

What is ICCA?

Meet your ICCA connection



Efi Koudeli

Regional Manager Europe, ICCA



What is ICCA

ICCA is the global community and knowledge hub for the international association meetings industry.

As the global leader in the association industry, ICCA offers:

Unrivaled data

International community *(100+ countries represented)*

Knowledge Hub

Communication channels

Business development

Networking opportunities

ICCASkills – Global Certification

ICCA's Core Values

Business-focused

Facilitate commercial opportunities and support members and international associations in meeting their business objectives. Deliver superb member services.

Advocacy: Innovation and Sustainability

Lead the way in event sustainability and innovation. Drive critical discussions, providing platforms for local, regional and global dialogue.

Collaborative

Actively engage and provide a platform for participation for members, clients and industry partners.

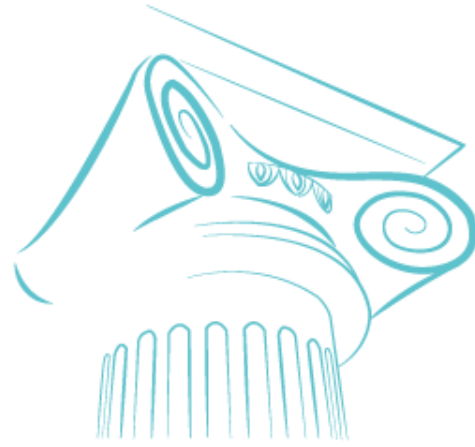
Culturally aware and respectful

Committed to being a trusting & inclusive association. We take into account and reflect the uniqueness and diversity within our community.

ICCA Pillars



Legacy



*Equity
Diversity
Inclusion*

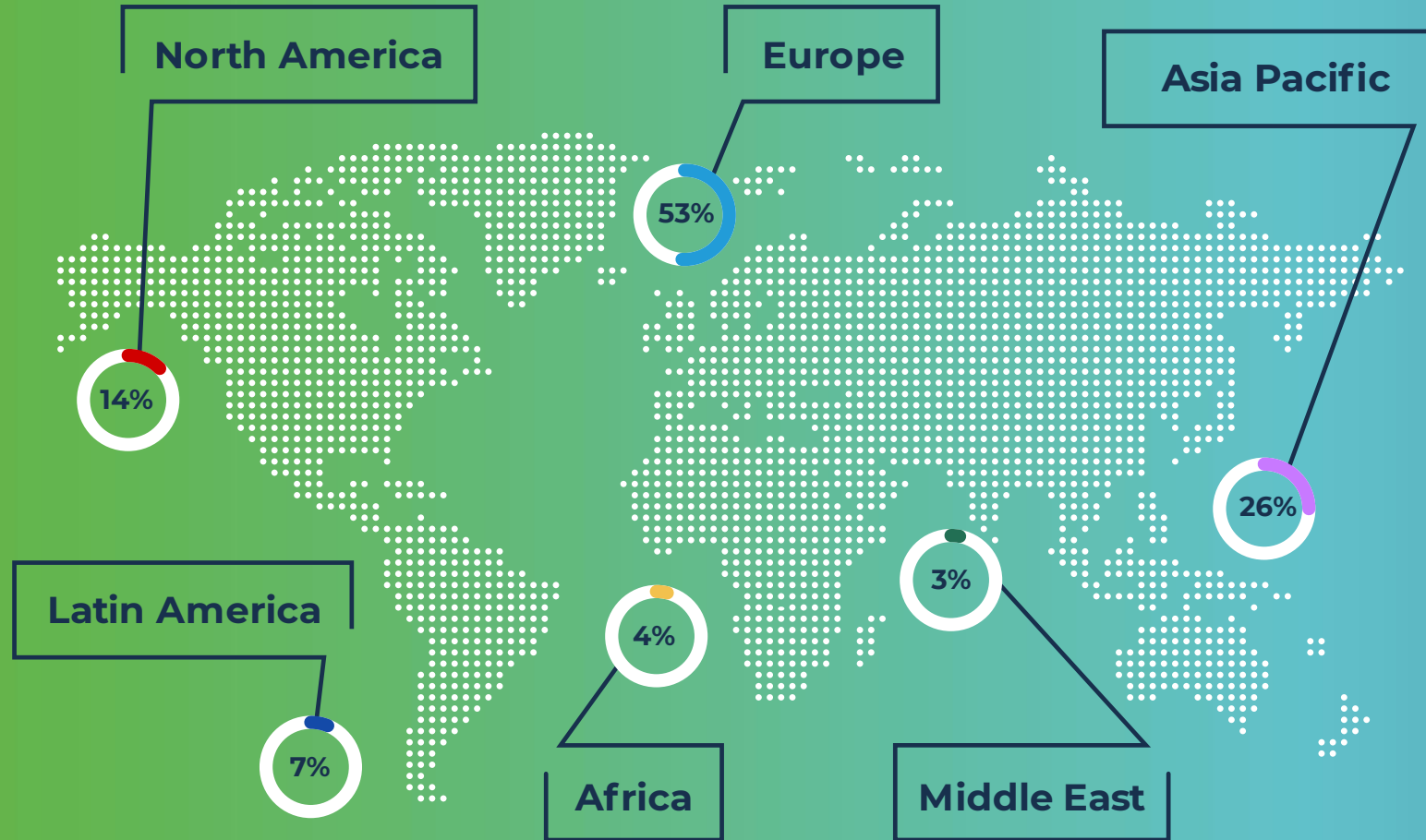


Sustainability



*Business
Focus*

ICCA Global Community



* Regional membership distribution

ICCA New members Iberian FBL Chapter



Maritim Hotel Amsterdam

ICCA Association Community

Connecting associations and meeting suppliers to create better and more sustainable events

365+
association
representatives

from

200+
associations

50+ new associations
joined in 2023

from

Cuba to Denmark
Ghana to Singapore

.....
the IAC has members from
across **40** countries globally

ICCA encompasses all major stakeholders in the world of association meetings with the ICCA Association Community.

The community provides associations with education, connections, tools and resources to support more effective meetings.

Knowledge and content sharing



1,100+ association executives engaged with ICCA activities throughout 2023

ICCA Association Partner Programme

Become an exclusive partner of the Association Community through networking and collaboration



Association content

Be part of the conversation through priority access to speaker slots at ICCA events.

Elevate your exposure through contributions to association specific content.



Business and networking

Exclusive networking with our top association executives at ICCA events.

Tailored exposure for business match-making.



Market intelligence

Gain a competitive edge with tailored research reports to identify future business opportunities.



Elevate your brand

Get featured in year-round communications dispatched to 600+ international associations.

Showcase your company through case studies and success stories.

Share content through the ICCA social media channels reaching global audiences.

Thank you to existing partners



Association Partners



Destination Partner



ICCA's Education goal

Be globally recognised for our educational content that promotes sustainable development through the international association meetings industry and advocates for its value in destination growth.

ICCA's Education Strategy is aligned with:



ICCA's Mission

ICCA is the global community and knowledge hub for the international association meetings industry.

ICCA's Core Values

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Collaborative
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ICCASKills

Understanding the Market
Bidding for Conventions
Destination Promotion
Destination Readiness & Capacity
Business and Market Planning
Destination Planning & Management
Building the Value & Impacts of Conventions



Global Certification for the Meetings Industry

Education to elevate business event standards worldwide

The only global certification providing standards in the level of services of suppliers across all sectors in the meetings industry.



Online courses: live instructor-led sessions, recorded sessions on-demand, and independent study time.



For all students: access to the eLearning platform that provides course materials, bite-size sessions, and discussion forums.



On-site sessions *per region*: instructor-led sessions subject to special arrangement.



Certification is valid for 5 years.



Designation for CICS and CICE graduates.



Supporting the enhancement of our industry's professional development.



ICCASKills is at the forefront of global business events education.



Graduates will be recognised at the annual ICCA Congress



ICCA



Global Certification for
the Meetings Industry



ICCASKILLS Hub Luxembourg

10-14 June 2024 | Certified International Convention Specialist (CICS)

Association Impact Masterclass



Masterclass at a glance:

- Seed Fund sponsor – BESarawak, inaugural class 26 & 27 April 2024
 - Two-day programme, 12 contact hours.
 - Interactive onsite learning and post-course work.
 - Maximum 20 participants per cohort.
 - Learning Management System (LMS) for the online portion of content.
 - Four modules: Impact for associations, Impact strategy and partnerships, Impact measurement and reporting, Impact delivery through events
 - Primary audience: Associations
 - Future classes are to be hosted by interested destinations to build local knowledge and capacity. For more information, please contact education@iccaworld.org
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ICCA Universities redefined

Objectives of the programme:

- Data Sharing
- Mentorship and Education
- Networking and collaboration

Benefits at a glance:

- Access to data, resources, white papers, reports, and research opportunities.
- 2 full scholarships including registration, travel and accommodation for students to attend the ICCA Annual Congress.



ICCA – your key partner for sustainability



- Connecting 1,000+ meeting suppliers and hundreds of international associations
- Case studies, resources and best practices on sustainability
- Facilitating conversations about sustainable event practices , globally and regionally
- Collaborations with key groups including Global Destinations Sustainability Movement, Meet4Impact, Best Cities Global Alliance, GSTC, Net Zero Carbon Events initiative and many more.



NET ZERO CARBON EVENTS

netzerocarbonevents.org

AN INDUSTRY INITIATIVE TO ADDRESS CLIMATE CHANGE

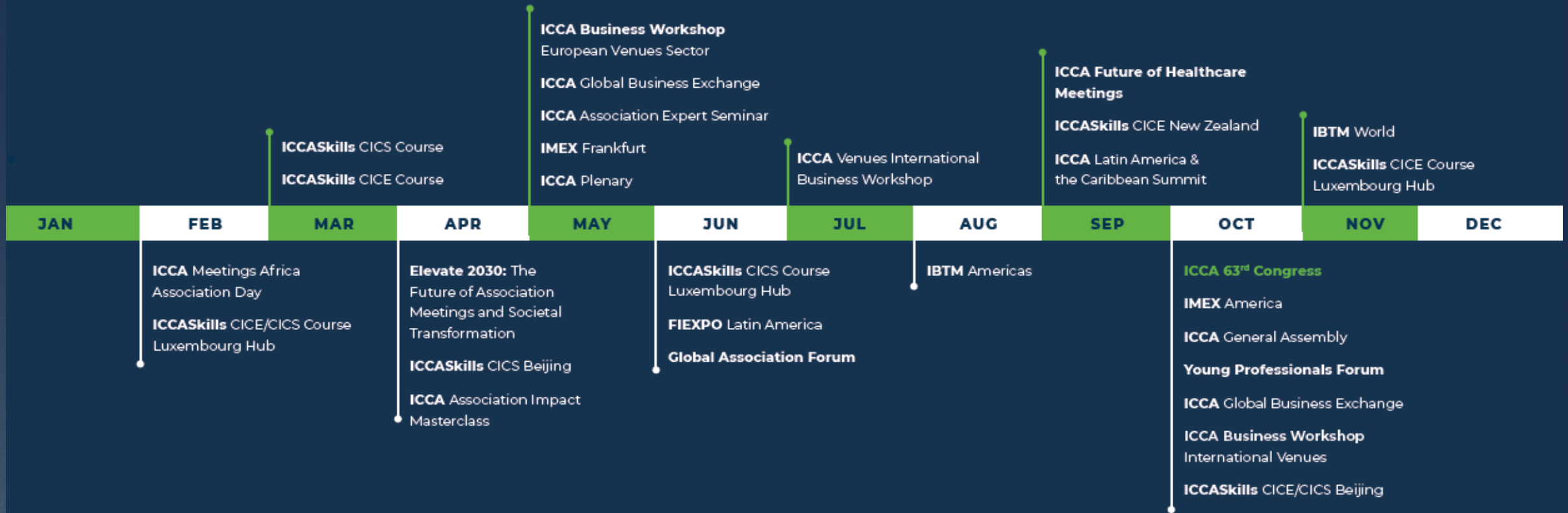
- ICCA is one of the founding members and **Gold supporters** of the initiative
- To date **400+ signatories** of the pledge and **150+ supporters** of the initiative
- **Important resources** to help organizations reach net zero by 2050, including a full roadmap for the industry and guidance/best practice documents around key areas for reducing event carbon emissions
- ICCA is leading the **Travel and Accommodation** workstream for which the guidance document was published in December 2023
- Find our more and **join the initiative**: www.netzerocarbonevents.org





Events Highlight Calendar 2024

Global Influence, Regional Insight, Local Impact.



ICCA Events in 2024



ICCA Association Expert Seminar
11 - 13 May
Frankfurt, Germany



ICCA Global Association Forum
24 – 26 June
Cancun, Mexico



ICCA Future of healthcare Meetings
2-4 September
Zurich, Switzerland

Registration now open

<https://www.iccaworld.org/business-opportunities/events/>

ICCA Business workshops in 2024



**ICCA Business Workshop
International and Europe**
Provisional dates: September
and November
Destinations TBC soon



**ICCA Business Workshop
Europe**
30 May – 1 June
Vienna, Austria



**ICCA Business Workshop
International**
3 – 5 October
Baku, Azerbaijan

Registration now open

<https://www.iccaworld.org/business-opportunities/events/>

Tomorrow

Starts today

20-23 October, 2024

abu dhabi
Convention & Exhibition Bureau



ICCA



63RD ICCA CONGRESS 2024

20-23 October | Abu Dhabi, United Arab Emirates




Tomorrow Starts Today

BEFuture


**Shaping the Future of Europe's Business Events sector
through a regenerative, resilient and sustainable
tourism industry transformation**

Call for Best Practices

Of innovative projects or initiatives connected to sustainability, digitalisation or human capital, in the business events industry or with potential applications to it.



BE > FUTURE
shaping the future of business events



Co-funded by
the European Union

**Call for best practices
deadline for submission:
18 March 2024**

www.be-future.eu



Thank you!