

# URBIS / THE SMART CITIES MEETUP

BRNO EXHIBITION CENTRE / 2-4 / 6 / 2026 /

URBIS

## URBIS 2026: #mocPOmoc Shows How Cities Can Prepare Residents for Crises Using Virtual Reality

How can cities and municipalities effectively prepare their residents for crisis situations on a large scale? At the URBIS 2026 trade fair, the **#mocPOmoc** initiative will present a proven model that uses immersive virtual reality, sensors, and experiential learning to train first aid and crisis response skills. The project connects technology, public health, and education, delivering a measurable impact on population preparedness.

### A Proven Model with Real Results

The **#mocPOmoc** initiative was created in cooperation between **VR Training**, the **Czech Red Cross**, and the **City of Plzeň**. Since June 2025, **50,000 people** have already completed VR training. In 2026, the program was expanded to **250 primary and secondary schools**, reaching up to **100,000 students**.

The training combines:

- immersive virtual reality,
- CPR manikins with sensors,
- structured crisis scenarios,
- immediate performance evaluation based on data.

This format makes it possible to train large groups of people within a single day in a cost-effective and easily transferable way.

### An Experience That Reduces Fear

During approximately **15 minutes**, participants find themselves in a realistic crisis situation. A virtual assistant guides them step by step through the intervention and provides immediate feedback. The training helps reduce fear of providing first aid and significantly increases the willingness to act in real-life situations.

After completing the training, participants receive a **Czech Red Cross certificate**, sent by email.

### #mocPOmoc on the URBIS 2026 Stage

The initiative will be presented at the fair by leading experts and representatives of local governments:

- **Prof. MUDr. Jan Beneš, Ph.D., MHA**, Head of the Department of Anesthesiology, Resuscitation and Intensive Care Medicine at University Hospital Plzeň, will highlight the key role of lay first aid in saving lives.

[www.bvv.cz](http://www.bvv.cz)

Veletrhy Brno, a.s.  
Messe Brunn  
BVV Trade Fairs Brno  
Výstaviště 1  
603 00 Brno  
Czech Republic

Basis for  
Business

BVV  
Veletrhy  
Brno

Central  
European  
Exhibition  
Centre

press release

# URBIS / THE SMART CITIES MEETUP

BRNO EXHIBITION CENTRE / 2-4 / 6 / 2026 /

URBIS

- **Mgr. Jana Majrichová, LL.M.**, Vice President of the Czech Red Cross, will introduce modern approaches to first aid education and the benefits of VR technologies.
- **Luděk Šantora** (City of Plzeň) and **Martin Rybár** (Plzeň Region) will share practical experience with implementing VR training in schools.
- **Marek Bárty** will conclude the presentation with the official launch of **VR Point 2.0**, a new device for public first aid training designed for cities and municipalities.

## Trade Fair Record: Join In

URBIS 2026 will also attempt to set a **record for the number of people trained in virtual reality during the fair**. Visitors can try the first aid VR training **free of charge** on site and become part of the **#mocPOmoc** initiative.

press release

Central  
European  
Exhibition  
Centre

[www.bvv.cz](http://www.bvv.cz)

Veletrhy Brno, a.s.  
Messe Brunn  
BVV Trade Fairs Brno  
Výstaviště 1  
603 00 Brno  
Czech Republic

Basis for  
Business

BVV  
Veletrhy  
Brno