Certified International Convention Executive

Online Classes 2027

Webinar 1	**08:00 – 11:30 CET**
26 January	The Global Business Events Landscape - From Market Intelligence to Future Readiness
Webinar 2	**08:00 – 11:30 CET**
2 February	The Future Business Events Executive - From Supplier to Strategic Partner and Value Broker
Webinar 3	**08:00 – 11:30 CET**
9 February	Destination Competitiveness and Intelligence - Knowing Where You Can Win. Bid Strategy Simulation - Selecting the Opportunity and Building the Strategic Case
Webinar 4	**08:00 – 11:30 CET**
16 February	Working with Associations - Understanding Client Needs, Decision Drivers and Trust
Webinar 5	**08:00 – 11:30 CET**
23 February	Proving the Value of Business Events - From Economic Impact to Legacy Evidence. Bid Presentation Preparation
Week Off	Preparation of bid presentations offline in groups
Webinar 6	**08:00 – 11:30 CET**
9 March	Bid Presentation and live feedback - From Strategic Bid to Value Proposition