



# ICCA 60th Congress 2021

Forward to our Future

**CARTAGENA**  
**DE INDIAS 2021**  
**COLOMBIA** 

24th – 27th  
October 2021

[Register Now](#)

## Pre-Congress Programme

**11 October**

**13:00 – 14:30 CEST**

### General Assembly

The ICCA 60th General Assembly (Digital) will be streamed in the MyICCA portal. Due to the CoViD-19 pandemic this year's General Assembly (GA) will be again digital. The digital format will enable ICCA to connect all members globally during the General Assembly.

1. Welcome Address
  2. Voting items
  3. Board positions
  4. Presidential report
  5. 2020 results, 2021 update & 2022 budget
  6. Voting items
  7. Thank you to Chapter chairpersons and outgoing Chairpersons
  8. Recognition of long-standing ICCA members
  9. Results of voting (subject to availability )
  10. Election result Sector Representative (Destination Marketing)
  11. Thank you to outgoing BOD members
  12. Announcement of destination ICCA Congress 2022
  13. Meeting officially closed by President
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**12 October**

**2021 New-Bee Programme: New-Bees Meet the Mentor-Bees Session**

**14:00 -15:30 CEST**

[Register](#)

Welcome to the ICCA Community and the redesigned flagship event of the ICCA Congress aimed specifically for delegates who have never attended an ICCA Congress before. This year's programme has a fresh look, feel and format. Our traditional FTA Programme will be re-launched as the "New-Bee" Programme, mentors will be known as Mentor-Bees, while the meeting point online as well as in hubs will be known as the "Hive". We have also designed quite a lot of new initiatives and touchpoints throughout the pre-Congress and Congress programme, which we will reveal to you in this kick-off session.

- 14:00 CEST: Welcome to the Hive
- 14:20 CEST: Breakout "Hives"
- 14:40 CEST: Bees Regrouping
- 14:45 CEST: Speed "Buzz" Networking on twine - 5 minutes/round.
- 15:30 CEST: End of the Session

*Hosted by Meet in Kenya*

*Sponsored by twine*



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**14 October**

**Venue Sector Meeting**

**14:00 -15:00 CEST**

[Register.](#)

Huge spaces, large capacities and an unpredictable demand - How can venues navigate uncharted waters in the future?

How do we navigate from the pandemic to endemic era in the international business events sector, and what does this mean for venues and clients? We will share different views from the recent ICCA Venue Sector Survey, and perspectives from our clients on what they are expecting from venues. Join us for an engaging conversation about what clients are looking for from venues. How are venues getting on board with new event models and designs? Ultimately, we need to take a deep dive and look at how venues can navigate in a (rapidly) evolving landscape. How do they on-board their clients for this process and realistically address their expectations? And, as we progress, what are the hurdles we foresee in the next 5 years?

Panellists:

- Angeline van den Broecke, Director, Altis Business Solutions Sdn Bhd
- Jonas Scharf - Managing Director Venues Switzerland MCH Group, MCH Swiss Exhibition Ltd.
- Avital Rosen, Director of Client Accounts, Kenes
- Ben Goedegebuure, Enterprise Vice President, Global & Industry Presence, Maritz Global Events

**15:00 - 16:00 CEST**

**Global Association Meetings Protocol session with associations and ICCA Venue Sector members**

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**15 October**

**15:00 -16:00 CEST**

[Register.](#)

**ICCA Association Session - Taking your event marketing and digital engagement to the next level**

It is becoming increasingly challenging to compete for your audience's attention in this new world of virtual events and digital engagement. Learn how your association can get ahead of the game, and gain some practical insights on what works and what doesn't work when it comes to marketing your (virtual) events and gaining year-round engagement with your members

Moderator:

- Rick Bawcum, CEO/Founder Cimatri

Speakers and Panellists:

- Rachel Lambert-Forsyth, Chief Executive at British Pharmacological Society
- Tirza Austin, Manager, Online Community at the American Society of Civil Engineers
- Dianna Steinbach, Vice President of Corporate Development at ISSA-The Worldwide Cleaning Industry Association

**16:00 - 17:00 CEST**

**Global Association Meetings Protocol session with associations and ICCA members**

*Sponsored Yokohama Convention Bureau*

YOKOHAMA  
JAPAN'S FIRST  
PORT OF CALL

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**18 October**

**14:00 -15:00 CEST**

[Register.](#)

**Meeting Management & Meeting Support Sector Meeting - Post-Covid: What can we learn from other ICCA sectors.**

This is a new Era, and all players need to think in a different way how to bring back business. Association clients are still resistant and not 100% sure if they can organize their events safely. Only by join forces we can convince them to trust us again. To do that the crucial is the knowledge of what CVBs and airlines are doing right now. We will hear from a cross-sectoral perspective about changes in the destination marketing strategies and changes in airlines. We will also have an opportunity to learn a case study - CORTINA World Ski championship organized despite COVID19. Join our discussion!

Panellists:

- Anna Gorska - Board Advisor - Symposium Cracoviense
  - Jaap Bakker - Managing Partner - Parthen Meeting Services
  - Eyal Halevy - Managing Director - Paragon International Group
  - Maria Criscuolo - President - Triumph Group International
  - Claudia Wilhelm - Senior Manager, Incoming Sales - Lufthansa
  - Lesley Williams - Managing Director- BestCities Global Alliance
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15:00 -16:00 CEST

**Global Association Meetings Protocol session with associations and ICCA Meeting Management & Meeting Support members**

*Sponsored by Arc International*



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19 October

14:00 -15:00 CEST

[Register.](#)

**ICCA Future Leaders Council Session - Disrupting the Status Quo: Young Professionals' Approach to Social Sustainability**

Join the Future Leaders Council as they present their findings on social sustainability and engagement of young professionals within the association meeting industry. The councilmembers were tasked to think outside the box - resulting in a paper that doesn't focus on environmental issues, but instead on empowering the next generation. It also includes recommendations for the association meeting industry's stakeholders on how they can implement best practices to ensure their future meetings are socially sustainable.

Moderator

- Ivo Franschitz, Owner & Managing Director ENITED Business Events

Speakers and Panellists:

- James Rees, ICCA President
- Ernest Van Sitters, Cape Town International Convention Centre
- Hyo-In Son, KINTEX
- Jessica Lamb, Business Events Sydney
- Doreen Richter, Messe Frankfurt GmbH
- Diana Frederiksen, Stockholmsmässan Exhibition & Congress Center
- Javier Contreras, Centro Parque Convention Center
- Mariya Al Hashar, Oman Convention & Exhibition Centre
- Kaili Cashin, Calgary TELUS Convention Centre

*Sponsored by Oman Convention Center*



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**20 October**

**Destination Marketing & Transport Sector Meeting**

**14:00 -15:00 CEST**

Driving a positive, sustainable and collaborative future for destinations and transportation

[Register.](#)

Our diverse panel of experts will examine the current challenges and future outlook for the destination and transportation sectors. We'll explore partnership strategies to help us re-instill confidence in our industry and how to reinvent our operations into a more sustainable model. Please join us to hear fresh, new views and commentary from our engaging and knowledgeable panellists. Let's move forward positively together!

Panellists:

- Steven Small, Brand Director Routes (Routes Europe/World Routes)
- Ernest van Sitters, Future Leaders Council member, Cape Town Convention Centre
- Jessica Lamb, Future Leaders Council member, Business Events Sydney
- Kamal Prawiranegara, Global Coordinator of the Global Landscapes Forum at CIFOR - Center for International Forestry Research, Bonn

Moderators:

- Marta Wisniewska, LOT Airlines, ICCA Board Member – Transport Sector
- Aileen Crawford, Glasgow Convention Bureau and ICCA Board Member – Destination Sector.

**15:00 - 16:00 CEST**

**Global Association Meetings Protocol session with associations and ICCA Destination Marketing & Transport Sector members**

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**21 October**

**14:00 -15:30 CEST**

[Register.](#)

## **The Future of Healthcare Meetings – Exploring the Effectiveness of Face-to-Face Gatherings**

The last couple of years have seen medical societies move their meetings to online platforms, in much the same way that physicians have moved to a greater emphasis on telemedicine during the pandemic. And these channels of communication will undoubtedly remain. However, just as there are some medical issues that cannot be addressed as effectively on a video monitor, so too are there important discoveries, invaluable conversations and successful collaborations borne in a live gathering of healthcare professionals and their business colleagues.

In this session, which will include the perspective of pharma companies, international medical societies and PCOs, we will continue the conversation about how healthcare meetings can deliver greater effectiveness. We will identify best practices and emerging practices, and discuss the thoughts, barriers and impact of compliance issues with the new ecosystem of omni-channel meetings.

### Moderator:

- Terri Breining - Principal - Breining Group Inc.

### Speakers:

- Natasha Joyner - Congress Manager - World Physiotherapy
- Barbara Calderwood, Barbara Calderwood, Council Representative, IAPCO and Divisional Director Associations, MCI
- Martin Hess-Janorschke - IPCAA Council Member and Head Global Functions Support, Pharma Healthcare Compliance Office, Roche
- Angela von Bieberstein - IPCAA Council Member and Senior Congress Manager Cardiovascular (Thrombosis), Bayer

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**22 October**

[Register.](#)

## **Networking Day**

- **9:00 – 9:30 CEST**
- **12:00– 12:30 CEST**
- **15:00 – 15:30 CEST**
- **18:00 – 18:30 CEST**

*Sponsored by twine*

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