



ICCA Skills

CICE

Certified International Convention Executive

MODULE 1: Understanding the Market

- Associations and Civil Society
- International Convention Value Proposition
- Global Industry Trends
- Conventions and Economic Development Strategies

MODULE 2: Bidding for Conventions

- Working with Local Partners, Universities and Hosts
- Developing Bid Briefs
- Bid Strategy
- Bid Development and Promotion
- Bid Presentations

MODULE 3: Destination Promotion

- International Supply Chain and Distribution Channels
- Brand Strategy for Business Events
- Digital & Social Media Marketing for Conventions
- Tradeshow Management
- Site Inspections and Educational Tours
- Targeted Sales and Marketing
- Convention Servicing

MODULE 4: Destination Readiness and Capacity

- Key Destination Product Issues

MODULE 5: Business and Market Planning

- Changing Industry Business Models
- Strategic Planning
- Sales and Marketing Plans
- Technology Systems and Infrastructure
- Convention funding Models and Sponsorship
- Sustainability

MODULE 6: Destination Planning & Management

- Convention Destinations of the Future
- Services Quality Standards and Audits
- Destination Assessment
- Product Development for Conventions
- Convention Destination Development Best Practices
- Destination Master Plans and Destination Roadmaps
- Risk and Crisis Management

MODULE 7: Building the Value and Impact of the Convention Industry

- Conventions and Economic Transformation
- Creating Economic, Social and Legacy Impacts
- Measuring Economic, Social and Legacy Impacts
- Community Engagement
- Government Relations and Policy Support for the Convention Industry