



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