Presidential Message: ICCA embracing the opportunity of change

An innate quality of being human is our desire to be inquisitive and to learn, something I have witnessed across the world as ICCA colleagues react to our changing business environments, challenge historical norms and find creative ways to adapt their plans and their organisations.

I am truly grateful to our members for their tenacity and ongoing desire to engage with ICCA as we have delivered an industry-leading programme of online education, networking and business development opportunities. Thank you for the support of your association – I firmly believe we are delivering what is needed in this time but, as ever, we remain open to new ideas so please continue to share your thoughts and feedback with us.

The ancient Greek philosopher Heraclitus is credited with saying that “nothing is permanent but change.” It is as true now as when he first penned it 2,500 years ago and in our case it was perfectly demonstrated in this year’s record breaking AMP attendance. We changed format, moved online, delivered networking virtually and rewrote the concept of the event – the result was more attendees and more positive feedback than ever before.

The event brought together more than 200 meeting industry professionals, including 58 association executives, from around the world for in-depth discussion and learning about “the future of events”. Split into two parts it first looked at Today - where we are now and short-term opportunities; before moving on to Tomorrow - the need for new meeting formats, sponsorship and funding models. The whole event was a perfect demonstration of our resilience, desire to learn and aspirations for the future.

As we learn from the hosting of these innovative events, we are looking to our own future and I am delighted to confirm that registration will shortly go live for the 59th ICCA Congress this November. We have worked closely with our hosts in Kaohsiung to reframe the event in what will be a hybrid format that will demonstrate how global events can be successfully planned and executed during these times.
Details for the event will all be revealed, with activity to include a world-class programme of content on-site in Chinese Taipei, live streaming, regional hub-events and relevant localised content in our global regions. The format will be different, but it will still be the same high-quality event and education that you have come to expect from ICCA and I look forward to welcoming those of you that are able to attend the event in Kaohsiung itself.

In the meantime stay safe and healthy as we all look to the future and the opportunity for change.

James Rees
ICCA President

Industry Partners

You are receiving this email because you are an ICCA member. For more details see our Privacy Policy. Click here to review your subscription preferences.