a partner for YOU

A Professional Congress Organizer, abbreviated as PCO, offers specialized assistance for the comprehensive planning, execution, and activation of congresses. Your go-to expert for a well-managed and organized environment, the PCO brings certified mapping and project management skills tailored for congresses, seminars, and similar events in Sweden, with a focus on Stockholm.

No congress is treated as a one-size-fits-all; PCOs excel in handling a spectrum of tasks, from hotel bookings to securing local venues and managing personnel to meticulous budgeting. Whether the event is big or small, a PCO ensures a customized approach to meet specific needs and deliver a successful and unique experience.

A FEW EXAMPLES OF HOW A PCO CAN PROVIDE COMPREHENSIVE ASSISTANCE.



STOCKHOLM SUPPORT

As the local CVB, Stockholm Business Region is dedicated to simplifying your experience, throughout the entire process.

Partnering with our network of skilled and seasoned companies, we are committed to providing you with not just assistance but support that's highly informed and easily accessible – all at no cost to you.

**LET US HELP YOU PLAN A
TRULY MEMORABLE
CONGRESS IN STOCKHOLM!**

THE CONGRESS PROCESS

1. INITIAL RESEARCH

Identify potential congresses for the Stockholm region via various channels:

- By news, articles, meeting existing clients, and reaching out to networks and organizations to identify potential congresses.
- Close collaboration with local academia, administrations, various authorities and organizations to understand what their needs are and when meetings can be a tool for their respective goal fulfillment.

2. LOCAL HOST

Many congresses require local anchoring through an organization. At this stage, search and establish contact with a suitable local host.

3. RIGHTS HOLDER

Continuously relationships with the rights holder. Many congresses rotate in Sweden, Europe, and the world, and it is the rights-holder who sets the framework for how the congress should be conducted and assigns the right to organize.

4. ANALYSIS

Efforts are weighed against results based on different aspects, such as size, availability in the city, financial conditions and more. This is done continuously during the process.

5. APPLICATION

The CVB produces an application, a bid, (in collaboration with a local host if required). The application presents the destination's offer for the congress in question. If the application is shortlisted, the CVB will secure venues and hotel rooms according to the needs.

6. SITE INSPECTION

The rights holder/main organizer visits the city to see and experience the conditions on-site.

7. CONTRACT SIGNING

After the rights holder decides in favor of the city, an agreement is drawn up between the parties according to the RFP. The agreement regulates the financial and operational efforts.

8. HANDOVER

When the decision is made and the contract is signed, the secured venues and hotel rooms are handed over to the main organizer and/or a PCO. In many cases, they are already involved in the process.

9. IMPLEMENTATION

Main organizer and/or PCO is responsible for implementing according to written agreements.

10. FOLLOW-UP

The CVB follows up on the result with the local host and the main organizer. In selected cases, tourist-economic surveys are conducted among participants.

BENEFITS FOR INTERNATIONAL CONGRESSES IN STOCKHOLM

OFFICIAL HOSPITALITY

International congresses held in Stockholm may apply for a complimentary welcome reception at Stockholm City Hall, the world-famous venue for the Nobel Prize festivities. If the application is awarded, the City of Stockholm will host a reception for up to 1,200 participants. Stockholm Business Region will be happy to assist you with the necessary application.

SITE INSPECTION

Stockholm Business Region may invite to a site inspection organized according to needs and requirements. Stockholm Business Region may also cover costs for flights within Europe as well as accommodation for two nights and local transport. The offer is valid for two representatives from the organization and applies until decision on a destination for the bidding year has been made.

HIGH-SPEED TRAIN TICKETS - STOCKHOLM ARLANDA AIRPORT

The congress delegates will be offered a 20% discount on the Arlanda Express train tickets, to and from Stockholm Arlanda Airport.

TRAVEL WITHIN STOCKHOLM

Stockholm Public Transport Company (SL), offers international congresses a solution for digital tickets for the delegates.

The delegates can download the App as well as their ticket before traveling to Stockholm. SL will only charge for the tickets actually used!

BOOKING SERVICE

On request, Stockholm Business Region will secure hotel rooms in Stockholm for your congress. The rooms will – when agreed upon – be handed over to your organization or to your designated PCO, to negotiate terms & conditions with the hotels. This service is free of charge.

VISITSTOCKHOLM.COM

Filled with useful information about Stockholm and guides for social events happening all year round.

And on request, Visit Stockholm offers digital tourist information on-site, at the venue of choice during Congresses.

THE CITY HALL OF STOCKHOLM

– ONE OF SWEDEN'S MOST ICONIC ARCHITECTURAL SYMBOLS

Stockholm recognizes the significance of international congresses and offers the distinguished City Hall, renowned as the annual Nobel Prize banquet venue, as an accessible option for formal receptions.

Receptions at the City Hall encompass a warm welcome speech from the President or vice President of the Stockholm City Council or the Stockholm Region, complemented by a buffet dinner. Guests are also treated to insightful information about the building and its rich history.

The Stockholm CVB will be happy to assist with the necessary application.

FOUR ESSENTIAL CRITERIA MUST BE MET TO ENSURE A SUCCESSFUL APPLICATION PROCESS:

- ✓ The City Hall is not for board meetings, working group meetings, or courses, et.c.
- ✓ The congress must take place in Stockholm and the guest must stay over.
- ✓ A Scandinavian, European, or International focus and at a level that motivates Stockholm, the capital of Sweden, to arrange the reception.
- ✓ Between 150 & 1200 guests.



HOW TO APPLY FOR HOSTING A RECEPTION AT STOCKHOLM CITY HALL

Not all events are permitted to take place at the City Hall, so ensure you construct a compelling case to secure this prestigious venue.



STOCKHOLM CITY HALL A GUIDE FOR APPLICATION

1. INTRODUCTION:

- ▶ Address your application to the Protocol and Event Unit at Stockholm City Hall using the official address protocol@stockholm.se

3. CONFERENCE OVERVIEW:

- ▶ Share information about sponsorships, technical arrangements, professional focus, and member participation.
- ▶ Mention the conference venue, opening ceremony details, and technical management responsibility.

2. PROVIDE CONFERENCE DETAILS:

- ▶ Begin with the name and details of your conference, including year and dates.
- ▶ Mention the conference's history, highlighting its significance and past locations, (including upcoming conferences).

4. EXPECTED DELEGATES:

- ▶ Provide an estimate of the number of delegates expected to attend the conference.
- ▶ Highlight unique features, such as the presence of representatives from major companies.

5. FORMAL REQUEST FOR RECEPTION:

- ▶ Formally request the City of Stockholm to host a reception at Stockholm City Hall.
- ▶ Specify the date and time of the requested reception.

6. ANNOUNCEMENT INFORMATION:

- ▶ Mention the timeline for announcements, including the publication of the conference program.

7. EMPHASIZE URGENCY & RELEVANT CONTEXT:

- ▶ Consider bringing focus to distinctive merits, a relevant subject, or emphasizing the time sensitivity of the request to enhance the likelihood of a successful application.

8. CLOSING SALUTATION & CONTACT INFORMATION:

- ▶ Direct all correspondence to the right person, providing their name and contact details.

INSPIRING PROMOTIONAL MATERIAL

PRESENTATION MATERIAL

Stockholm Business Region has prepared ready-made slides to help you showcase Stockholm as the perfect venue for your congress.

Presentation material can be downloaded from this platform – please see the left margin.

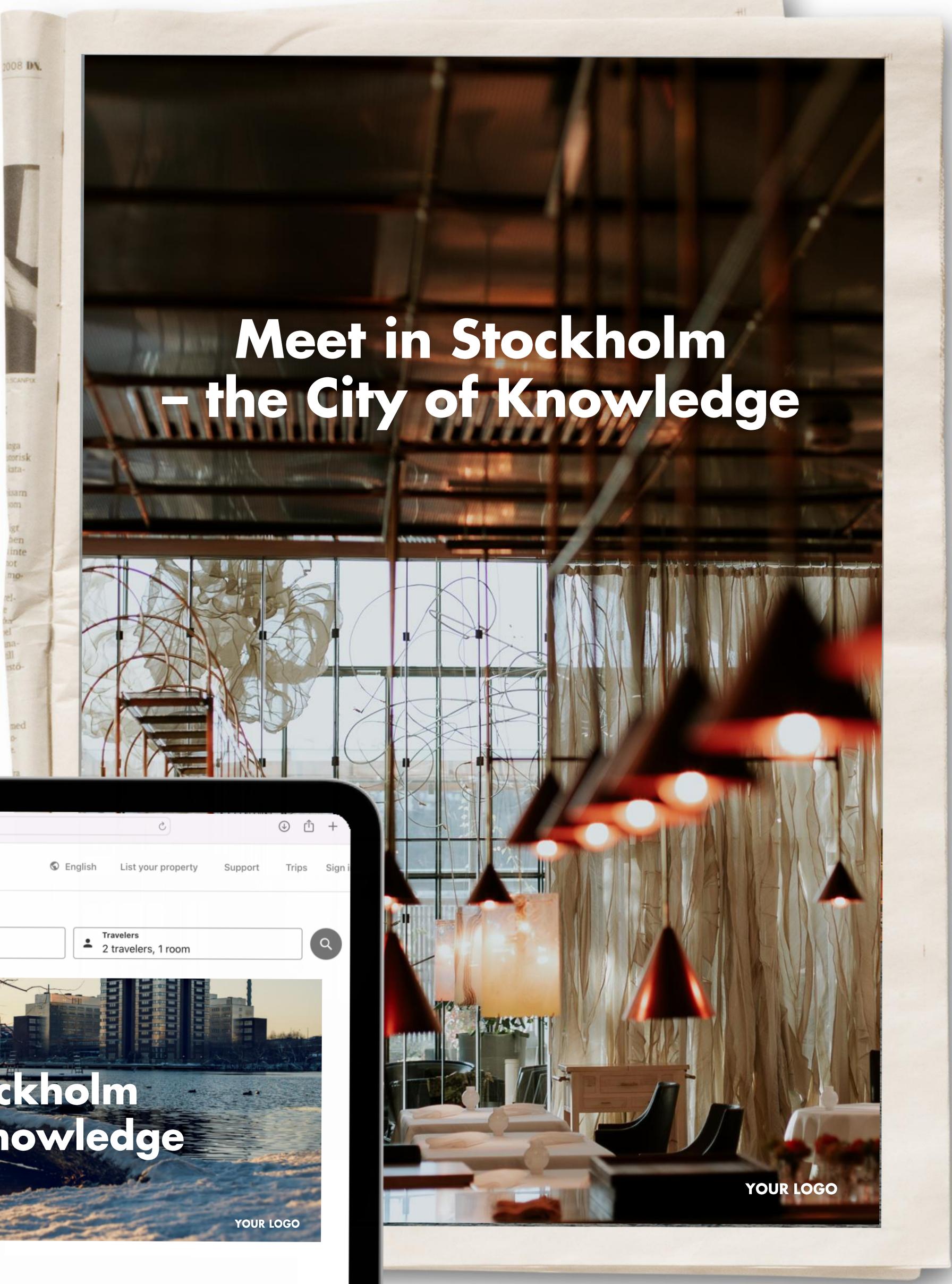
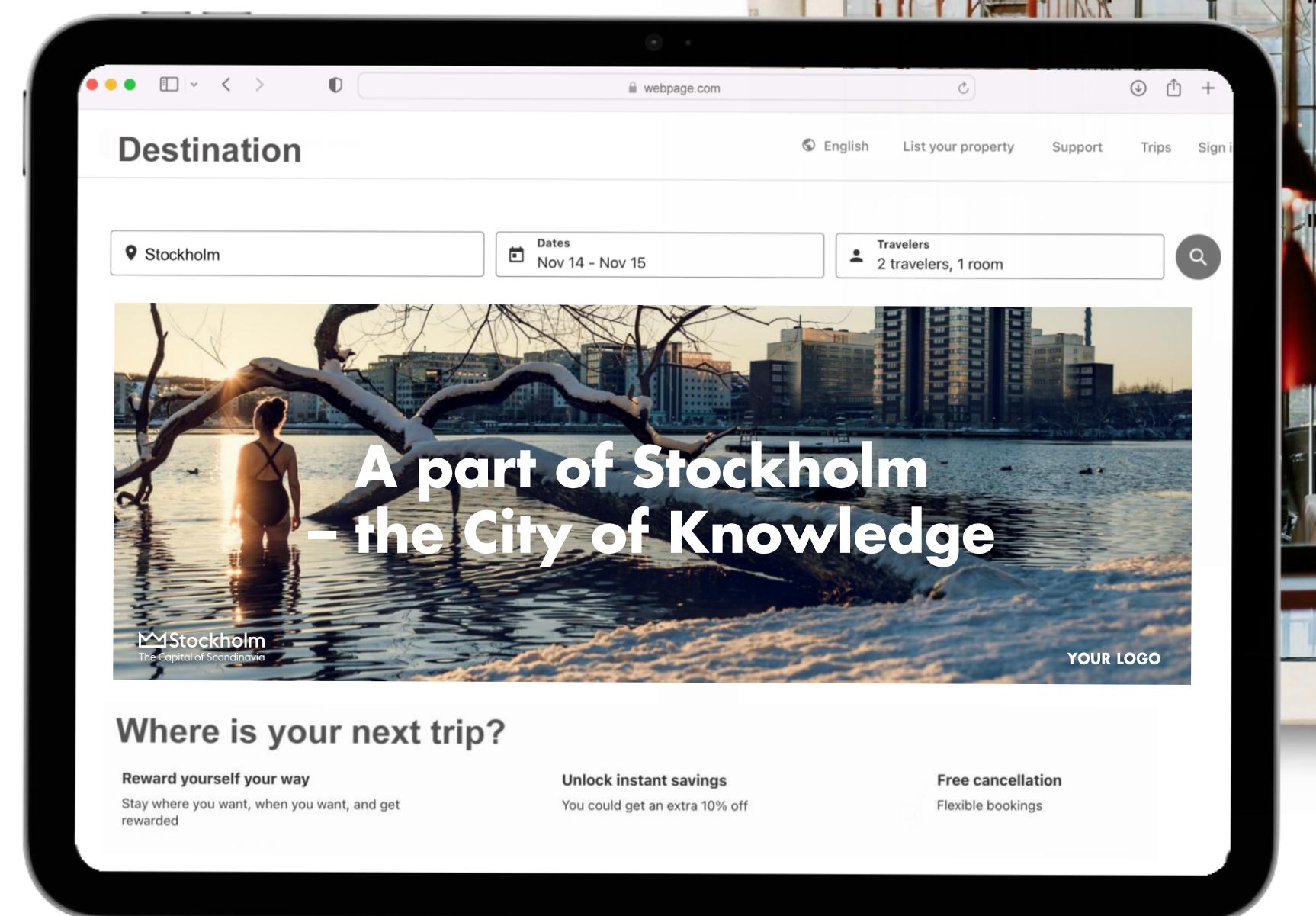


STOCKHOLM MEDIA BANK

The Stockholm Media Bank is a complimentary and unbranded resource offering a collection of captivating photos and videos showcasing Stockholm.

Feel free to utilize these assets when featuring Stockholm as your destination in various communication channels – be it presentations, social media posts, newsletters, advertising, and beyond. Tailored to meet your diverse needs, our media bank is here to enhance your visual storytelling.

Visit the Stockholm Media Bank here:
[Stockholm Media Bank](#)



STOCKHOLM CONTENT & TYPEFACES

Become a part of the City of Knowledge by utilizing our standardized promotional material, including visual guidelines on typefaces, messaging, logos, and usage examples. Feel free to modify and adapt the content as per your requirements, and use the material as you like.



YOUR STOCKHOLM CONTENT

– EXAMPLE OF USAGE

Head line (In whatever font or message you prefer)

The Stockholm Logotype, in the left top or bottom corner

Your logotype

STOCKHOLM TYPEFACES

	PRINT	DIGITAL
HEADLINES	Futura Bold	Futura Bold
PREAMBLE	Futura Book	Futura Book
BODY TEXT	Garamond Regular	Futura Book
QUOTE	Futura Book	Futura Book

LOGO

POSITIVE (BLACK)



NEGATIVE (WHITE)



FREE ZONE & PLACEMENT

- The logo is primarily placed at the top or lower left corner of the device.
- Always free zone around the logotype.
- The free zone must always correspond to the width of the crown

STOCKHOLM MESSAGING – THE CITY OF KNOWLEDGE

"Stockholm – the City of Knowledge"

"Welcome to Stockholm – the City of Knowledge"

"Meet in Stockholm" – the City of Knowledge"

"A part of Stockholm – the City of Knowledge"

"Explore the City of Knowledge"

"Where bright ideas are born"

"A Meeting of Minds"

"The Meeting Host with the Most [insert relevant statement]"

CRAFTING MEMORABLE CONGRESSES

SITE INSPECTIONS

The site inspection is a crucial moment for both the city and the host. These inspections involve handling numerous details within a limited time frame.

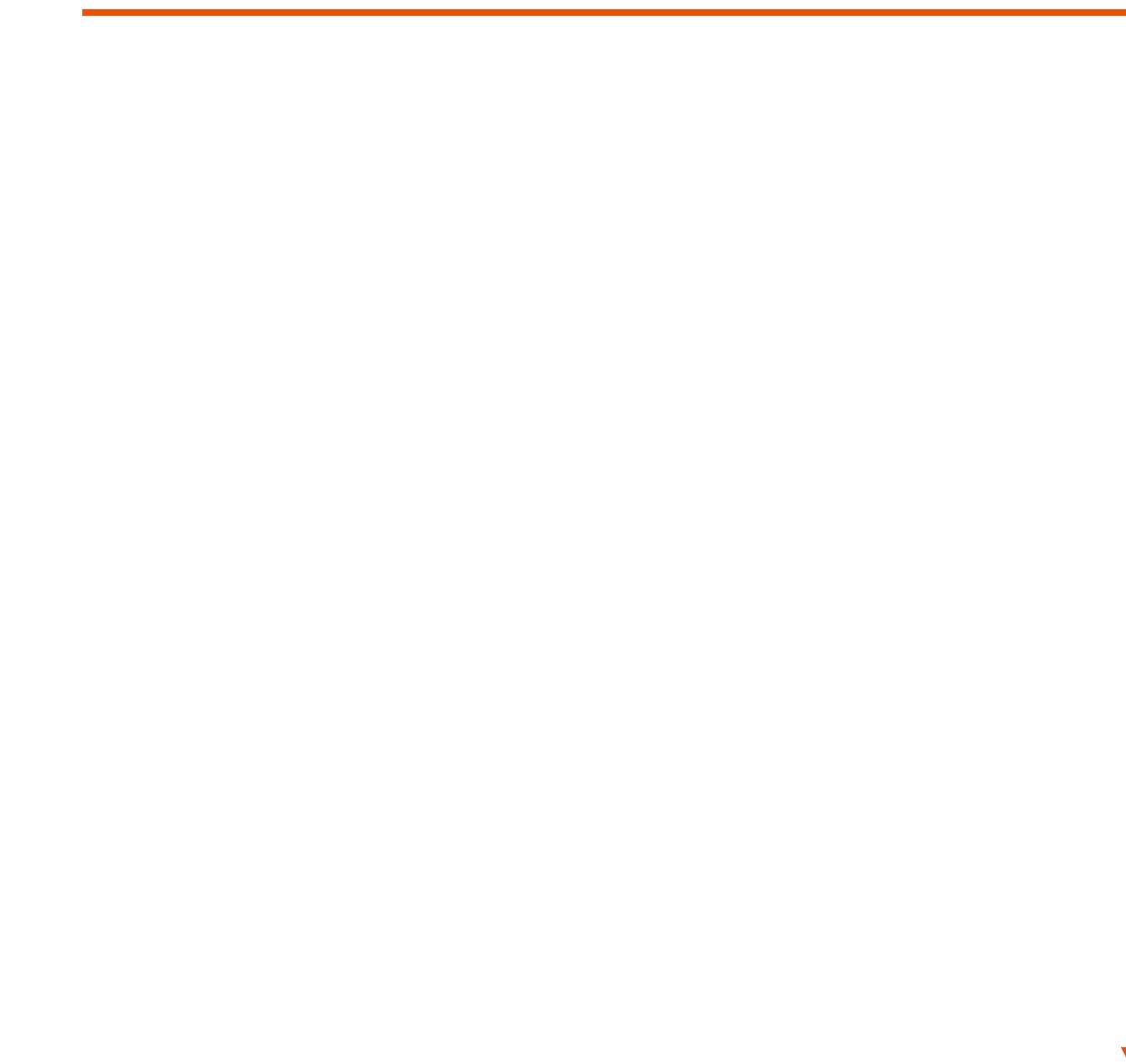
The site inspection process can be split into three steps, planning and preparation, arrival and inspection, and departure and feedback.

On the following page, we have compiled a checklist and flow chart for your site inspection, which ensures a comprehensive and efficient assessment of premises and facilities.

PLANNING &
PREPARATION → ARRIVAL &
INSPECTION → DEPARTURE
& FEEDBACK



SITE INSPECTION - CHECKLIST



See the checklist on the next slide

PLANNING & PREPARATION

WHAT IS THE ACTIVITY?

1. PLANNING

The guest(s) come to Stockholm to assess the city and actors before or after a decision about a having congress in Stockholm.

- SBR makes the overall planning for the visit to Stockholm. SBR makes a timetable, books flights, hotels and contacts actors about time and meeting place
- SBR briefs Involved parties with information regarding the guest(s)
- The involved party plans who will take part of the meeting and makes sure that the people know what time and place to meet the guests. It is recommended to book a backup person and block some time before and after the set time as it may change. Fluent in English is a requirement.
- Time Management Reminder: respect the time allocated by SBR, considering the possibility of a hectic schedule

WHO IS RESPONSIBLE

SBR

Involved parties

WHAT IS THE ACTIVITY?

2. PREPARATIONS BEFORE THE GUEST(S) ARRIVE TO THE PARTICIPATING ACTOR

- Make sure you are well informed about who the guest is and what their needs are. What does the guest want/need to see and find out during their visit to you?
- Before guest arrive, make a plan. Show, for example, fewer and more selected rooms, rather than many different ones. The visit itself must be well prepared.
- Make a review of the premises. Go ahead and make sure that the lights are on and that the premises etc. are representative

WHO IS RESPONSIBLE

Involved parties

ARRIVAL & INSPECTION

WHAT IS THE ACTIVITY?

3. THE GUEST(S) ARRIVE AT THE PARTICIPATING ACTOR

- Involved parties make sure that the entrance is open/manned for SBR and the guests
- The meeting place must be clear and distinct and determined in advance
- The involved parties are on site in good time and looks representative. Name tags if needed
- SBR hands over the group to the involved parties, who from now on is the one who takes over the hosting and must make sure to keep the time
- Someone guides the guests so that they can take off their outer clothes, place their luggage and go to the toilet if necessary
- One person must lead the group, it is important that it is clear who it is
- If possible, a manager can join and greet the guests. Positive to show that the guests' visit is important to everyone
- The involved parties ensure that everyone introduces themselves and that the guests also get to introduce themselves.
- Feel free to ask lots of questions and be curious about the guests
- Hand out material to all guests (as appropriate or send digitally)
- Nice to have an iPad with you if everything can't be shown live

WHO IS RESPONSIBLE

Involved parties

WHAT IS THE ACTIVITY?

4. SITE INSPECTION IN PROGRESS

- Gather in the room/lobby again. Take any questions that have come up during the site inspection.
- Serve a light snack/drink if SBR has asked for it and it fits into the schedule
- Collect clothes/bags and show to toilets

DEPARTURE & FEEDBACK

WHAT IS THE ACTIVITY?

5. DEPARTURE FROM PARTICIPATING ACTOR

- Gather in the room/lobby again. Take any questions that have come up during the site inspection.
- Serve a light snack/drink if SBR has asked for it and it fits into the schedule
- Collect clothes/bags and show to toilets

WHO IS RESPONSIBLE

SBR

6. FEEDBACK

- Feedback from guest to either the participating actor or SBR

Involved parties = hotel, facility, attraction/activity, restaurant, etc.

SBR = Stockholm Business Region (Stockholm CVB)

Guest = customer/organization (usually international)

SUSTAINABLE CONGRESSES & LEGACY

Sustainability plays a significant role in Swedish society and lies at the heart of Stockholm as a global city. Proactive choices can profoundly impact creating a more sustainable congress, encompassing environmental, social, and economic dimensions.

A truly remarkable congress isn't confined to the memories of a select few, its impact can extend significantly in both the short and long term, sending ripples into other social sectors, generating valuable knowledge, and fostering unique competence. If you carefully consider your goals, the best congress may leave a lasting legacy in Stockholm and beyond.

Learn more about sustainability in Stockholm and how it intertwines with hosting sustainable congresses.

stockholmbusinessregion.com/assets/plan-a-planet-friendly-meeting-or-event-in-stockholm/



THE TRANSITION FROM THE CVB TO THE PCO

As your designated CVB, we will help you throughout the process, but as the event planning progresses the responsibility for operational execution often shifts to the PCO.

As stated in the section "Terminology & the Ecosystem", the PCO usually serves as a central liaison between diverse suppliers offering assistance in all planning stages with adaptable services tailored to specific event needs.

COMMON PCO SERVICES:

- Project management, logistics handling, registration management, catering, creative events, financial management, budgeting, graphic design, and concept development.
- Needs analysis for venue booking, meeting spaces based on budget and requirements, price comparisons between different facilities, price negotiation, and contracting.
- Financial and invoice management, budget control, handling third-party costs, price comparisons, and financial reports.
- Exhibition management, coordination of booth planning at exhibitions, fairs, etc. Coordination of booth construction and staffing.
- Travel and hotel management, web-based booking engine for travel and hotel bookings, transportation.

SUPPLIERS, PARTNERS & CONTACT DETAILS

Find your match from our highly recommended local PCO and location partners and suppliers.

PROFESSIONAL CONGRESS ORGANIZERS (PCO)

Academic Conferences

www.slu.se/site/akademikonferens/

Meetagain

www.meetagain.se

Reachem

www.reachem.se

Travel Team

www.travelteam.se/kongresser

CONVENTION CENTERS & VENUES

Stockholmsmässan Exhibition & Congress Center

www.stockholmsmassan.se/organiser

Stockholm Waterfront Congress Centre.

www.stockholmwaterfront.com

The Brewery Conference Centre / Münchenbryggeriet

www.m-b.se

Kistamässan Exhibition and Congress Centre

www.kistamassan.se/en

House of People / Folkets Hus

www.houseofpeople.se



HOTELS & ACCOMMODATION

The following hotel chains have a large selection of hotels and hotel rooms in Stockholm. They are often a good first contact when it's time to book accommodation for larger groups.

PRESENT HOTEL CAPACITY

Within 10 minutes walk from the Central Station

Number of hotels: 45
Number of rooms: 8 500

Within 10 minutes by public transport from the Central Station

Number of hotels: 128
Number of rooms: 17 600

Hotel capacity in Greater Stockholm area

Number of hotels: 331
Number of rooms: 37 300

Subway 

Walking distance 



SCANDIC HOTELS – 27 hotels in the Greater Stockholm Area

www.scandichotels.com/filters/stockholm

STRAWBERRY HOTELS (formerly Choice Hotels) – 16 hotels in the Greater Stockholm Area

www.strawberryhotels.com/hotels/sweden/stockholm/

ELITE HOTELS – 7 hotels in the Greater Stockholm Area

www.elite.se/en/hotels/stockholm

RADISSON HOTELS – 6 hotels in the Greater Stockholm Area

www.radissonhotels.com/en-us/destination/sweden/stockholm

TESTIMONIALS & CONGRESS AMBASSADORS

WORDS FROM PAST CONGRESSES – PARTNERSHIP & VENUES

Danica Kragic is a professor at KTH, was named Sweden's most powerful woman in tech in 2018, and is an avid host of congresses and meetings in Stockholm.

"I think that the Stockholm area is a fantastic environment and ecosystem"

"I came to Stockholm 25 years ago, and I stayed. I fell in love with the city. (...) But what actually made me stay is the open-minded atmosphere and the possibility to engage with anyone and anything."

– Danica Kragic



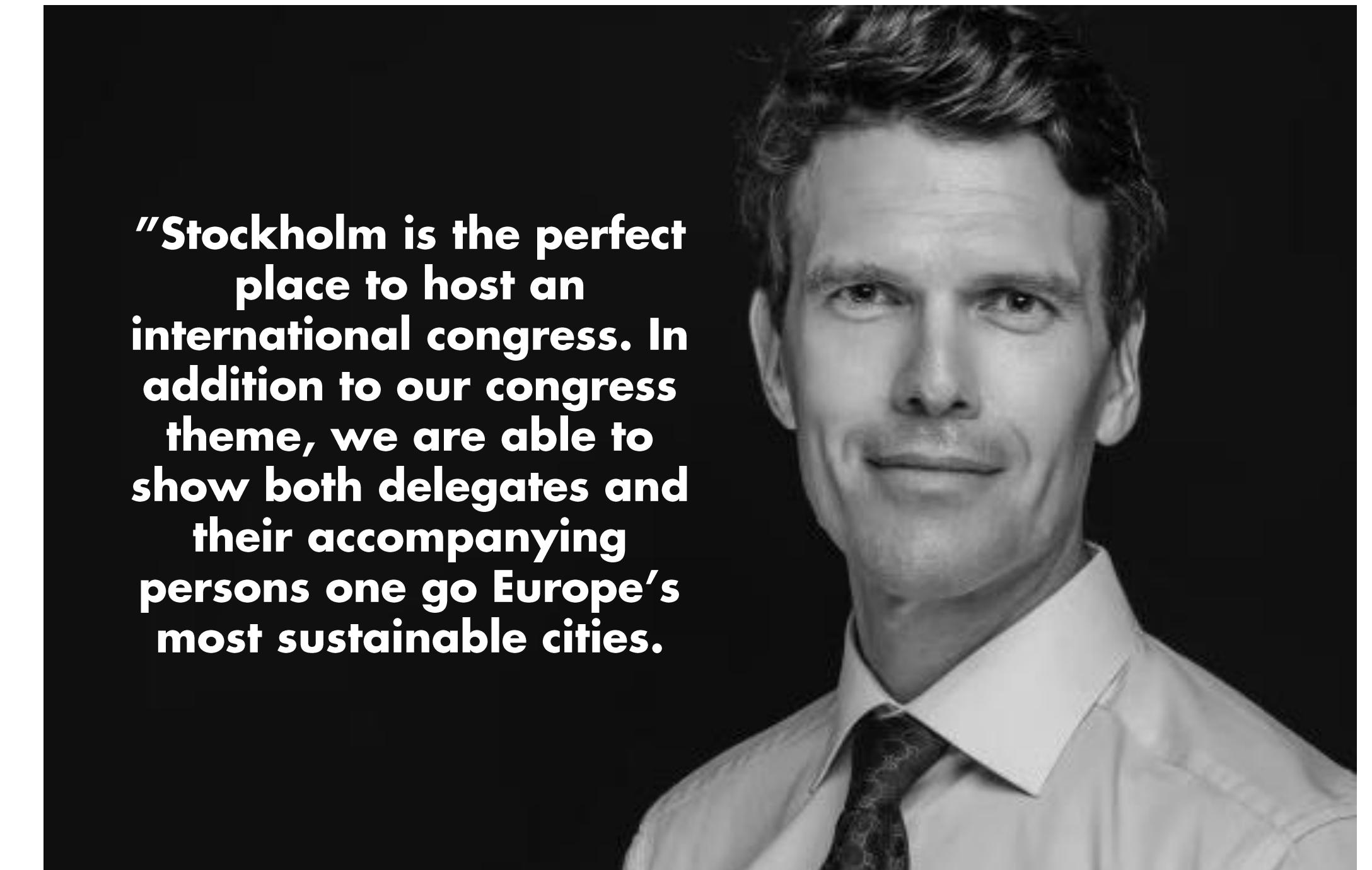
WORDS FROM **CONGRESS PLANNERS**



"We are glad to have chosen Stockholm for our first in-person Annual Meeting after the COVID break. In terms of infrastructure, capacity and transport, Stockholm fulfilled all our needs for a successful EASD Annual Meeting."

LEONA HENNINGFELD

Conference manager, EASD



PER VEDIN

President of the Swedish rock engineering association, world tunnel congress 2025

WORDS FROM PAST CONGRESSES – PARTNERSHIP & VENUES

“We would like to thank you all for all your hard work, professionalism, hospitality and friendship! We had mostly enjoyed the congress also to a very high extent due to your collaboration and amazing venue”

RAYA VAN HUGten

Senior Project Manager, MCI Amsterdam

Congress of the European Hematology Association (EHA) 2018
11,600 delegates

EUROGIN reached a new record level at the 2024 Stockholm edition of the congress.

Both me, the scientific director and all other stakeholders in our organization were very satisfied with the choice of Stockholm and the Waterfront congress center. I would like to highlight the precious support from Stockholm Business Region.”

PETER MATTONET

Conference Manager

EUROGIN Congress 2024
1,600 delegates

CONNECT WITH
STOCKHOLM

CONNECT WITH STOCKHOLM BUSINESS REGION

Stockholm is an excellent choice for your congress—a well-established world city and the capital of Sweden. Offering exceptional venues and accommodation, seamless travel connections including world-leading public transportation, and the highest standards of sustainability. And we are here to open the doors to Stockholm – A City of Knowledge.

**Don't be a stranger, get in touch
to explore the possibilities!**

E-MAIL US:
meetin@stockholm.se

[**READ MORE ABOUT WHAT WE GOT TO OFFER:**](#)



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STOCKHOLM

The City of Knowledge