ICCA and ASAE join forces to support the global association and meeting supplier communities

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The new strategic collaboration between ICCA and ASAE will enhance the combined efforts and support from both organisations to the global association and meeting supplier communities and provides a platform for joint global collaboration.

The high-level link-up between ICCA and ASAE will increase association and meeting supplier engagement in both organisation’s communities. A joint programme will educate ICCA members, associations that are part of ICCA’s Association Community and ASAE members about both organisation’s product and service offerings.

New global collaborative projects are being explored in all regions of the world and include joint education at each other’s main events and tradeshows, initiatives for new events and webinars.

Examples include a joint ASAE/ICCA Association Roundtables in conjunction with ASAE International Associations Advisory Council Meetings in Washington, DC, ICCA Participation in ASAE Association Fly In, a new ASAE/ICCA Webinar Series, ASAE participation at ICCA North American Chapter activities at the ICCA Congress and new Congress Destination Workshops for associations. It also includes joint educational and advocacy activities at tradeshows worldwide and at events like the ASAE Association Leadership Forum, Asia Pacific.

ICCA and ASAE will also collaborate to submit Association Executive candidates to qualify for inclusion in ICCA Hosted Buyer Groups for international tradeshows.
ICCA CEO, Senthil Gopinath commented: “The collaboration between ICCA and ASAE is a great step forward in combining our services and increasing awareness of both our organisations to the global association community. We have been working with ASAE for many years on various projects and are pleased to have an official collaboration agreement to deepen and extend our relationship and including many activities over the next 18 months.”

President and CEO of ASAE, Susan Robertson said: "We look forward to continued support of the international association community in collaboration with ICCA and its members. The international association community is strong and growing. These initiatives will provide additional opportunities for association executives to learn, engage with each other and the meeting supplier community, and increase the impact of their contribution to their respective societies.”

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Download image of Senthil Gopinath and Susan Robertson.

About ICCA

ICCA - the International Congress and Convention Association - is the global community and knowledge hub for the international association meetings industry.

ICCA is the global association leader for the international meetings industry and specialises in the international association meetings sector, offering unrivalled data, education, communication channels, and business development and networking opportunities. Since its establishment in 1963, ICCA represents the world’s top destinations and most experienced suppliers specialised in handling, transporting and accommodating international meetings and events, and comprises of over 1,100 member companies and organisations in almost 100 countries and territories worldwide.

As of 2020 ICCA encompasses all major stakeholders in the world of association meetings, by opening its doors to associations with the launch of the “ICCA Association Community”, offering education, connections, tools and resources to associations to organise more effective meetings.

For more information visit www.iccaworld.org.

About ASAE

ASAE is celebrating 100 years of making society smarter, better and safer. The Centennial anniversary represents ASAE’s role as a leader and supporter of progress and innovation in the association industry. ASAE is a membership organization of more than 48,000 association executives and industry partners representing 7,400 organizations. Since it was established 100 years ago, its members have and continue to lead, manage, and work in or partner with organizations in more than a dozen association management disciplines, from executive management to finance to technology. With the support of the ASAE Research Foundation, a separate nonprofit entity, ASAE is the premier source of learning, knowledge, and future-oriented research for the association and nonprofit profession and provides resources, education, ideas, and advocacy to enhance the power and performance of the association and nonprofit community.

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