



ICCA Press Resources



How can ICCA assist you?

ICCA is unique in the fact that we have a truly global spread of members geographically and by meetings industry sector, we are business oriented with strong educational programmes, and we have a tremendously strong relationship with the international association community. The knowledge and expertise imbedded in the associations' memberships can play an enormous, critical role in providing insight and 'at the hot spot' point-of-views.

If ICCA can assist you, the international meetings industry press, in your publications with quotes, statistics, comments, story ideas and our latest impression of trends and views on current global issues, please always ask!

ICCA member press have access to exclusive networking opportunities with potential advertisers and respected spokespersons in the international meetings industry. Find out more about ICCA membership and the business benefits that are available in the [10 reasons for press to join ICCA](#) listing.

Press Centre

For the latest press releases, pictures and background information please visit the Press Centre on the ICCA website: <http://www.iccaworld.com/npps/presscentre.cfm>.

Include your profile in the ICCA PR Kit

The ICCA PR Kit is a listing of the leading media (magazines, websites, e-newsletters) in the international meetings industry, which functions as a PR guide both for ICCA members and for ICCA itself.

We are always extending and updating this list and would like to include your profile. Please fill in this questionnaire in which we ask you to give us your contact details, subjects and deadlines of articles: <http://iccadata.iccaworld.com/PRKIT/newpr/>

This could be highly beneficial for you since ICCA members are the leading suppliers in the international meetings industry, and ICCA contact persons are frequently the main marketing budget holders. The list is used by our members both to extend their circulation of editorial information, and also as a source of potential advertising channels.

ICCA Press Contact

Mathijs Vleeming
Communication Strategist
Email: mathijs@icca.nl
Phone: +31 20 398 1962 (direct line)

For quotes, comments, story ideas please contact:
Martin Sirk
Chief Executive Officer
Email: m.sirk@icca.nl



ICCA Press Resources



About ICCA

ICCA -the International Congress and Convention Association: the global expert in international association meetings.

ICCA represents the main specialists in organising, transporting, and accommodating international meetings and events, and comprises **almost 1,000 member companies and organisations in over 90 countries worldwide**. ICCA specialises in the international association meetings sector, offering unrivalled data, communication channels, and business development opportunities.

Mission statement: ICCA is the global community for the meetings industry, enabling its members to generate and maintain significant competitive advantage.

ICCA was founded in 1963 by a group of travel agents (see [ICCA History](#)). Their first and foremost aim was to evaluate practical ways to get the travel industry involved in the rapidly expanding market of international meetings and to exchange actual information related to their operations in this market. This initiative soon proved to have been taken at the right moment: the meeting industry expanded even more rapidly than foreseen. As a result of which candidates from all over the world applied for ICCA membership. Not only congress travel agents but representatives from all the various sectors of the meetings industry.

ICCA now is one of the most prominent organisations in the world of international meetings. It is the only association that comprises a membership representing the main specialists in handling, transporting and accommodating international events.

ICCA's network of almost 1,000 suppliers to the international meetings industry spans the globe, with members more than 90 countries. All companies and organisations which have a strategic commitment to provide top quality products and services for international meetings should consider ICCA membership as part of their long term plans.

International meeting planners can rely on the ICCA network to find solutions for all their event objectives: venue selection; technical advice; assistance with delegate transportation; full convention planning or ad hoc services. ICCA members represent the top destinations worldwide, and the most experienced specialist suppliers.

ICCA's Head office is based in the Netherlands. ICCA's Regional Offices are based in Malaysia, South Africa, U.A.E., U.S.A. and Uruguay.

Annual ICCA Congresses

ICCA organises two main annual congresses: the ICCA Congress and the ICCA Research, Sales and Marketing Programme. For a calendar of all ICCA events and the major tradeshows attended by ICCA visit: <http://www.iccaworld.com/evps/>

Publications

ICCA Membership Directory, Association Resource Publications, ICCA Statistics Reports. "A modern history of international association meetings" ICCA conducted a study of 50 years of association meetings data as the centrepiece of its new publication, "A modern history of international association meetings", launched in 2013 as part of ICCA's 50th anniversary. ICCA asked its members and friends to share their insights into both the past and the future of this sector, and agreed a policy to allow anyone to download and use it. Download it from www.icca50.com.

ICCA Membership Directory on the ICCA website:
<http://members.iccaworld.com/>



ICCA Press Resources



Offices

ICCA Head Office
Alpha Tower, De Entree 57
1101 BH Amsterdam
The Netherlands

Phone: +31 20 398 1919
Fax: +31 20 699 0781
Website: www.iccaworld.com

Regional offices:

ICCA Asia Pacific
Regional Office
Global Research
Centre

Suite 7.03,
PJ Tower
Amcorp Trade Centre
18 Persiaran Barat,
46050 Petaling Jaya,
Selangor
Malaysia

Phone
+60 3 7955 3343
Fax
+60 3 7955 3348
Email
asiapacific@icca.nl

ICCA Latin American
Regional Office

Plaza Independencia
759
Oficina 856
UY 11100
Montevideo
Uruguay

Phone
+598 2 901 1807
Fax
+598 2 901 1807
Email latino@icca.nl

ICCA North American
Regional Office

Box 6833
Freehold, New Jersey
07728-6833
U.S.A.

Phone
+1 732 851 6603
Fax
+1 732 851 6584
Email
n.america@icca.nl

ICCA African
Regional Office

P.O. Box 4957
Atlasville 1465
South Africa

Phone
+27 72 273 7230
Fax
+27 86 684 6363
Email
africa@icca.nl

ICCA Middle East
Regional Office

P.O. Box 73477
Office 1005
Al Warsan Bldg.
Tecom, Hessa St.
Al Barsha
Dubai
United Arab Emirates

Phone
+ 971 4 446 7509
Fax
+ 971 4 427 9731
Email
middle.east@icca.nl



ICCA Press Resources



ICCA spokespersons

Only Martin Sirk, ICCA CEO, and Nina Freysen-Pretorius, ICCA President, should be approached by the media for quotes about ICCA policy or to be the official “voice” of ICCA. If other Board members give their views on meetings industry issues they may be quoted as “ICCA Board member” but it should be clear that they are giving their personal perspectives, not an official ICCA perspective.

For more information and to see the list of ICCA Board members and their contact details, please visit <http://www.iccaworld.com/abouticca/boardofdirectors.cfm> .



ICCA Press Resources



10 reasons for press to join ICCA

1. Access to, and exclusive networking opportunities with, potential advertisers and respected spokespersons in the international meetings industry.

Senior executives play an active role in ICCA membership, so you get to meet decision makers and budget holders, who are your potential advertisers and respected spokespersons in the international meetings industry who can provide you with relevant input for your articles. Networking opportunities include events such as the ICCA Congress and ICCA Research, Sales & Marketing Programme and ICCA networking receptions at tradeshow. ICCA press members can profile themselves using speaking opportunities and sponsorship programmes at ICCA events.

2. Access to association meeting planners (potential subscribers) through the ICCA Association Database and ICCA Association Resource.

The ICCA Association Database is designed to perfectly suit the marketing information needs of suppliers in the international meeting business. The Association Database Online provides a historical overview of thousands of association meetings, plus current contact addresses. It is a user-friendly tool with easy search capabilities, updated daily and free to all members, password protected. ICCA Association Resource is an online resource and e-newsletter designed to promote your products and services to over 6,000 Association Meeting Planners worldwide.

3. Profiling of ICCA press members to ICCA member colleagues in the ICCA PR Kit.

The ICCA PR Kit is a listing of the leading media (magazines, websites, e-newsletters) in the international meetings industry which functions as a press list and is available to all ICCA members (who are your potential advertisers!). In order to give ICCA press members clear business advantages over the non-member press listed, and to encourage the exchange of business amongst ICCA members, ICCA offers ICCA press members a highlighted profile in the ICCA PR Kit

4. Exclusive access to the ICCA Congress

(non-member press cannot attend), including interview opportunities with ICCA President and CEO and ICCA members, plus free access to pictures taken by the official photographers, during the congress.

5. One free registration to the ICCA Congress and the Research, Sales and Marketing Programme for editorial staff every year.

6. Early and exclusive access to the full ICCA Statistics Reports and Destination Comparison Reports.

The ICCA Statistics Reports are based on the ICCA Association Database, which means the figures cover meetings organised by international associations which take place on a regular basis and which rotate between a minimum of three countries.

Each year, the city and country rankings are highly anticipated by the international meetings industry. The full reports are only available to members via the ICCA Statistics Tool in the My ICCA section. Members also get exclusive first access to the figures, before non-member press, which means ICCA press members get the opportunity to do exclusive articles on the figures.

The ICCA Statistics Tool is an online tool with which you can compare the meeting statistics of five destinations (cities or countries) of your choice over the last 50+ years. This provides a great resource for background information on destinations or even as a starting point for articles on specific destinations.



ICCA Press Resources



7. ICCA Membership Directory.

The ICCA Membership Directory is a comprehensive listing of all ICCA members with a description of the destination, their products, services, contact names and addresses. It is available in hard copy format and Online.

Hard copies are distributed to thousands international associations responsible for organising international meetings and to suppliers from all over the world. Only ICCA members can advertise in this Directory. The Online Membership Directory promotes ICCA members on the ICCA Website and is often referred to as the "Yellow Pages" in the international meetings industry, listing contact names and addresses.

8. Profile yourself as an ICCA member.

The ICCA member logo represents high quality and experienced international meeting suppliers. As an ICCA member you can use the ICCA member logo in all your marketing material, like advertisements, website, stand displays, etc. All ICCA members receive a yearly Membership Certificate.

9. Market Intelligence.

ICCA frequently performs online surveys on the international (association) meetings market amongst meeting planners and ICCA members (suppliers).

10. Promotion of ICCA members via ICCA stand at tradeshows.

ICCA has a stand at most international meetings industry related tradeshows worldwide, via which it promotes ICCA members.

Join ICCA now!

If your organisation is involved in international meetings and you wish to benefit from the business opportunities that ICCA membership offers you:

- Complete the application form for the sector of membership you would like to join (the application form can be requested from ICCA Head Office).
- Once this is signed and returned, a confirmation will be sent to you plus an invoice for the Entrance Fee and first year Membership Fee.
- Your application will be at the same time sent to the ICCA Board of Directors for approval

NB ICCA membership becomes official only upon approval by the ICCA Board of Directors and payment of the Entrance and first year Membership Fee.

If you would like to receive a copy of an application form please contact Patricia Soen, Director Membership (pat@icca.nl) and send her some details on your company. She will send you an application form for the specific sector your company belongs to.