



ICCA Skills

CICS

# Certified International Convention Specialist

## **MODULE 1: Understanding the Market**

- Convention Industry Overview
- Associations and Civil Society
- International Convention Value Proposition
- Global Industry Trends
- Customer Motivations
- Local Convention Supply Chain

## **MODULE 2: Bidding for Conventions**

- Fundamentals of Selling
- Account research and Prioritising Targets
- Working with Local Partners, Universities and Hosts
- Ambassador Programmes
- Developing Bid Briefs
- Bid Strategy
- Bid Development and Promotion
- Bid Presentations

## **MODULE 3: Destination Promotion**

- Convention Marketing Essentials
- Market Segmentation for Conventions and other Business Events
- International Supply Chain and Distribution Channels
- Working with the Media

## **MODULE 4: Destination Readiness and Capacity**

- Convention Bureaus
- Convention, Exhibition and Conference Centres
- Hotels
- Professional Congress Organisers (PCOs)
- Destination Management Companies (DMCs)
- Event Management Companies (EMCs)
- Exhibition Service Companies
- Key Destination Product Issues

## **MODULE 5: Business and Market Planning**

- Sales and Marketing Plans
- Technology Systems and Infrastructure
- Sustainability

## **MODULE 6: Destination Planning & Management**

- Convention Destinations of the Future

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

- Conventions and Economic Transformation



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# 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