

**ICCA**  
Member

*What else?*



**Juan José García**

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Global Chief Sales &  
Marketing Officer

**Bco Congresos**  
Barceló  
GRUPO



**Javier Sanabria**

Sales Manager Americas

**Bco Congresos**  
Barceló  
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# ICCA Future Leaders Council

Giving a voice to the next generation of meetings professionals



# Future Leaders Council 2023 - 2025



**Catherine  
Khor**

Project Director  
Anderes Fourdy Events



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Sales Manager Associations  
Austria Center Vienna



**Gheeta  
Payle**

Business Development Manager  
Inhouse Venue Technical Management



**Javier  
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Sales Manager Americas  
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**Lujaina  
Almaskari**

Business Events Executive  
Ministry of Tourism, Sultanate of Oman



**Malcolm  
Farrell-Mitchell**

Principal Consultant  
Sum-Riot Tourism & Marketing



**Shelby  
Luzzi**

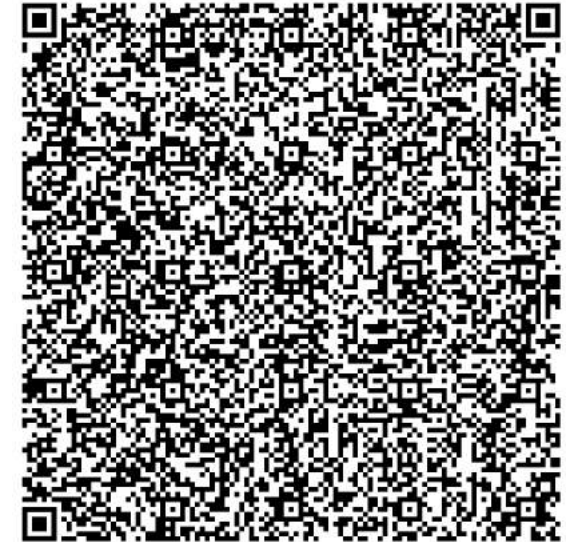
Senior Manager, Sustainability  
Destination DC




**Tatiana  
Angulo**

Association Sales Manager  
Promtur Panama

# Project #1 - Engagement Toolkit




# Project #2 - Diversity, Equity and Inclusion

 Important strategic pillar for ICCA

 Events to advocate DEI and encourage more inclusivity

 Create awareness

 Practical toolkit for ICCA Chapters

# FLC 2021 – 2023 term projects



Innovative Event  
Formats



Disrupting the Status  
Quo: Young Professionals'  
Approach to Social  
Sustainability



The Association of the  
Future





# Events Highlight Calendar 2024

Global Influence, Regional Insight, Local Impact.



# ICCA's Strategic Key Areas



# ICCA's Strategic Key Areas



# Business Development #1

## Big Data Search



Discover local  
ambassadors

Find local experts, ambassadors and active meeting champions in your subject matter identified by Microsoft Academic and the ICCA Association Database.

[Access Big Data Search](#)



# Business Development #2

**ICCA Congress 2024**  
**20-23, October, 2024**  
**Abu Dhabi, UAE**



# Business Development #3

**ICCA Global Association Forum  
24-26, June, 2024  
Cancun, Mexico**



# Business Development #4

**ICCA Future of Healthcare Meetings**  
**02-04, September, 2024**  
**Zurich, Switzerland**



# Business Development #5

## ICCA Events RFP's





# ICCA's Strategic Key Areas



# **Business Exchange #1**

## **ICCA Global Business Exchange**

**Imex**

**May 13, 2024**

**Frankfurt, Germany**

**ICCA Congress**

**October 19, 2024**

**Abu Dhabi, UAE**



# Business Exchange #2

## ICCA Business Workshop Destination Marketing Sector International TBA 2024



# Business Exchange #3

## ICCA Business Workshop Destination Marketing Sector Europe TBA 2024



# Business Exchange #4

**ICCA Business Workshop  
Venue Sector International  
03-05, October, 2024  
Baku, Azerbaijan**



# Business Exchange #5

**ICCA Business Workshop  
Venue Sector Europe  
30 May – 01 June, 2024  
Vienna, Austria**



# ICCA's Strategic Key Areas



# Branding & Marketing #1

## PR Tools



Share your news

Promote your organisation using our **free and simple PR tools!**

Post your Bid Win

Access the Press Database

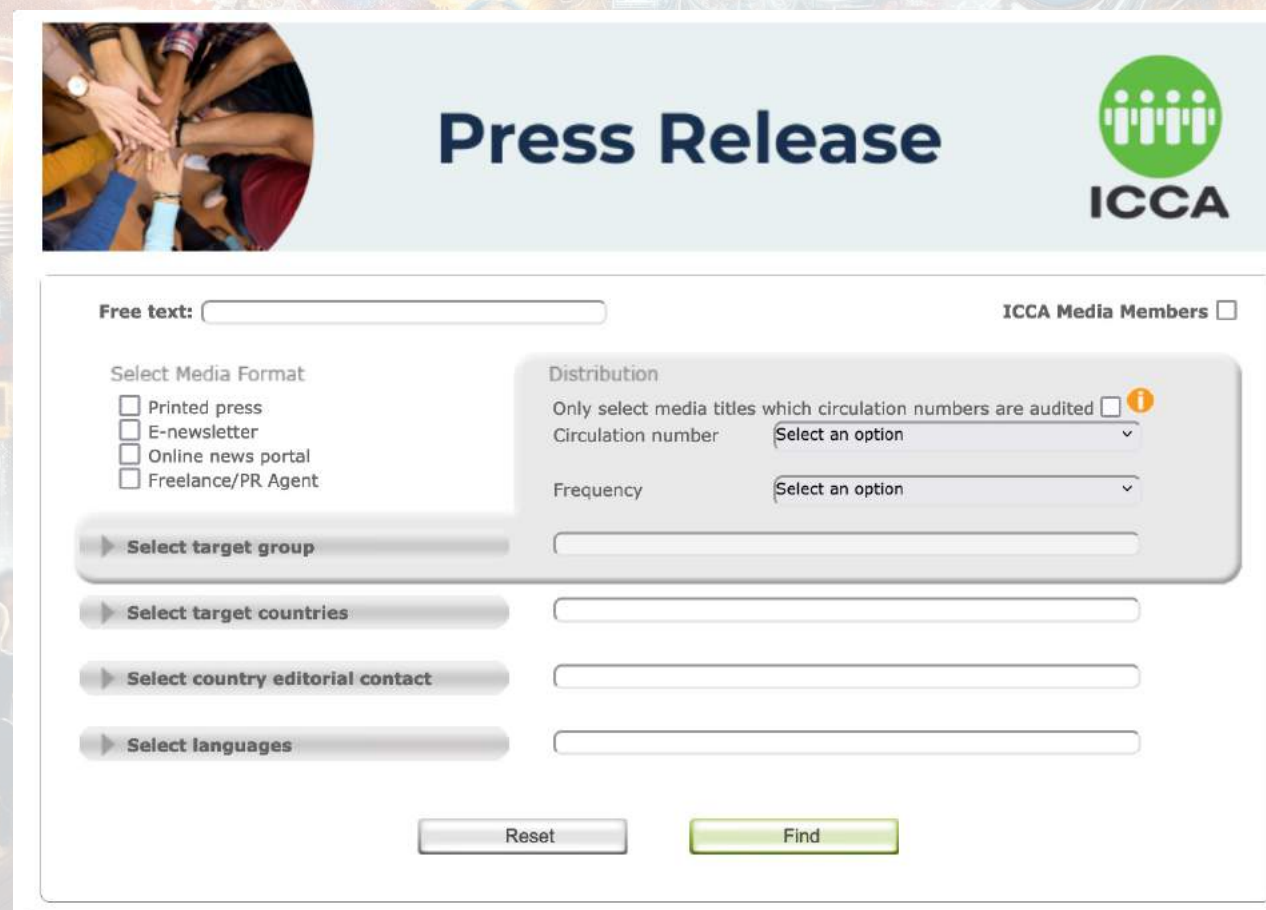
Post your press release






# Branding & Marketing #1

## Press Release (428 media)



The screenshot shows a web form for submitting a press release. At the top left is a circular image of hands stacked together. To the right is the text 'Press Release' and the ICCA logo (a green circle with white stylized figures). Below this is a 'Free text:' input field and a checkbox for 'ICCA Media Members'. The form is divided into two main sections: 'Select Media Format' and 'Distribution'. 'Select Media Format' includes checkboxes for 'Printed press', 'E-newsletter', 'Online news portal', and 'Freelance/PR Agent'. 'Distribution' includes a checkbox for 'Only select media titles which circulation numbers are audited', a dropdown for 'Circulation number', and another dropdown for 'Frequency'. Below these are four buttons: 'Select target group', 'Select target countries', 'Select country editorial contact', and 'Select languages'. At the bottom are 'Reset' and 'Find' buttons.

**Press Release**   
ICCA

Free text:  ICCA Media Members

**Select Media Format**

- Printed press
- E-newsletter
- Online news portal
- Freelance/PR Agent

**Distribution**

Only select media titles which circulation numbers are audited  ⓘ

Circulation number:

Frequency:

# Branding & Marketing #2

## ICCA Best Marketing Award



# Branding & Marketing #3

## Incredible Impacts

**INCREDIBLE IMPACTS  
PROGRAMME**



ICCA

BestCities  
GLOBAL ALLIANCE



**ICCA**

# Branding & Marketing #4



## The ICCA Business Intelligence Coopetition



# Branding & Marketing #5

## Membership Directory

### Sector

- Destination Marketing
- Meetings Management
- Meetings Support
- Venues
- Transport

### Type

- Honorary member

### Geographic Region

### Country / Territory

### City

### Chapter



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# Branding & Marketing #6

## Association Partner Programme



# ICCA's Strategic Key Areas



# KYC: Know your Clients / Competitors #1

## ICCA Business Analytics



Analyse your market position

-Analyse 60 years of association meeting statistics and create custom reports in the **Business Analytics Tool**:

-2022 ICCA City and Country Rankings



Create reports on worldwide, regional, country and/or city level



**Business Analytics Tool**





# KYC: Know your Clients / Competitors #2

## ICCA News



**Global Industry News**

[READ MORE →](#)



**Association News**

[READ MORE →](#)



**Releases**

[READ MORE →](#)



**News from Members**

[READ MORE →](#)



# KYC: Know your Clients / Competitors #3

## Membership Directory

### Sector

- Destination Marketing
- Meetings Management
- Meetings Support
- Venues
- Transport

### Type

- Honorary member

### Geographic Region

### Country / Territory

### City

### Chapter



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# ICCA's Strategic Key Areas



# Education #1

## Knowledge Hub



# Education #2

## White Papers

Disrupting the Status Quo: Young Professionals Approach to Social Sustainability

Association Meeting Needs Post-COVID 19 - 2021 and beyond

Partnering for Success Publication 2020

The Future of Global Association Meetings - four months down the line

The Future of Global Association Meetings - The New Association Reality

G3 Good Practice Guide: Addressing COVID-19 Requirements for Re-Opening Business Events



# Education #3



# Education #4

## ICCA Association Expert Seminar 11-13, May, 2024 Frankfurt, Germany



LET'S RECAP...



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# ICCA's Strategic Key Areas



# Business Development Area

- Big Data Search
- ICCA Congress
- ICCA Global Association Forum
- ICCA Future of Healthcare Meetings
- ICCA Events RFP's



# Business Exchange Area

- ICCA Global Business Exchange
- ICCA Business Workshop Destination Marketing Sector International
- ICCA Business Workshop Destination Marketing Sector Europe
- ICCA Business Workshop Venue Sector International
- ICCA Business Workshop Venue Sector European
- ICCA Chapters Meetings Business Exchange



# Branding & Marketing

- PR Tools
- Best Marketing Award
- Incredible Impacts
- ICCA BI Coopetition
- Membership Directory
- Association Partner Programme
- Global Branding Opportunities



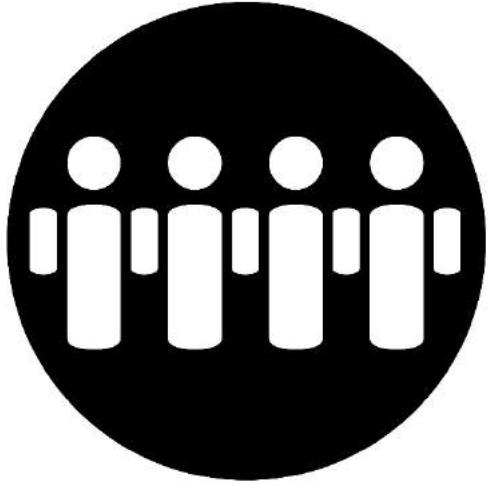
# KYC: Know your Clients / Competitors

- ICCA Business Analytics
- ICCA News
- Membership Directory



# Education

- Knowledge Hub
- White Papers
- ICCASkills: Certified International Convention Specialist (CICS) Course
- ICCASkills: Certified International Convention Executive (CICE) Course
- ICCA Association Expert Seminar



**ICCA**  
Member

*What else?*