Power of Place

ICCA UK & Ireland Chapter Meeting 2027, Newcastle

Registration is now open for the next ICCA UK & Ireland Chapter Annual Meeting.

Taking place in the heart of Newcastle, the theme running throughout the programme will be the **Power of Place** – where attendees will explore the pressures facing associations, destinations, venues, suppliers and academia and use that thinking to develop practical responses they can put to work straight away.

Newcastle itself becomes part of the experience, showing first-hand how place shapes connection, innovation, collaboration and impact.

Format of the programme:

Wednesday 27th January 2027

Optional: Arrivals during the day

Afternoon: **City Tours –** join one of two walking tours and gain a greater understanding of the Geordie homeland of Newcastle or the Castle's rich and varied history before taking in the 360 degree city-wide views from the battlements.

Business Intelligence Training – kindly provided by ICCA for ICCA Members only, Northumbria University

Business leads Exchange – ICCA Members only – details on how to register within the registration process, Northumbria University

Evening: Wylam Brewery – Palace of Arts, Exhibition Park, Newcastle, NE2 4PZ

First-timers welcome session, followed by the Chapter Welcome Reception

Thursday 28th January 2027

AM/PM Welcome from the destination and our hosts at Northumbria University followed by a full day of educational, inspirational, interactive sessions
Lunch and refreshment breaks included
Moderated by Patrick Delaney

Evening: Habita at the Student Union
Join us for a truly 'Student' inspired evening of socialising, table games, quizzes and some competitive fun thrown in

Friday 29th January 2027

Morning welcome and more interactive sessions
THE BIG DEBATE – back by popular demand and taking place this year at the iconic Council Chamber at the Civic Centre, Newcastle

The Annual Meeting will conclude after lunch

This won't be a conference where you sit and listen. It's one where you will help build what comes next.

What to expect

- **Next Gen Sessions** - dedicated space for early career professionals and career changers, looking at the skills and experience our industry needs to welcome the future workforce.
- **Practical Labs** - hands-on sessions covering the tools shaping day-to-day work, from AI to sales and marketing platforms.
- **The Big Debate** - always one of the highlights of the Chapter Meeting, bringing sharp perspectives and real disagreement to the big questions in our sector.
- **Workshops and breakouts** - across the four programme themes: associations under pressure, the future of destinations and venues, the academic relationship, and the skills our industry will need.

Welcoming ABPCO

ICCA UK & Ireland has partnered with ABPCO to welcome a number of their members to join us in Newcastle, bringing an even broader mix of perspectives to the room.

Leave with something you helped create

You'll leave Newcastle with practical skills, real-world examples and ideas you've tested with peers across the sector, ready to put into action!