

出國報告 (出國類別：開會)

出席 2019 年第 58 屆國際會議協會 (ICCA)年會報告

服務機關：交通部觀光局駐紐約辦事處

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派赴國家：美國休士頓

出國期間：108 年 10 月 27 日至 108 年 10 月 31 日

報告日期：109 年 1 月 22 日

摘要

國際會議協會(International Congress and Convention Association, 簡稱 ICCA)為全球首屈一指的國際會議組織，今年第 58 屆 ICCA 年會於 2019 年 10 月 27 日至 10 月 31 日在美國休士頓舉辦，臺灣代表團共 32 人參與，藉由參加各項會議活動中汲取新知以及與其他成員國相互交流和經驗分享，以提升臺灣在國際會展業的能見度，開拓台灣會展市場。

台灣代表團於此次年會中積極宣傳台灣會展產業及 2020 高雄 ICCA 年會，透過多元宣傳及廣邀各國會展代表來台參加年會，行銷台灣會展產業，包括有 MEET TAIWAN 贊助 ICCA 大會識別證及以” The Future Belongs to Us-Competition” 為主題舉辦創意競賽、長榮航空於初次參加者課程會場設攤宣傳並贊助午宴提供台灣特色小吃、高雄市政府於 Networking Area 布置體驗區、提供珍奶、未來明信片、象棋、奉茶、拍照打卡體驗等活動，並於閉幕大會提供家將表演及邀請會員到高雄參加 2020 ICCA 年會。

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壹.目的

國際會議協會(International Congress and Convention Association, 簡稱 ICCA)成立於 1963 年，為全球首屈一指的國際會議組織，成立至今已有來自 98 個國家的 1,192 個會員(涵蓋政府單位、企業及協會組織)。會員皆為國際會議專業人士，層面涵蓋了旅遊、交通、住宿、國際會議及活動。ICCA 透過數據分析提供傳媒管道促進各會員商業合作機會及交流的平台，國際會議策展人也能夠透過 ICCA 的網絡取得會議上的建議，如場地選擇、技術支援、交通協助等相關問題，亦有完整的會議規劃協助。

今年第 58 屆 ICCA 於 2019 年 10 月 27 日至 10 月 31 日在美國休士頓舉辦，與會者來自全球各地，共計來自 75 國家，近 1,000 人與會。臺灣代表團來自 13 單位，共 32 人參與，期藉由參加各項會議活動中汲取新知以及與其他成員國相互交流和經驗分享，以提升臺灣在國際會展業的能見度，開拓台灣會展市場。

2020 ICCA 年會將在高雄舉辦，藉由參加此次 ICCA 年會，除觀摩年會舉辦外，並加強宣傳 2020 高雄 ICCA 年會，以「多元豐富文化 X 開放思考的態度 X 年輕世代創意」為主軸，並透過多元宣傳方式，廣邀各國會展代表來台參加年會，行銷台灣會展產業，帶動經濟發展。

貳.過程

一、初次參加者課程 First Time Attendees Introduction Programme

針對初次與會人員，大會特別設計介紹課程，以增進初次與會人員對 ICCA 年會及進行方式的了解。除介紹大會每天的會議內容外，並以小組方式分組，安排資深成員擔任導師分享經驗及小組討論交換意見等，對於初次參加 ICCA 年會者很有幫助。



二、大會

(一)開幕式及閉幕式

ICCA 大會開幕式由 ICCA President 及 CEO 主持，除宣達重要會務外，並頒獎予參加 ICCA 達 20 年、30 年、40 年及 50 年的資深會員。



閉幕式則頒發多項獎項，如最佳行銷獎、創新獎、最佳進步獎..等。

(二)年度最佳行銷獎簡報

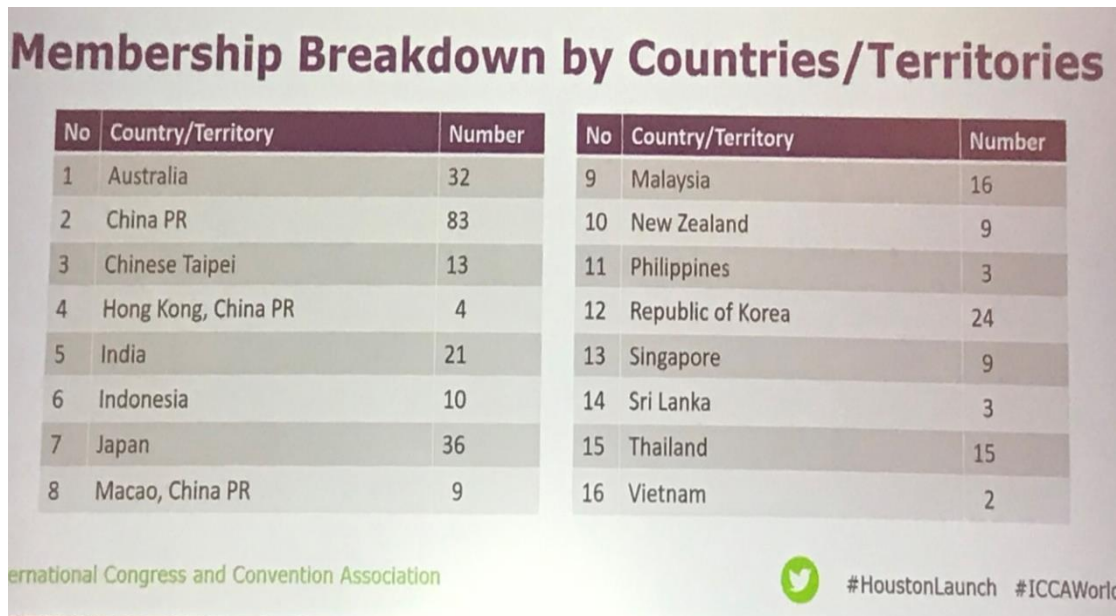
本年度入圍最佳行銷獎者為：愛沙尼亞會展局(Estonian Convention Bureau)、義大利會展局(convention Bureau Italia)和雪梨國際會展中心(International Convention Centre Sydney)。三人圍者於大會進行案例簡報後，由評審及現場會員投票選出優勝者，並於閉幕式宣布得獎者為愛沙尼亞會展局。入圍者簡報內容重點如下：

1. 愛沙尼亞會展局以 Go Wild, Choose Estonia!為主題，說明其在推廣的過程中遇到最大的挑戰為目前國際觀光客對愛沙尼亞相對較為陌生，為了克服這項挑戰提升能見度及促進商業發展，其以 3 人的小型團隊，在僅有 2,500 歐元的經費下，利用社群媒體故事行銷、結合在地體驗、參與相關展覽等方式創造出了極具效益的行銷專案。成功塑造目的地會展形象，並將投資報酬率最大化。
2. 義大利會展局以 Italy At Hand 為主題，說明透過三階段行銷，結合義大利在地文化特色，成功提升會展產業發展。第一階段針對會展相關產業舉辦競賽，以義大利的手做文化特色為行銷重點，使不同區域的會展機構得以互相聯繫合作，創造更多商機。第二階段製作了 Italy at Handy 電影，從音樂及影像來行銷義大利會展，並邀請各地點的會展機構一同參與製作，行銷各自的區域特色。第三階段則舉辦邀請買家、客戶到義大利實際體驗的活動。全案宣傳觸及超過 2500 萬人，效益顯著。
3. 雪梨國際會展中心以 It's Showtime!為主題，說明行銷澳洲全新的會展場地，透過各種平面、廣播及線上媒體平台廣告宣傳及推廣品牌價值，增加曝光率，並由專家透過經驗分享在業界建立信譽，舉辦各種活動及新聞記者會，增加在國際間的曝光度，並建立自己的媒體頻道，成功在業界塑造品牌形象，每年活動舉辦場數及經濟效益都超過原本設立的目標，社群互動率、網站造訪次數及觸率也有顯著

成長。

三、亞太分會會議

由葉泰民副主席主持及說明亞太會務概況，台灣目前參加 ICCA 的會員有 13 個，會員數最多者前 3 名分別為 China PR (83 個)、Japan (36 個)、Australia (32 個)。高雄市政府伏和中局長並於會中邀請與會人員到高雄參加明年 2020 的 ICCA 年會。



The slide displays two tables side-by-side, titled "Membership Breakdown by Countries/Territories". The left table lists the top 8 members, and the right table lists members 9 through 16. The ICCA logo and social media handles are visible at the bottom.

No	Country/Territory	Number	No	Country/Territory	Number
1	Australia	32	9	Malaysia	16
2	China PR	83	10	New Zealand	9
3	Chinese Taipei	13	11	Philippines	3
4	Hong Kong, China PR	4	12	Republic of Korea	24
5	India	21	13	Singapore	9
6	Indonesia	10	14	Sri Lanka	3
7	Japan	36	15	Thailand	15
8	Macao, China PR	9	16	Vietnam	2

International Congress and Convention Association #HoustonLaunch #ICCAWorld

四、重點演講

(一) President's Choice Session

主講者為 Dr. Scott Parazynski，其為前 NASA 宇航員，並曾到達珠穆朗瑪峰。演講內容主為分享其人生歷程及經驗，鼓勵大眾著重於長期展望，透過問題了解及管理風險、保持好奇心、為成功而計畫並為失敗做準備、從失敗中學習不要讓壞歷史重演等。

(二) Copenhagen-Denmark Lecture

主講者為 Professor. Schwab，演講內容除分享自身經歷外，並以不同的角度切入解析新穎的科技如何造成經濟、產業的變動，鼓勵大家發掘自己天賦及熱情所在，另外也對人類互動的方式提出了看法，認為未來對社交和情緒管理技巧的需求將越來越高，且人們對資訊集中注意力的時間越來越短，宣傳資訊要更簡潔。

五、台灣會展宣傳概況

(一) 識別證宣傳 ICCA 2020 高雄年會

MEET TAIWAN 贊助 ICCA 大會識別證宣傳 2020 高雄年會，團員們均十分主動積極以識別證向其他會員代表介紹及邀請參加明年的 ICCA 年會，宣傳效果甚佳。



(二) 設攤推廣

長榮航空於初次參加者課程會場設攤宣傳並贊助午餐，提供台灣特色小吃，讓與會者品嚐到台灣道地美食。



(三)體驗區宣傳

高雄市政府於 Networking Area 布置體驗區、提供珍奶、未來明信片、象棋、奉茶、拍照打卡體驗等活動，積極宣傳 2020 ICCA 年會在高雄。



(四)舉辦創意競賽

MEET TAIWAN 贊助大會以” The Future Belongs to Us-Competition” 為主題，針對千禧世代舉辦設計 ICCA 教育課程創意競賽，獲勝者可獲得參加 2020 ICCA 年會的免費註冊、機票和住宿，並獲得 2,000 歐元的額外預算來實現他們的教育課程，獲獎者由外貿協會葉秘書長於閉幕大會上頒獎。

(五)台灣特色表演

- 1.依大會設定的 Dress code，團員們統一穿著具文化特色的道士/殭屍服參加 Farewell Party，展現高度團隊精神積極宣傳及邀請與會者到高雄參加 2020 ICCA 年會。



2.閉幕大會由高雄市政府提供家將表演，並由夏立言市政顧問演講邀請與會者參加 2020 年會。



參、心得與建議

一、會場布置展現城市特色

本次 ICCA 年會在休士頓舉行，會場搭配城市特色以太空為布置主題，包括太空相關意象的背板、裝置物品供大家留影外，舞台螢幕、會場指標等亦以太空相關意象作為形象識別，色彩鮮明、統一且活潑，為甚佳之城市行銷手法。



二、舉辦慈善活動展現人道關懷

ICCA 年會於 Discovery Green Park 舉辦 5k Fun Run/Walk，參加費用捐至 Star of Hope 慈善機構，展現人道關懷，使活動別具意義。然當天活動舉辦時，尚有施工車輛，實美中不足，類此情況應可透過事前協調而避免，活動規劃可更嚴謹細緻。

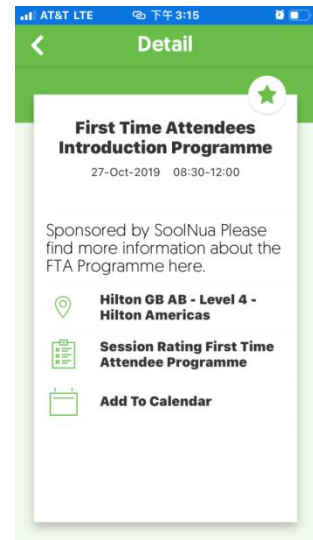
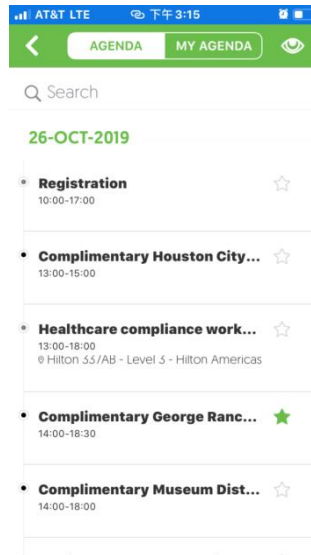
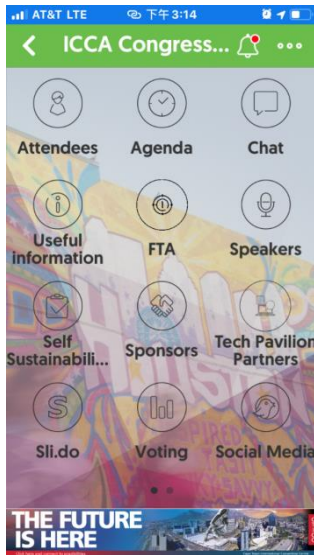


三、餐飲安排應細緻多元

ICCA 之與會者將近 1000 人，每到用餐時間，各食物檯均大排長龍，且來自全球各地的與會者亦有不同的飲食習慣，過於單一的菜色極易招致批評。民以食為天，餐飲安排對於會議舉辦之成敗實舉足輕重，故大型活動之供餐宜視參加人數妥為規劃取餐動線及安排足量的食物檯，並提供多元化的餐點，以使賓主盡歡。

四、科技應用

ICCA 年會提供「ICCA Congress 2019」app，下載後可透過 app 規劃自己的議程，且可隨時查閱瀏覽議程內容及大會資訊，也可透過 app 進行線上投票。對於參加者而言，使用非常便利；對於主辦方而言，更是傳達訊息及蒐集資訊的利器。未來在舉辦大型活動/會議時非常值得學習 ICCA app 的運用。



五、有感行銷

本次年會多場演講均提及故事行銷、體驗行銷，並強調與受眾互動的重要性。過往宣傳容易落入銷售的迷思，似乎廣告要和產品/銷售連結才能促進銷售，然而實際上消費者恐不易只因看了連結銷售的廣告即去購買產品，關鍵點應是打動消費者的心才能促其化為行動。而科技越發達，人群越易疏離，未來宣傳行銷的內容及方式更應著重在與人的互動，讓其有感，才能事半功倍。

六、強化橫向聯繫打造台灣隊

本次年會台灣代表團團員來自 13 的單位，群策群力、各盡其力，大家都賣力地為台灣宣傳，未來各單位間可保持良好的聯繫，整合各單位資源打造台灣隊，以整體的力量開拓會展市場，將會更有戰力。

附錄

一、ICCA 2019 年會流程

Saturday, 26 October 2019	
Time	Description
10:00 - 17:00	Registration
13:00 - 15:00	Complimentary Houston City Tour (pre-registered delegates only)
13:00 - 18:00	Healthcare Compliance Workshop (pre-registered delegates only) <i>337 AB, Hilton Americas</i>
14:00 - 18:00	Complimentary Museum District Tour (pre-registered delegates only)
14:00 - 18:30	Complimentary George Ranch Historical Park Tour (pre-registered delegates only)
15:00 - 18:00	Business Exchange Session (pre-registered delegates only) <i>Hilton Grand Ballroom AB, Hilton Americas</i>
15:30 - 17:30	Complimentary Houston City Tour (pre-registered delegates only)
Sunday, 27 October 2019	
Time	Description
08:00 - 10:00	Chapter Chairs Meeting (closed meeting) <i>Conroe, Four Seasons</i>
08:00 - 18:00	Registration
08:30 - 12:00	First Time Attendees Introduction Programme <i>Hilton Grand Ballroom AB, Hilton Americas</i>
09:00 - 12:00	GainingEdge (closed meeting) <i>Hunter's Creek, Marriott Marquis Hotel</i>
10:30 - 12:00	Watterston Associates (closed meeting) <i>Montrose, Marriott Marquis Hotel</i>
12:00 - 13:00	Welcome Lunch - sponsored by Eva Air <i>Hilton Grand Ballroom DEFGHI, Hilton Americas</i>
13:00 - 14:00	Opening ceremony <i>Texas D-H, Marriott Marquis Hotel</i>
14:00 - 15:00	Destination Marketing Sector Meeting <i>Texas D-H, Marriott Marquis Hotel</i>
	Meetings Management Sector Meeting <i>Texas B, Marriott Marquis Hotel</i>
	Meetings Support Sector Meeting <i>Hunter's Creek, Marriott Marquis Hotel</i>
14:00 - 15:00	Venues Sector Meeting <i>Texas A, Marriott Marquis Hotel</i>
	Transport Sector Meeting <i>Parker, Marriott Marquis Hotel</i>
15:00 - 15:30	Association Executives Meeting (closed meeting) <i>Clear Lake, Marriott Marquis Hotel</i>
	Networking Break <i>Texas Foyer & Texas C, Marriott Marquis Hotel</i>
15:00 - 15:30	How to network like a pro at ICCA <i>Tech Pavillion, Texas C, Marriott Marquis Hotel</i>
	Incredible Impacts Campfire Session: Be part of meetings impact <i>Texas Foyer, Marriott Marquis Hotel</i>
15:10 - 15:30	Mindfulness Lounge - Guided Meditation Mindfulness <i>David Mitzner, Marriott Marquis Hotel</i>

15:30 - 16:30	African Chapter Meeting <i>Briargrove A, Marriott Marquis Hotel</i>	Asia Pacific Chapter Meeting <i>Texas A, Marriott Marquis Hotel</i>
	Central European Chapter Meeting <i>Texas B, Marriott Marquis Hotel</i>	France – Benelux Chapter Meeting <i>Meyerland A, Marriott Marquis Hotel</i>
	Iberian Chapter Meeting <i>River Oaks, Marriott Marquis Hotel</i>	Latin American Chapter Meeting <i>River Oaks, Marriott Marquis Hotel</i>
	Mediterranean Chapter Meeting <i>Briargrove B, Marriott Marquis Hotel</i>	Middle East Chapter Meeting <i>Parker, Marriott Marquis Hotel</i>
	North American Chapter Meeting <i>Hunter’s Creek, Marriott Marquis Hotel</i>	Scandinavian Chapter Meeting <i>Montrose, Marriott Marquis Hotel</i>
	UK/Ireland Chapter Meeting <i>Meyerland B, Marriott Marquis Hotel</i>	Association Executives Meeting (closed meeting) <i>Clear Lake, Marriott Marquis Hotel</i>
16:00 - 16:25	Essential Apps + productivity hacks for the busy event professional <i>Tech Pavillion, Texas C, Marriott Marquis Hotel</i>	
16:30 - 18:00	ICCA General Assembly <i>Texas D-H, Marriott Marquis Hotel</i>	
18:00 - 18:30	Reception for longstanding members (upon invitation only) <i>Texas Foyer - ICCA Hub, Marriott Marquis Hotel</i>	
19:30 - 22:00	Welcome Reception - ICCA Houston 2019 Kick-off Party <i>Marquis Texas Pool Terrace, Marriott Marquis Hotel</i>	

Monday, 28 October 2019

Time	Description	
06:00 - 07:15	ICCA 5K Fun Run/Walk (pre-registered delegates only), <i>Avenida Plaza</i>	
06:45 - 07:30	Mindfulness Lounge - Easy morning yoga (pre-registered delegates only) <i>David Mitzner, Marriott Marquis Hotel</i>	
08:30 - 17:30	Registration	
09:00 - 10:15	Monday Morning Wake up Call - presented by Xiamen ITG MICE <i>Texas D-H, Marriott Marquis Hotel</i>	
10:15 - 10:45	Networking Break <i>Texas Foyer & Texas C, Marriott Marquis Hotel</i>	Meet the students <i>Texas Foyer, Marriott Marquis Hotel</i>
	ICCA Hub Campfire Session: Partnering for success <i>Texas Foyer, Marriott Marquis Hotel</i>	Incredible Impacts Campfire Session: The importance of local partnerships in leaving an impact <i>Texas Foyer, Marriott Marquis Hotel</i>
	The Future of Bid Books <i>Tech Pavillion, Texas C, Marriott Marquis Hotel</i>	

10:20 - 10:40	Mindfulness Lounge - Mindful movement, breath & awareness <i>David Mitzner, Marriott Marquis Hotel</i>	
10:45 - 11:45	ICCA Association Database Training <i>Westchase, Marriott Marquis Hotel</i>	Designing inspirational programmes for your delegates <i>Hunter's Creek,, Marriott Marquis Hotel</i>
	Pumps & Pipes: the power of cross-boundary collaboration <i>Houston 2-3, Marriott Marquis Hotel</i>	Innovative revenue streams <i>Houston 1, Marriott Marquis Hotel</i>
	Community building <i>Texas B, Marriott Marquis Hotel</i>	UnMarketing: stop marketing, start engaging <i>Texas A, Marriott Marquis Hotel</i>
	Moving Conversations (pre-registered delegates only) <i>Meeting Point, Marriott Marquis Hotel</i>	
11:45 - 13:00	Lunch – sponsored by IMEX <i>Texas D-H, Marriott Marquis Hotel</i>	
13:00 - 13:45	President's Choice Session <i>Texas D-H, Marriott Marquis Hotel</i>	
13:45 - 14:00	Changeover time	
	Event Tech Tour <i>Tech Pavillion, Texas C, Marriott Marquis Hotel</i>	
14:00 - 15:15	The Future of Hospitality <i>Houston 2-3, Marriott Marquis Hotel</i>	In Pursuit of Happiness: How the global obsession with talent attraction is transforming the meetings industry <i>Houston 1, Marriott Marquis Hotel</i>
	From ideas to reality - collaboration and it's contribution to successful business - Inspired by Sweden <i>Hunter's Creek, Marriott Marquis Hotel</i>	How to build an extraordinary team <i>Texas A, Marriott Marquis Hotel</i>
	Unlock your creative thinking and get to your better ideas faster! <i>Texas B, Marriott Marquis Hotel</i>	
14:00 - 17:00	Research one-on-one appointments, <i>Westchase, Marriott Marquis Hotel</i>	
14:00 - 14:30	How AR + VR are changing event design <i>Tech Pavillion, Texas C, Marriott Marquis Hotel</i>	
14:30 - 15:00	Let me experience it: how technology empowers event professionals <i>Tech Pavillion, Texas C, Marriott Marquis Hotel</i>	
14:30 - 15:00	Mindfulness Lounge- Guided Meditation: jet-lag recovery & vitality, body scan <i>David Mitzner, Marriott Marquis Hotel</i>	
15:15 - 15:45	Networking Break <i>Texas Foyer, Marriott Marquis Hotel</i>	
	ICCA Hub Campfire session: Speed-dating, match-making <i>Texas Foyer, Marriott Marquis Hotel</i>	Incredible Impacts Campfire Session: Creating awareness for your mission <i>Texas Foyer, Marriott Marquis Hotel</i>
	7 ways to turn your venue into a smart venue <i>Tech Pavillion, Texas C, Marriott Marquis Hotel</i>	
15:15 - 17:30	TMCx Accelerator (pre-registered delegates only)	

15:15 - 18:15	Houston Space Port (pre-registered delegates only)	
15:15 - 18:30	Memorial Hermann Life Flight (pre-registered delegates only)	MD Anderson Cancer Center Proton Therapy Center (pre-registered delegates only)
15:45 - 17:00	Driving forces in meetings & events and what it means to you <i>Texas B, Marriott Marquis Hotel</i>	Achieving a winning sales & service performance culture <i>Texas A, Marriott Marquis Hotel</i>
	Create your own events to profile your destination <i>Hunter's Creek, Marriott Marquis Hotel</i>	One host destination - One security concept <i>Houston 1, Marriott Marquis Hotel</i>
	Behavioural Marketing <i>Houston 2-3, Marriott Marquis Hotel</i>	
16:00 - 16:30	Mindfulness Lounge - NIDRA: the art of conscious relaxation <i>David Mitzner, Marriott Marquis Hotel</i>	
19:30 - 22:30	CAT night @ The Rustic <i>The Rustic</i>	

Tuesday, 29 October 2019

Time	Description	
06:45 - 07:30	Mindfulness Lounge - Easy morning yoga (pre-registered delegates only) <i>David Mitzner, Marriott Marquis Hotel</i>	
08:30 - 17:00	Registration	
09:00 - 10:15	ICCA Best Marketing Award 2019 <i>Texas D-H, Marriott Marquis Hotel</i>	
10:15 - 10:45	Let me see it: collaborate across the event journey <i>Tech Pavillion, Texas C, Marriott Marquis Hotel</i>	
10:15 - 11:00	Networking Break <i>Texas Foyer & Texas C, Marriott Marquis Hotel</i>	Incredible Impacts Campfire Session: From purpose to impact- advancing event legacies through impact <i>Texas Foyer, Marriott Marquis Hotel</i>
	Meet the students <i>Texas Foyer, Marriott Marquis Hotel</i>	ICCA Hub Campfire Session: ICCA's Association Community – what's in it for me? <i>Texas Foyer, Marriott Marquis Hotel</i>
10:20 - 10:40	Mindfulness Lounge - Guided meditation: be the mountain meditation <i>David Mitzner, Marriott Marquis Hotel</i>	
11:00 - 12:15	ICCA Association Database Training <i>Westchase, Marriott Marquis Hotel</i>	Working together - the key to success? <i>Hunter's Creek, Marriott Marquis Hotel</i>
	Ambassador Programme - The kick start version <i>Houston 1, Marriott Marquis Hotel</i>	A Beautiful Revolution <i>Texas A, Marriott Marquis Hotel</i>
	BUSTED: Dispelling 8 common beliefs about experience strategy and design <i>Houston 2-3, Marriott Marquis Hotel</i>	Cyber Security <i>Texas B, Marriott Marquis Hotel</i>
11:00 - 12:15	Moving Conversations (pre-registered delegates only) <i>Meeting Point, Marriott Marquis Hotel</i>	

12:15 - 12:45	Steps to building a stellar personal and professional brand on LinkedIn <i>Tech Pavillion, Texas C, Marriott Marquis Hotel</i>	
12:15 - 13:45	Lunch - sponsored by the International Conference Centre of Algiers <i>Texas D-H, Marriott Marquis Hotel</i>	
13:00 - 13:30	Event apps throughout the decades: what does the 2020s hold? <i>Tech Pavillion, Texas C, Marriott Marquis Hotel</i>	
13:45 - 15:00	What is driving the shift in business for hotels? <i>Texas A, Marriott Marquis Hotel</i>	Ambassador Programme - The advanced edition <i>Texas B, Marriott Marquis Hotel</i>
	CEO Deep Dive - Part 1 (pre-registered delegates only) <i>Houston 1, Marriott Marquis Hotel</i>	Launching challenges, landing new solutions <i>Houston 2-3, Marriott Marquis Hotel</i>
	Evolution or Revolution? Transforming tomorrow from climate emergency to shared prosperity <i>Hunter's Creek, Marriott Marquis Hotel</i>	
14:00 - 14:30	Event tech trends: the good, the bad and the next big things <i>Tech Pavillion Texas C, Marriott Marquis Hotel</i>	
14:00 - 17:00	Research one-on-one appointments <i>Westchase, Marriott Marquis Hotel</i>	
15:00 - 15:30	Event tech tour <i>Tech Pavillion, Texas C, Marriott Marquis Hotel</i>	
15:00 - 15:45	Networking Break <i>Texas Foyer, Marriott Marquis Hotel</i>	Meet the students <i>Texas Foyer, Marriott Marquis Hotel</i>
	ICCA Hub Campfire Session: Volunteer Leadership - The more you give, the more you get! <i>Texas Foyer, Marriott Marquis Hotel</i>	Incredible Impacts Campfire Session: Bidding for Legacy <i>Texas Foyer, Marriott Marquis Hotel</i>
15:10 - 15:30	Mindfulness Lounge - Mindful movement, breath & awareness <i>David Mitzner, Marriott Marquis Hotel</i>	
15:15 - 17:35	MD Anderson Cancer Center Proton Therapy Center (pre-registered delegates only)	
15:15 - 18:15	Houston Space Port (pre-registered delegates only)	
15:45 - 17:00	Every bid has a story <i>Texas A, Marriott Marquis Hotel</i>	From white board to smart board <i>Houston 2-3, Marriott Marquis Hotel</i>
	CEO Deep Dive - Part 2 (pre-registered delegates only) <i>Houston 1, Marriott Marquis Hotel</i>	Customer Excellence as key brand differentiator for destinations – How to measure it? <i>Texas B, Marriott Marquis Hotel</i>
	The Future Belongs to Us - Competition <i>Hunter's Creek, Marriott Marquis Hotel</i>	
16:00 - 16:30	Mindfulness Lounge - NIDRA: the art of conscious relaxation <i>David Mitzner, Marriott Marquis Hotel</i>	
17:15 - 18:15	Abu Dhabi Associations (closed meeting) <i>Briargrove B, Marriott Marquis Hotel</i>	ICCA Australia (closed meeting) <i>Montrose, Marriott Marquis Hotel</i>
	World PCO Alliance (closed meeting) <i>Clear Lake, Marriott Marquis Hotel</i>	
19:00 - 22:00	Farewell Party – Halloween Party <i>Avenida Plaza, Convention Campus</i>	

Wednesday, 30 October 2019

Time	Description
08:00 - 08:45	Mindfulness Lounge - NIDRA: the art of conscious relaxation <i>David Mitzner, Marriott Marquis Hotel</i>
08:30 - 14:30	Registration
09:00 - 10:00	The Copenhagen Denmark Lecture <i>Texas D-H, Marriott Marquis Hotel</i>
10:00 - 10:30	Networking Break <i>Texas Foyer & Texas C, Marriott Marquis Hotel</i>
	Let me know you: unlock a better experience through personalisation <i>Tech Pavillion, Texas C, Marriott Marquis Hotel</i>
	ICCA Hub Campfire Session: ICCA Products – Hidden gems and tailored services <i>Texas Foyer, Marriott Marquis Hotel</i>
10:10 - 10:30	Mindfulness Lounge - Guided Meditation: Mindfulness <i>David Mitzner, Marriott Marquis Hotel</i>
10:30 - 11:45	Sponsorship in the digital age <i>Texas B, Marriott Marquis Hotel</i>
	Leadership as a Hero's Journey <i>Texas A, Marriott Marquis Hotel</i>
	Association Meetings Leaving "Incredible Impacts" on Communities! <i>Houston 2-3, Marriott Marquis Hotel</i>
	2020 Vision - Are you seeing tomorrows venue technology trends as clear as you should? <i>Hunter's Creek, Marriott Marquis Hotel</i>
	ICCA Association Database Training in Spanish <i>Westchase, Marriott Marquis Hotel</i>
	Pitching Masterclass <i>Houston 1, Marriott Marquis Hotel</i>
	Moving Conversations (pre-registered delegates only) <i>Meeting Point, Marriott Marquis Hotel</i>
11:00 - 11:30	Mindfulness Lounge - Mindful movement, breath & awareness <i>David Mitzner, Marriott Marquis Hotel</i>
11:30 - 12:00	Tips and tricks on how to tame your inbox <i>Tech Pavillion, Texas C, Marriott Marquis Hotel</i>
11:45 - 12:00	Changeover time
12:00 - 13:00	Closing Session <i>Texas D-H, Marriott Marquis Hotel</i>
13:00 - 14:30	Next Destination Lunch - sponsored by Kaohsiung Local Host Committee <i>Texas D-H, Marriott Marquis Hotel</i>
14:00 - 16:00	Complimentary Houston City Tour (pre-registered delegates only)
14:00 - 18:00	Complimentary Museum District Tour (pre-registered delegates only)
14:30 - 15:30	International & local meetings professionals knowledge exchange (closed session) <i>River Oaks, Marriott Marquis Hotel</i>
15:30 - 17:30	Complimentary Houston City Tour (pre-registered delegates only)

二、照片



年會報到處



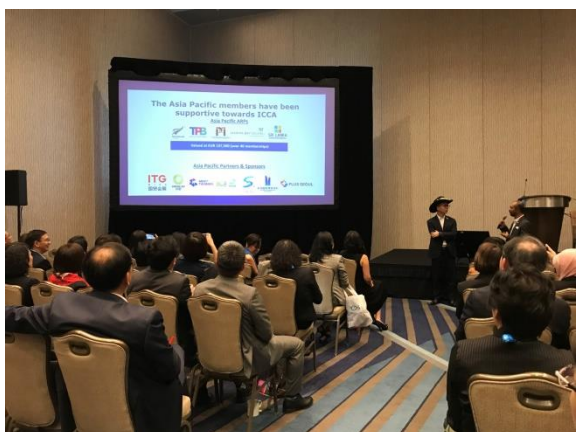
開幕式



台灣代表團合影



代表團成員合影



亞太分會會議



President's Choice Session 演講



歡迎晚宴



晚宴表演-冰雕



Cat night 台灣代表團合影



Cat night 趣味競賽



Farewell Party 表演節目



Farewell Party 台灣代表團合影