

ICCA Global Association Forum

Meaningful connections
for meetings that matter.

24-26 June 2024
Cancún, Mexico



ICCA Global Association Forum 2024

Destination: Cancun, Mexico

Venue: Cancun Center

Monday, June 24

08:00 – 11:00	Optional activity: Beach cleaning at Forum Beach - Cancelled
08:00 – 18:00	Hospitality desk at Cancun Center – Badge pickup
14:00 – 14:15	Welcome & Opening session <i>Dermot ICCA, Andrés Martínez CEO Cancun Tourism Board, Jesus Jair Lopez, Cancun Center</i>
14:15 – 15:15	Workshop #1 Unlocking the “People” portion of sustainability through wellness <i>David T. Stevens, Event Marketing Authority</i> <i>Incorporating wellness into meetings and events is essential for fostering sustainable and meaningful engagement. This session will explore how the four pillars of wellness—Mindfulness, Movement, Meals, and Meaning—can create an enriching environment that supports both individual well-being and association success. By prioritizing holistic wellness practices, organizations can enhance productivity, boost morale, and achieve a higher return on investment, ensuring that attendees leave feeling valued, energized, and motivated.</i>
15:15 – 15:45	Afternoon coffee break
15:45 – 17:15	Business match making session #1
17:15 – 17:45	Afternoon wrap up
17:45 – 18:30	Time of leisure
18:30 – 18:45	Transfer to Welcome Reception & Dinner
18:45 – 21:30	Welcome Reception & Dinner “Caribbean Vibes” <i>Venue: Presidente InterContinental Resort Cancun Dress code: Casual Chique</i>
21:30 – 21:45	Transfer to Hotel Krystal Grand



2024 ICCA Global Association Forum

Tuesday, June 25

07:30 – 08:30

Association Partner Hosted Breakfast

Join us for a delicious breakfast at the Hotel Krystal Grand Cancun. Thank you to ICCA's Association Partners: Abu Dhabi Convention & Exhibition Bureau, Dubai Business Events, Exhibition World Bahrain, Meet in Ireland, Ljubljana, I am Amsterdam, Marina Bay Sands Singapore, 100% Pure New Zealand, Panana, Rotterdam Ahoy, Destination Toronto, Saudi, Zurich and Radisson Hotel Group.

Location: Vista Room, Hotel Krystal Grand Cancun.

09:00 – 09:30

Keynote #1 | Transparent interactions in healthcare meetings

Dr. Juan Francisco Millán Soberanes, General Director at the Council of Ethics and Transparency of the Pharmaceutical Industry (CETIFARMA)

If Congress and Convention Companies (CCC) know the Codes of Ethics of pharma industry and understand the spirit behind those rules it can lead to increase the number of events where the CCC operate. In this session the attendees will learn from the case of "Alianza Punta Cancún" (APC) who look for an alliance with CETIFARMA (the self-regulated system of pharma industry in Mexico) and CANIFARMA, the Chamber of Pharmaceutical Industry in Mexico, to adapt the ethical principles of this industry to the operation of APC in events of continuing medical education. The collaboration with all these actors is a win-win, that will result in benefit of patients, healthcare professionals, pharma and medical devices industry, and Congress and Convention Companies.

09:30 – 10:00

Insight session #1 | Leading the Way: Sustainable and regenerative event management success stories

Alejandra H. Zita, GDS Movement followed by a panel with Celine Converset (IUCN) and Bianca La Placa (WEEC)

Join us for an enlightening session where we share leading examples and journeys towards sustainable event management. Discover stories of empowered associations driving positive environmental and social change through their events. From our collaborative initiatives across LATAM to our impactful presence at the ICCA Congress, we're dedicated to sharing skillsets, toolsets, and mindsets to lead the change in sustainability. A panel of experts will delve into the challenges and successes global associations have experienced in integrating sustainability into their strategies. Be inspired by their stories and learn how we're shaping together a more sustainable future for the events industry.

❖ In partnership with Global Destination Sustainability Movement

10:00 – 10:30

Insight session #2 | The Net Zero Carbon Emissions Initiative: turning theory into practice

Alexander Alles, Joint Meeting Industry Council (JMIC)

❖ In partnership with IBTM World

10:30 – 11:00

Morning coffee break

11:00 – 11:30

Insight session #3 | The Global GSTC MICE Criteria: how can it help association meeting organisers

Jorge Moller, Program Director - Latin America, Global Sustainable Tourism Council (GSTC)



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11:30 – 12:15

Keynote session #2 | Mexico's Sustainability Journey

Michel Wohlmuth, President of the Mexican Council for the Meetings Industry

Join us for an insightful session where we explore Mexico's journey towards sustainability in the meetings industry. This presentation highlights the work done by COMIR, particularly at the National Congress of the Meetings Industry (CNIR) in León, Guanajuato, from June 19-21. The CNIR is set to receive certification for its sustainable initiatives.

Environmental Sustainability: Discover how sustainable practices have been integrated into events, from waste reduction and the use of recyclable materials to the adoption of renewable energy sources. Learn about the critical role of environmental education for both organizers and participants.

Long-Term Sustainability: Explore strategies ensuring the long-term viability of the meetings industry, balancing economic, social, and environmental needs. We will discuss initiatives that support local communities, create jobs, and promote economic and social development.

This session will equip association professionals with practical strategies to make their events more sustainable and responsible. Reflect on your role in this crucial journey towards sustainability, and be inspired to contribute to a greener future for our industry.

12:15 – 12:30

Puppy break

12:20 – 14:00

Lunch

14:00 – 14:15

Puppy Break

14:15 – 15:15

Workshop #2 | Leaving an Incredible Impact

Tia Daniels, BestCities Global Alliance, Mohamed Firhan, Singapore Tourism Board and Dermot Ryan, ICCA

❖ In partnership with BestCities Global Alliance

15:15 – 15:30

Wrap up of the day: Key Learnings

15:30 – 16:00

Afternoon coffee break

16:00 – 17:30

Business match making session #2

17:30 – 18:30

Time of leisure

18:30 – 19:00

Transfer to closing event | Mexican Night

19:00 – 21:30

Mexican Night Event

Venue: Kempinski Hotel Cancun | Dress code: Cocktail

21:30 – 22:00

Transfer to Hotel Krystal Grand



2024 ICCA Global Association Forum

Wednesday, June 26

09:00 – 09:30

Insight session #4 | Locally rooted value chains

Francisco Gomez and Whitney Buchmann, Factum Global

The best way to make a positive handprint is to join hands with local people to ignite a chain reaction. When we take an asset-based approach that assumes each place we go has all that we need if we get creative and learn how the locals do it, we can create bidirectional benefits. From logistics to program, events create an opportunity to support local vendors, amplify the voices of the local community, learn about the issues facing locals, and leave a lasting positive impact. As members of the Festival of the Diaspora advisory committee and global consultants, Francisco Gomez and Whitney Buchmann can speak to tangible examples of how various events can serve as models for just that.

09:30 – 10:00

Morning coffee break

10:00 – 11:00

Caring is Sharing

A participant-generated session, an opportunity for participants to present a short case study of a sustainability related project from any angle. It could be a success or it could also be a "failure" that you learned something valuable from.

11:00 – 11:30

Wrap up and Key Takeaways

11:30 – 12:00

End of Program

Post Fam Trip for Associations & Members

17:30 – 18:00

Transfer to pier for Catamaran tour

18:00 – 19:30

Catamaran tour
