

Russian Dreams

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With a reputation as one of the World's Most Beautiful cities, Saint Petersburg is the city of Pushkin and Dostoevsky, Tchaikovsky – and the birthplace of the Russian Revolution. The city – Europe's 4th biggest - is the Great Nation's past, present and future all set in stone. Not to mention Europe's most exotic location for meetings, incentives and events.

The city is filled with architectural gems and communist-era relics from Russia's recent past.

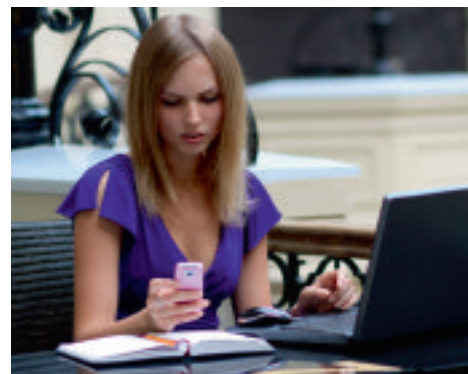
Imagine holding a congress for 1,000 delegates inside the gorgeous neo-classical Smolny Cathedral; Exclusive out-of-hours admission to the Hermitage – the Tsars' Winter Palace; or even a sit-down lunch for up to 600 people inside the Artillery museum served by waiting staff in full military attire.

Obviously it would be impossible for an outsider to access, but Saint Petersburg based fixers Tsar Events have brimming contacts books and the key to the city's finest venues. As the only

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01. St. Basils Cathedral, Moscow.



02. Cosmopolitan Russia.

Destination Management Certified Professionals in Russia, the company can organise all your company's requirements.

Of course, there's plenty to explore in St Petersburg under your own steam. Comprised of dozens of 64 rivers and canals, 170 kilometres of embankment, hundreds of islands connected by even more bridges, St. Petersburg was founded on a swamp by Peter the Great three centuries ago.

Standing nearly seven-foot-tall, Tsar Peter's great height must have given him a different perspective on how his vision of a city would match anything built further south in Europe would work on a mosaic of small islands in the marshy, sparsely inhabited Neva delta at the easternmost reaches of the Baltic Sea.

Hardly a text book setting for an ambitious civic dream but then Venetian ambitions, were never bogged down by a little mud and water, either.

From 1732 to 1918, St Petersburg became the Imperial capital of Russia. Peter the Great developed a huge empire and a major European power. Inevitably, St Petersburg has become known as the Venice of the North.

A cliché, yes – but with expansive waterways lined with granite and classical architecture on a scale to match, the city has a stronger claim over the epithet than say Amsterdam, Copenhagen, or – ahem – Manchester (ironically, with whom the city is twinned).

The city also St. Petersburg boasts cultural treasures that rival those of Paris, Vienna, London and Rome. In fact, Saint Petersburg is inscribed on the UNESCO World Heritage list as an area with 36 historical architectural complexes, and around 4000 outstanding individual monuments of architecture, history and culture. 🇷🇺

The city also has 221 museums, 2000 libraries, more than 80 theatres, 100 concert organizations, 45 galleries and exhibition halls, 62 cinemas, and around 80 other cultural establishments.

Most famous among these is the Hermitage Museum, containing the art collection amassed by Catherine the Great in the 18th century, and the adjacent Tzars' residence, the Winter Palace. It was here that Jan. 9, 1905, when Nicholas II's royal guards opened fire on peaceful citizens who had gathered here to respectfully ask the Tzar for democratic reform. It was the beginning of the end for the Tsars, and the start of Russia's tumultuous journey to democracy.

Being a city of 5 million, of course, with as many visitors again coming each year, the progress of St Petersburg's infrastructure certainly hasn't been hampered by events. This is a major trade gateway and Russia's financial and industrial centre. Oil and gas trade, shipbuilding, aerospace, software and electronics, as well as manufacturing all these industries have a huge base in St Petersburg.

Obviously, when doing business with sectors like this based in the city, organising a Russian Winter-themed event with traditionally dressed waitresses and Cossack Dance master classes garb might not capture quite the right mood. Under these circumstances Tsar Events have suggested a list of venues more conducive to business practice...

• **Holiday Inn Moskovskie Vorota Hotel**

The Holiday Inn St. Petersburg-Moskovskoye Vorota hotel in Russia is a brand new hotel with a Congress centre perfectly situated in the central part of the city. The hotel is approx. 20 minutes by taxi from the Pulkovo Airport or the Moskovsky Railway Station. With over 500 elegant rooms and suites, high speed internet access and a congress hall with a capacity of up to 1,000 people. The Hotel Conference Centre also features 13 meeting rooms, 2 banquet rooms, and dedicated lounge areas. Completely self contained the hotel also offers 3 restaurants serving Russian and German cuisine and a choice of three bars to wind down after hours.

• **Sokos Olympia Garden Hotel**

The 348 room Sokos Hotel Olympia Garden is located in Moskovsky Prospekt - one of the city's main arterial roads. The hotel is 2 km from the city centre and 10 km from the airport, located near Tehnologichesky Institut subway

station. Comfy and efficient, the hotel is an ideal choice for groups and meetings with 13 rooms seating up to 350 people). All rooms are modern, fresh and well-equipped.

• **Sokos Palace Bridge Hotel**

As sister hotel to the Olympia Garden, the Palace Bridge is an international-standard conference hotel. But it also offers a convenient blend of business and leisure with its Holiday Club Spa. Located on Vasily Island in the heart of historic St. Petersburg, the Palce Bridge enjoys a wonderfully calm and serene setting and is perfect when work is done and you need to leave the hustle and bustle of the city behind.

• **Park Inn Pribaltiyskaya Hotel**

Park Inn Pribaltiyskaya is the biggest conference

hotel in St Petersburg, with a prime location on the Gulf of Finland. The hotel is situated close to Lenexpo - St Petersburg's dedicated 85,000 m sq exhibition complex and a 15-minute drive to the city centre. Park Inn Pribaltiyskaya features 1200 modern rooms and a state-of-the-art conference centre accommodating up to 1500 delegates.

• **Novotel ST. Petersburg Centre Hotel**

This four-star hotel situated in the historical centre of Saint Petersburg is the perfect place for mixing business with pleasure. Ideally located, close to the Hermitage, the Russian Museum and the Mariinsky Theatre, Novotel St Petersburg is the city's best downtown option for business meetings. The hotel comes equipped with 233 rooms, free Wi-fi, meeting rooms, business centre, bar, restaurant and spa to relax. ■



03. Details of Hermitage museum in St. Petersburg, Russia.



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TSAR Events DMC & PCO:

From “concept to reality”

Over the past 20-years, MICE tourism sector in Russia has developed with extraordinary pace and has reached world standards of quality. For instance opening of the new “Four Season Hotel Lion Palace”, “W St. Petersburg” hotel, building from scratch of new up-to-date exhibition center “Expo Forum”: all these proves that Russia is ready to host and organize any event in the MICE sector and meet the most demanding of clients expectations. More over Russia has been accredited to host Universiade 2013, Winter Olympic Games in 2014, World Hockey Championship 2016, Football World Cup 2018 and the list can go on.

Russia now can be proud of the first MICE Company officially recognized and awarded with globally recognized certificates CMP (Certified Meeting Professional) and DMCP (Destination Management Certified Professional). Tsar Events DMC & PCO meets the highest proficiency standards and is ready to provide its clients with top level of services. The above facts prove that Russia can offer the same high level of services as any other leading destination of the world.



From “concept to reality”, all events are designed to meet the creative, motivational, and budgetary needs of any professional meeting planner or executive.

Tsar Events DMC & PCO is not the oldest and the biggest company in Russia. In fact, although Tsar Events DMC & PCO knows the MICE business from inside, Tsar Events is quite new on the Russian destination management scene in both age and spirit. This is precisely why Tsar Events is brimming with confidence, enthusiasm and fresh ideas.

Tsar Events DMC & PCO team is small but extremely skilled, creative and dynamic, led by Alexander Rodionov (CMP, DCMP). With a solid 12 years background of extensive experience and multi-certified staff, the company specializes in the design and production of meetings, incentives, conferences, congresses,

corporate seminars, customer presentation, anniversaries, events or gala-evenings at any venue in St Petersburg.

Why you should choose St Petersburg as a destination for your event? Being the 4th biggest city in Europe and the cultural capital of Russia with the largest number of palaces, bridges and canals, it can provide you with 1000 new ideas for the successful event.

St Petersburg with all its rich history, architecture, white nights and beautiful landscapes always inspire Mr. Rodionov and his team to come up with the most extraordinary ideas. Tsar Events DMC & PCO is always on the leading edge with the latest trends in conference and incentive requirements driven by the desire to offer superior products and services, such as: Conference in Smolny Cathedral for 1000 guests, Gala dinner in the Tsar’s palace with Rasputin as a host speaker, Masquerade party in underground prison cells of the Peter and Paul’s Fortress, Lunch at a single long table for 600 persons inside of the biggest Artillery museum in the world, exclusive night visit to Hermitage, Politbureau meeting in real Political Dacha and even a tank driving on a top secret Russian Military Base.

From “concept to reality”, all events are designed to meet the creative, motivational, and budgetary needs of any professional meeting planner or executive. Tsar Events DMC & PCO works with clients from the initial concept and all the way to the successful program execution.

Working with best hotels of the city, catering companies, leading restaurants, trusted transport companies and guides enable Tsar Events DMC & PCO to achieve unforgettable and kick-off events.

Want to have a remarkable experience in Russia? Ask Tsar Events how!

Tsar Events DMC & PCO- your internationally experienced and locally competent partner for your successful event. ■



