



Czech Republic

Judges' Comments/ Feedback

Overall Score – 205 (winning chamber)

Straight to the point application. Good initiative with the British days. Interesting topic for events: women in business, experience Great-Britain. They are taking a good opportunity to celebrate their 20th anniversary this year. The trade events are quite varied in different areas to fit the market.

Their values about women equity, diversity, democracy and volunteering are very good. They are definitely willing to help businesses to grow and in the process of Brexit. Very good ecologic vision in trying to go digital as much as they can. Complete CSR programme. All members appreciate being valued as a member and this chamber is looking at members on an individual basis is giving them that feeling of belonging.

The application of this chamber is consistently strong across the different categories as well as from performance in previous years. In my opinion, the two areas that can be promoted as best practice through the chamber network are the Membership development model and the CSR activities of the chamber. Serving a relatively small market in Europe, the chamber has managed to reach companies not only throughout various industries but also regionally around the country.

The personalised relationship offered to each member is probably the most valuable benefit the chamber can offer. The CSR activities described are innovative and they continue to be focussed on the business success of the programmes' beneficiaries. Another strong year for this chamber with great chances of winning.

Very strong submission which exudes enthusiasm. The submission is very practically minded in content and clearly seeks to demonstrate the value of the chamber to the business community. The CSR section is very strong; Equilibrium programme and volunteering initiatives. I have given the highest score on Events which I thought showed huge creativity and energy.

This chamber has looked at improving its events strategy to increase membership and create more dedicated networking opportunities. Really liked the Alumni Conference, the British Days extended into the regions and the Equilibrium opportunity linked to Women in Business and Women's Rights (keynote speaker). Improved their CRM system with new automated email and competitions.

Experience Great Britain was a great way to connect with a wide range of media platforms with the Chamber at the heart of the messaging