



# International Congress and Convention Association

## PRESS RELEASE

*For Immediate Release*  
27 May, 2024  
Amsterdam

### **ICCA Masterclass Focused on Impact Strategy, Purposeful Planning, and Empowering Associations to be Hosted by BestCities Global Alliance in Dublin in Early 2025**

**AMSTERDAM**, 27 May 2024 — ICCA, the International Congress and Convention Association, is pleased to announce that in partnership with the BestCities Global Alliance, that an [Association Impact Masterclass will be held in Dublin from 26-28 January 2025](#). This Masterclass, part of ICCA's portfolio of educational offerings, will focus on empowering association leaders by enhancing their capabilities in designing, delivering, and measuring impactful activities that drive social, economic and environmental benefits.

*"The Association Impact Masterclass has proven to be an incredibly valuable programme, providing instruction for associations seeking knowledge and structure on how to define and build their legacy,"* said **Senthil Gopinath, CEO of ICCA**. *"As a vibrant global capital, Dublin is a wonderful destination for the next Masterclass. ICCA is pleased to continue our work with BestCities Global Alliance, #Meet4Impact and GainingEdge to help guide associations on this important journey."*

The Dublin 2025 class is proudly sponsored, hosted, and partnered by [BestCities Global Alliance](#), a leading network dedicated to enhancing the meetings industry through collaboration and innovation. A 2024 Seed Fund Contributor, [BESarawak](#) also hosted the [Association Impact Masterclass](#) that took place in Sarawak this April.

*"We are thrilled to announce that we are hosting the Association Impact Masterclass in partnership with ICCA,"* said **Loren Christie, Managing Director, BestCities Global Alliance**. *"Through our association community — which is part of the BestCities Global Alliance Madrid Challenge — we learned of a need for education around impact-building. The ICCA Association Impact Masterclass will equip participants with all of the knowledge and expertise needed to develop and build a lasting impact that benefits associations and communities, and ultimately raises standards for the entire meetings industry."*

Co-created by ICCA, #Meet4Impact and GainingEdge to align seamlessly with the ICCASkills certification programme, the Association Impact Masterclass equips participants with essential skills to foster meaningful partnerships, craft impactful mission statements, and develop effective measurement strategies for evidence-based impact management and transformative action.

The Association Impact Masterclass will guide participants through expert-led workshops, panel discussions, and interactive sessions, during which they will cover networking opportunities, case studies on successful impact-building, and skill development. Course objectives include:

- Enhancing mission delivery through purposeful planning and impact strategies
- Empowering associations to foster meaningful, value-driven partnerships
- Identifying and maximise powerful impact drivers
- Developing basic measurement strategies for effective impact reporting

Associations play an important global role, and adopting impact-focused strategies empowers them to better serve their member communities as well as intentionally drive more expansive social, economic, and environmental benefits.



- Ends -

For more information or media enquiries, please contact [education@iccaworld.org](mailto:education@iccaworld.org).

**NOTES TO EDITOR:**

**About ICCA**

ICCA is a global community and knowledge hub for the international association – and governmental – meetings industry. Founded in 1963, ICCA specialises in the international association meetings sector, offering data, education, communication channels, as well as business development and networking opportunities. Today, ICCA continues to advocate for the world of international meetings. The ICCA Association Community offers associations across the world education, connections, tools, and resources to help them organise more effective and successful meetings.

Read more: [www.iccaworld.org](http://www.iccaworld.org)

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