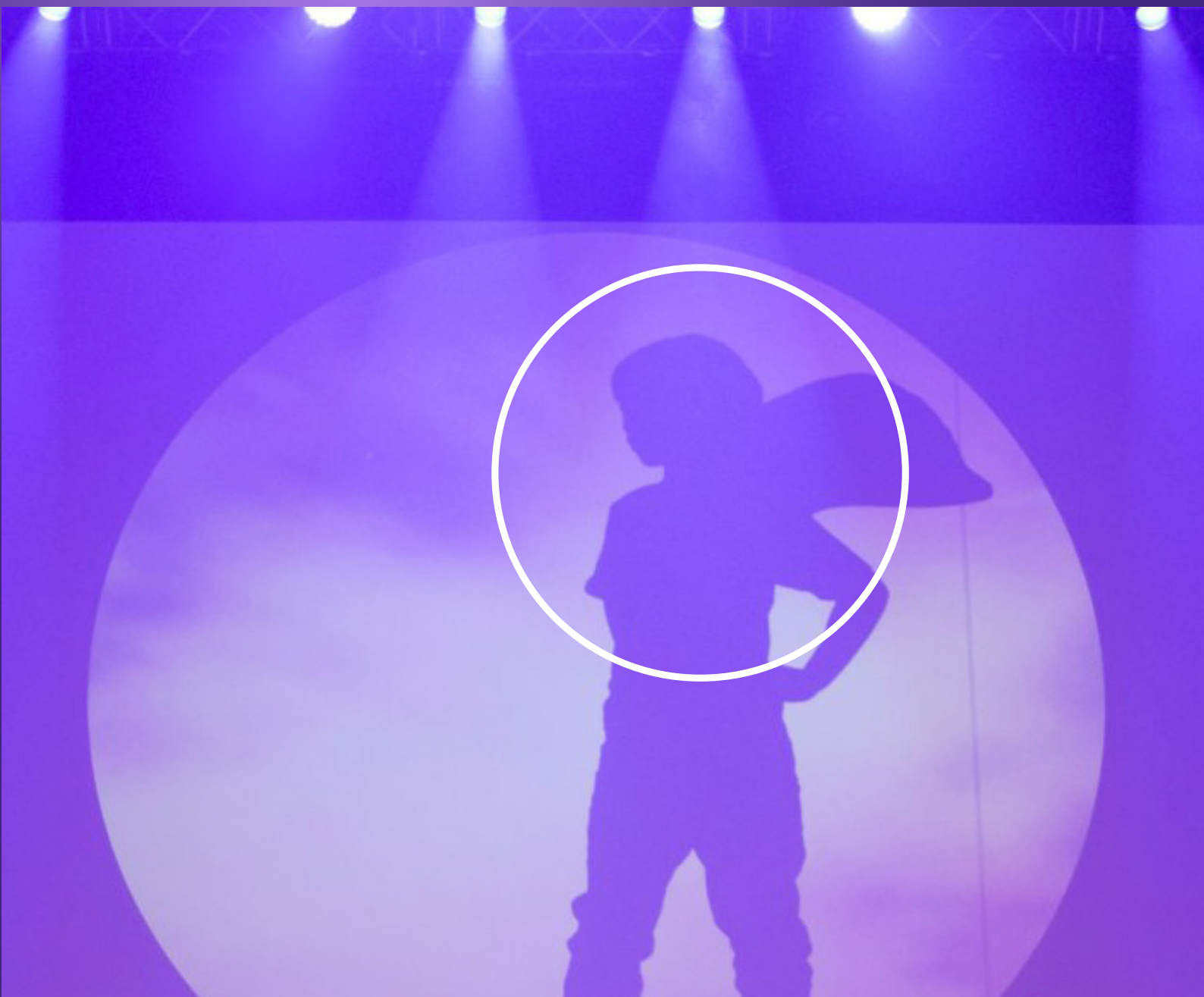




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Thursday
October 17
2024

ŠKODA Museum
Mladá Boleslav





Let's celebrate the impact of creative heroes

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“It is the people who stand up and venture to try again and again who make the difference. Let's change our attitude to ourselves as well as to others. Let's look around at successful individuals and draw inspiration from their good examples. Let's support our employees in enterprises as well as in public administration. Let's provide them with an opportunity to be creative, to develop, to implement projects and bear the responsibility for them, even under the risk of occasional failure. Such experience may move us forward step by step.”

Petr Pavel, the President of the Czech Republic
Prague, March 9, 2023

We support President Petr Pavel's stance: We must honor those who have the courage to stand up and create change. Through the **Creative Heroes Award** we focus on the people that lead the change. Individuals that use the power of their creative thinking to have a positive and sustainable impact on other people, society and the environment.





Why creativity? Why people? Why **impact**?

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We are living in exponential times. Business as usual is no longer an option as we are approaching the planetary boundaries at an alarming rate. We need to change the nature of our trade. Without creativity, there can be no innovation. Without innovation, there can be no change. Since it is change that we want, we must nurture and promote creativity. Behind every brilliant idea, there is a brilliant mind. Behind every change for the better, there is a person who has had the courage to stand up and challenge the status quo, believing in a better tomorrow.

These are the people that can be an example for others. That's why we want to put them on a pedestal. For others to see them, and follow their example. That is how change becomes impact.



What is a Creative Hero?

A creative hero is an individual who demonstrates exceptional creativity, innovation, and originality in their endeavors, inspiring others through their imaginative contributions and achievements. They may excel in various fields such as art, science, technology, business, healthcare or social activism, utilizing their creative talents to address challenges, drive positive change, and enrich the lives of others.

Creative heroes often exhibit qualities such as courage, resilience, vision, and empathy, serving as role models who challenge the status quo, push boundaries, and spark new ideas and possibilities for the betterment of society.





Six reasons why **partnering** is an excellent idea

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1 Meet the real change makers

Take advantage of this networking opportunity and let inventive brains trigger your innovation mindset.

1

2 Associate your brand with positive impact

Establish yourself as a relevant business for people, planet and profit.

2

3 Impress your stakeholders

Invite your customers, suppliers, co-workers and others to an evening they will not easily forget.

3

4 Ride the wave of six months of media attention

The activities and their promotion start as early as May 2024, in the run-up to the event in October 2024.

4

5 Broaden your network creatively

The mix of participants is different from a standard networking event, which means earlier undiscovered paths are opened.

5

6 Truly support impact innovation

Increase your own sustainable positive impact and find new opportunities for supporting impact businesses and concepts.

6





Event Program

October 17, 2024

17:30 - 24:00

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**Registration followed by
Drinks . appetizers . networking**
17:30 - 18:30

Awards ceremony
18:30 - 20:30

Buffet dinner . drinks . networking
20:30 - 22:00

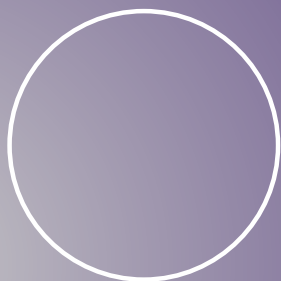
After-party with DJ
22:00 - 24:00

Location

Škoda Museum
tř. Václava Klementa 294
293 01 Mladá Boleslav
www.museum.skoda-auto.com



NETHERLANDS
CZECH
CHAMBER
OF COMMERCE



Award Jury 2024

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HYNEK BARTÍK
senseZOOM
Crowdberry



LEON JAKIMIČ
LASVIT



ALEXANDRA GEORGESCU
KOGAA studio
Brno Design Days



PETER OLAH
Škoda Auto



ALENA HUBEROVÁ
SHELeads



KATEŘINA DUCHÁČ
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UMPRUM



VOJTĚCH KOVAL



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Counsellor



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JOHANA NEJEDLOVÁ
Konsent



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CARINA RIEZEBOS
Carina
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BLAKE WITTMAN
NCCC
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PAVLÍNA LOUŽENSKÁ
#HolkyzMarketingu



KATEŘINA TYGL
Ženy v byznysu



PETR VÍTEK
Hub Ventures
Tilia Impact Ventures



JIŘÍ VODIČKA
Odgers Berndtson
TEDxPrague



GESINA ROTERS
DAY



IRENA ZATLOUKALOVÁ
freelancer
izatlouk.cz



JANA ZIELINSKI
Designblok Praha



Tickets & More

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Would you like to have **something to speak about** for many years to come? With your customers, suppliers, colleagues and other stakeholders in your business?

Do you want to be associated with **positive sustainable impact** on people and society and the environment?

Would you like to **get acquainted** with Creative Heroes Award nominees, members of and other participants?

Join the Creative Heroes Award event and give your partners an evening they will not forget!

Come and celebrate the power of creativity and elevate creative minds with us on October 17, 2024.

Regular ticket:

- CZK 3,600
- For NCCC members: CZK 2,400

Event partner with standing table including 5 tickets

- Regular price: CZK 50,000
- For NCCC members: CZK 35,000



Partnerships



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PLATINUM partner

Make the Creative Heroes Award yours. This is the summit of association, you will have influence in the steering committee and the deepest penetration in online and offline visibility throughout the program: before and during the Award Event and beyond.

GOLD partner

Strongly associate your business with creativity, innovation and impact, and benefit from a high online and offline visibility throughout the entire program: before and during Award Event.

SILVER partner

Associate your business with creativity, innovation and impact and benefit from solid online and offline visibility throughout the program.



Download your **PARTNER BENEFITS** here:

cenakreativnichrdinu.cz/partners





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For more information, please visit:

creativeheroesaward.cz
cenakreativnichhrdinu.cz

Write to us on **office@nlchamber.cz**
or call us at **+420 774 002 021**

The Creative Heroes Award is organized by the
Netherlands-Czech Chamber of Commerce – Traders by Nature
nlchamber.cz