

International Congress and Convention Association

Educational Initiatives of ICCA

International Congress & Convention Association
Asia Pacific Regional Office
Kuala Lumpur, Malaysia

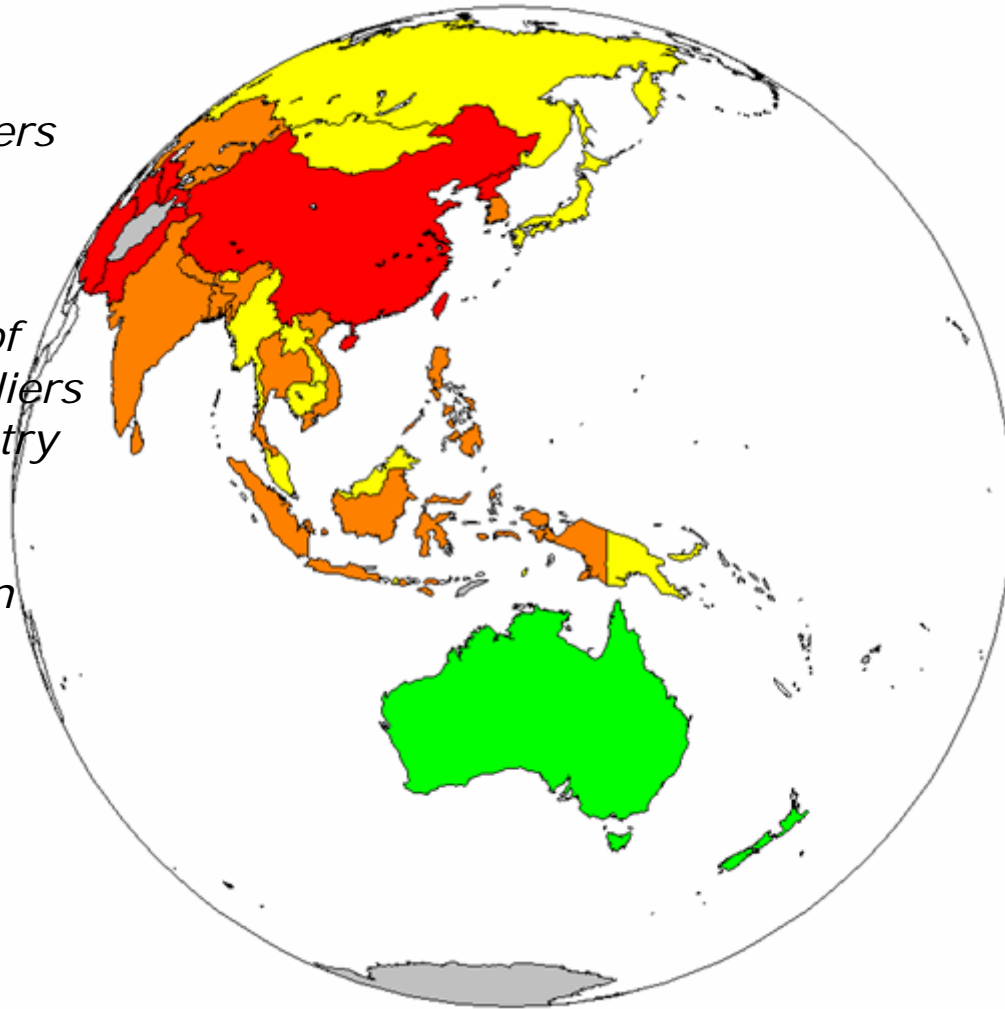


International Congress & Convention Association - ICCA

- *Over 700 members in 80 countries*

- *Global network of professional suppliers in meetings industry*

- *Headquartered in Amsterdam; 3 regional offices*



- *Founded in 1963, Today one of the leading Associations in meetings industry*

- *Education is one of the pillars of ICCA*



ICCA Education:

- 01** Young starters
- 02** Research Marketing staff
- 03** Association executives/meeting planners
- 04** Training by industry practitioners
- 05** ICCA annual congress



ICCA at International Trade Shows – IMEX, AIME, Confex, EIBTM, IT&CMA, etc



01 – Young starters – YPF/ICCA Youth Forum

- Specialized training seminars for young professionals aged < 30, or with less 12 months experience in meetings industry

“...extremely useful and a great way to get a broader perspective of this wonderful industry.”

– Joanna Soh, TTG Asia Media, Singapore



02 – Research Marketing - ICCRM International Congress & Convention Researchers Meeting

- Essential educational event for research, sales and marketing representatives keen to learn various techniques in accessing data and follow-up of business leads.



03 – Association Executives/ assoc meeting planners

ICCA Intelligence

Doing Business and Planning Meetings in the Middle East & Africa Region - ICCA Intelligence on - Microsoft Internet Explorer

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ICCA Intelligence

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ICCA Intelligence Volume 7 - March 2005

Doing Business and Planning Meetings in the Middle East & Africa Region

By Sumaira Isaacs

Travel to the Middle East and Africa (MEA) can be a rich and rewarding adventure whether you are a novice or an experienced world traveler.

Whether a meeting planner is looking for a full and active itinerary, or gentle breaks between business sessions, everything required for an event is available in the Middle East and/or Africa. However, with the exception of key North African countries the rest of west, central and east Africa is not geared to handling large global events and meetings. South Africa being the only exception in the continent has matured into a well recognized destination in the meetings and leisure business.

A little planning and knowledge of these regions will go a long way toward making your trip to the MEA function smoothly. If you learn about the countries you will visit, obey the laws and respect the customs of those places, you can make your stay as pleasant and incident-free as possible. It is essential that those considering activity in this region should enquire specifically about the country or countries to be visited. However, one common thread you're sure to enjoy is the famous Arabic and African hospitality.

Site Selection

One of the most important decisions an organizer can make is selecting the destination. The MEA regions offer a wide variety of site options to choose from. Within Africa, countries like Egypt and South Africa are leading destinations and within the Gulf, the UAE, Oman, and Bahrain compete shoulder to shoulder, with Dubai inevitably being the benchmark against which the regional destinations compare themselves. All profess numerous venues to choose from offering sufficient space for side meetings and office space.

Arabian Adventures
THE DUBAI DESTINATION MANAGEMENT COMPANY

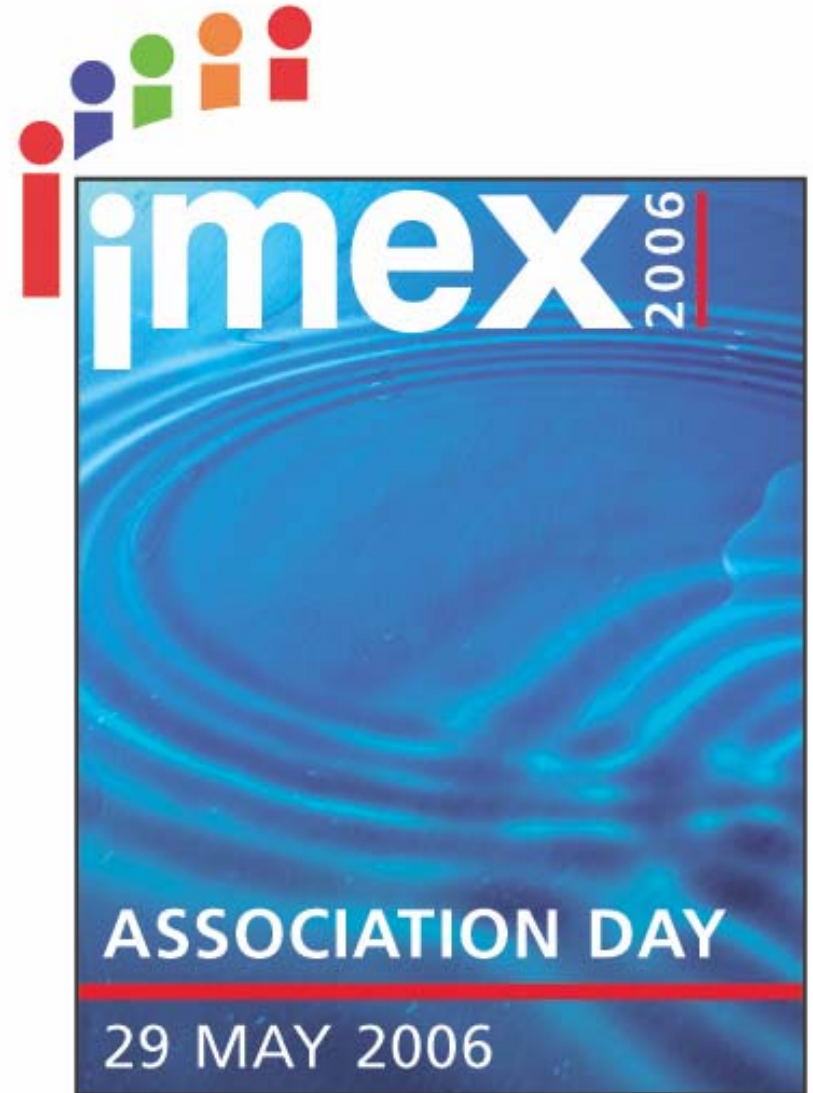
03 – Association Executives/ assoc meeting planners

ICCA Publications

- ICCA Membership Directory
- How to Negotiate with Hotels
- How to Negotiate with Airlines
- Crisis Management Guidelines
- Secure Event Management: Advice and checklists for better protected international meetings



03 – Association
Executives/ assoc
meeting planners
**Association Day
& Association
Expert Seminar**



03 – Association Executives/ assoc meeting planners **Asia Pacific Association Meetings Mart**

- Face-to-face meetings with suppliers involved in the organisation of international meetings.



04 – Industry training delivered by ICCA members

ICCA specialist workshops

Example: 'New Approaches for Market Leaders' Pattaya, Oct 2005

Specialist workshop for convention bureaux middle-senior level management

Coming soon.....

Specialist workshop for conference hotels

Specialist workshop for venues and convention centres....



05 ICCA Congress, Exhibition & General Assembly

- Tremendous networking and high quality educational programmes
- Non-members can attend as observers

“ In my early years of membership, ICCA opened my eyes to the world meetings scene.”

– Tour Hosts Pty Ltd, Australia



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Thank You

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www.iccaworld.com



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