



## PRESS RELEASE

### PRAGUE COLLEGE HOSTS THE SECOND IN ITS POPULAR MASTER SPEAKER SERIES, THIS TIME FEATURING KATERINA PAVLITOVA

**[xx] April, 2017:** Prague College, one of the Czech Republic's leading private English-language universities, is delighted to announce the latest in its popular 'Master Speaker' events this semester, this time featuring **Katerina Pavlitová**, the Director for Strategy at Prague City Tourism.

Ms. Pavlitova will be the second high-profile women speaker this semester, following on from the award-winning Czech photographer and documentary film-maker, **Jarmila Štuková**, who spoke in March.

On Wednesday, 26 April, students and the public will have the chance to listen to Ms Pavlitová on the subject '**Trends in Tourism: comparing strategy in the local and international markets**'. Ms Pavlitová worked for ten years as Director of Czech Tourism in the USA, when based in New York, and since 2016 she has been based in Prague. She is therefore in the perfect position to compare strategies in the local and international markets having had many years' experience in the hospitality and tourism industry, and gained specific knowledge of brand, product and digital strategy.

The talk will be particularly interesting for those working in the hospitality industry, as well as students of business management, cross-cultural management, and strategy. Talking about the Master Speaker series, Douglas Hajek, the founder and director of Prague College says

*'I am delighted that we are able to attract speakers of the calibre of Ms. Pavlitová and others to the College as there is nothing as effective in motivating our students than hearing from business leaders who can give the inside track on a number of different professions. Plus, of course, we are always happy to have the opportunity to welcome visitors through the doors of Prague College, and the Master Speaker events are the perfect opportunity.'*

All Master Speaker events start from 6.00 pm and are held in Prague College. Entrance is free.

Find out more about the Master Speaker Series on [\[www.praguecollege.cz\]](http://www.praguecollege.cz).

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**Notes for Editors:**

Prague College was founded in 2004 and offers programmes in Business, International Management, Accounting, Finance, Graphic Design, Fine Art (Experimental Media) and Computing. It is accredited by the UK's Teesside University, which was named "UK University of the Year" by the Times Higher Education magazine in 2009-10. Prague College was identified by Cambridge University Students Union in 2012/13, and again for 2013/14 as an "increasingly attractive option for British graduates wanting practical university education for a career". The college added the Flexible Study Business Programme to its roster in 2014 and Media and Communications in 2015, both of which are fully accredited by Teesside University.

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