

PLENARY SESSION ||
The Voice of Associations & Priority Sector



ICCA

How to be a “great” member and partner of ICCA?

Igor Kovacevic, PhD

Deputy Chair, CEC, ICCA
CEO, Serbia Convention Bureau
Assistant professor, Faculty of Economics Belgrade

Meetings industry is NOT the local game

We need to think beyond our own backyard

We need to understand that market is not just our destination/hotel/venue

Business will not just come to us because “we are a member”

World is opened to all

Every destination can be internationally recognised

But the world will not wait for us



Meetings industry is the global game

International standards of business operations

Global quality of service

Global rules of the game and trends

Across-the-world networking

Top education

Business exchange

Business development



ICCA as a gateway to the global market

The most prominent meetings industry association

1.000 members from 100 countries (sectors and chapters)

Plus just initiated Associations as members

Various benefits

But you need to BE an ACTIVE member and use benefits



But step 0 is to agree on the local industry standardisation

Who is leading a process

How capable we are

Do we have certain knowledge

Is the government supporting this

What are the private initiatives

Do all stakeholders understand what is the meetings industry



ICCA benefits – global networking platform

Various format of events:

- World Congress
- Chapter Meetings
- Sector Meetings
- Association Expert Seminar
- Client Supplier Workshops
- Business Exchange
-

When participating, you need to be active



ICCA benefits – education and know-how

Strategic and operational level educations

Best speakers from the meetings industry



ICCA benefits – win international meetings

ICCA Database

Over 20.000 association meetings

Do not forget – all members use it, but it is up to YOU to use better than them

Provides key statistics and data on association business

From 50 pax to +2.000 pax

Has data on local potential leads as well



PLENARY SESSION ||
The Voice of Associations & Priority Sector



Thank you

ICCA

Igor Kovacevic, PhD

ikovacevic@Serbia.travel



International Congress and Convention Association
www.iccaworld.org