



International Congress  
and Convention Association

## PRESS RELEASE

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### **ICCA launches globally-recognised accreditation to elevate business events worldwide**

The International Congress and Convention Association (ICCA) opened a new era in professional development for the meetings industry during IMEX Frankfurt 2022. ICCASkills is the first accredited and globally-recognised certification programme for suppliers across every sector of the meetings industry. The comprehensive educational programme offers 51 high-quality chapters, divided across two certification tracks.

“As the global community and knowledge hub for the international association meetings industry, ICCA is proud to bring this important learning opportunity to raise the standards of business events worldwide. ICCASkills combines the extensive knowledge of our industry’s experts, business leaders, and academics. The programme is the result of our community working together with dedication and passion for the industry,” said ICCA CEO Senthil Gopinath.

ICCASkills courses address today’s critical issues such as sustainable destination growth, stakeholder collaboration, community engagement, industry advocacy, and best practices in proposal bidding. Learners can enroll in online courses with live instruction on the TalentLMS platform. Organisations can also arrange on-site classes. All ICCASkills instructors are industry experts with proven teaching abilities and extensive international business events experience.

Gopinath said, “ICCASkills was developed to bridge the education gap for the entire industry. It’s relevant and accessible for every career level, location, and sector. Fast-paced, engaging, and flexible courses have been designed for the modern workforce.”

The Certified International Convention Specialist (CICS) track provides foundational knowledge and practical skills for professionals who are new to the industry or want to improve their understanding of global business events standards. Learners are not required to have any previous industry experience and the certification can be earned in seven weeks. The Certified International Convention Executive (CICE) track is for



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professionals with at least three years of management experience. This 8-week programme offers advanced courses with a focus on collaborative learning. Enrollment is now open for both certifications. The first CICS class will commence in July 2022 and the CICE programme will begin in August.

“ICCASkills will shape a new generation of professionals. The inaugural classes are incredible opportunities for meetings suppliers to become the first of the best-of-class in the industry,” added Gopinath. “ICCASkills certificates represent much more than career achievements. They indicate excellence and commitment to a better future for global business events.”

ICCASkills was developed in partnership with [Gaining Edge](#), a leader in the international business events market. Meetings industry associations such as the International Association of Convention Centres (AIPC), Destinations International, the AMC Institute, the International Association of Exhibitions and Events (IAEE), and the American Society of Association Executives (ASAE) also contributed to the curricula. The ICCA Certification Committee and Academic Advisory Committee were instrumental in ensuring the programme meets the highest standards in content and delivery. The ICCASkills website is powered by [EventsAir](#).

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## About ICCA

The International Congress and Convention Association (ICCA) is the global leader for the international meetings industry with more than 1,100 member companies and organisations in nearly 100 countries and territories. Since its establishment in 1963, ICCA has represented the world's top destinations and experienced suppliers specialising in handling, transporting and accommodating international meetings and events. The ICCA Association Community, launched in 2020, additionally encompasses all major stakeholders in the world of association meetings.

As the community and knowledge hub for the industry, ICCA offers business development and networking opportunities, unrivalled data, education, and communication channels. ICCA has further demonstrated its position as a driving force of the industry with initiatives including the ICCASkills events professional certification programme and a commitment to Net Zero Carbon events by 2050.



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For more information, visit [www.iccaskills.org](http://www.iccaskills.org) or contact  
our team at [education@iccaworld.org](mailto:education@iccaworld.org)

Check the ICCASkills Videos here:

[https://youtube.com/playlist?list=PLgS9H\\_4gJHMdTR\\_pqZSuwPlp2N9CIRInf](https://youtube.com/playlist?list=PLgS9H_4gJHMdTR_pqZSuwPlp2N9CIRInf)

ICCA, PR Contact

Claudia Bastidas

[claudia.b@iccaworld.org](mailto:claudia.b@iccaworld.org)

+31 6 28078777