



# EIAT 2012

*The challenge to be competitive in tomorrow's international association conference market*

**Martin Sirk**  
ICCA CEO

International Congress and Convention Association  
[www.iccaworld.com](http://www.iccaworld.com) | [icca.mobi](http://icca.mobi)



International Congress and Convention Association  
[www.iccaworld.com](http://www.iccaworld.com) | [icca.mobi](http://icca.mobi)





International Congress and Convention Association  
[www.iccaworld.com](http://www.iccaworld.com) | [icca.mobi](http://icca.mobi)





International Congress and Convention Association  
[www.iccaworld.com](http://www.iccaworld.com) | [icca.mobi](http://icca.mobi)





# New differentiators in a flat world

- Teamworking
- High-tech + High-touch
- Personalisation
- Creativity + ability to handle complexity
- Intellectual resource exploitation



International Congress and Convention Association  
[www.iccaworld.com](http://www.iccaworld.com) | [icca.mobi](http://icca.mobi)





International Congress and Convention Association  
[www.iccaworld.com](http://www.iccaworld.com) | [icca.mobi](http://icca.mobi)

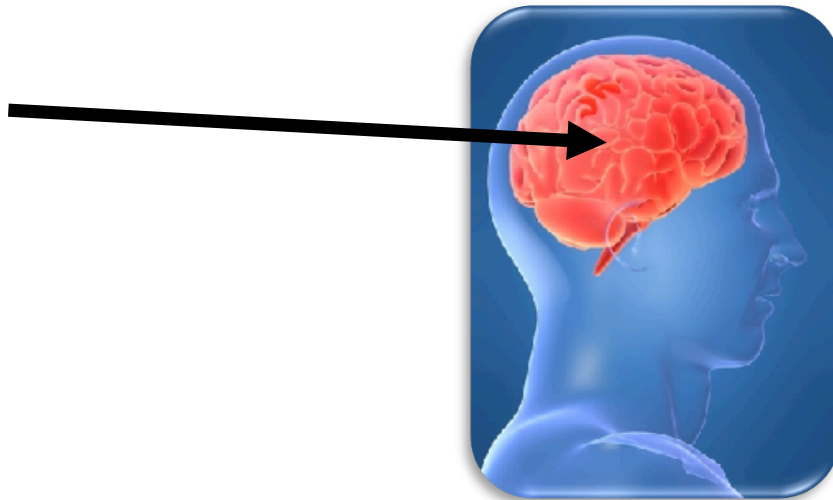




International Congress and Convention Association  
[www.iccaworld.com](http://www.iccaworld.com) | [icca.mobi](http://icca.mobi)



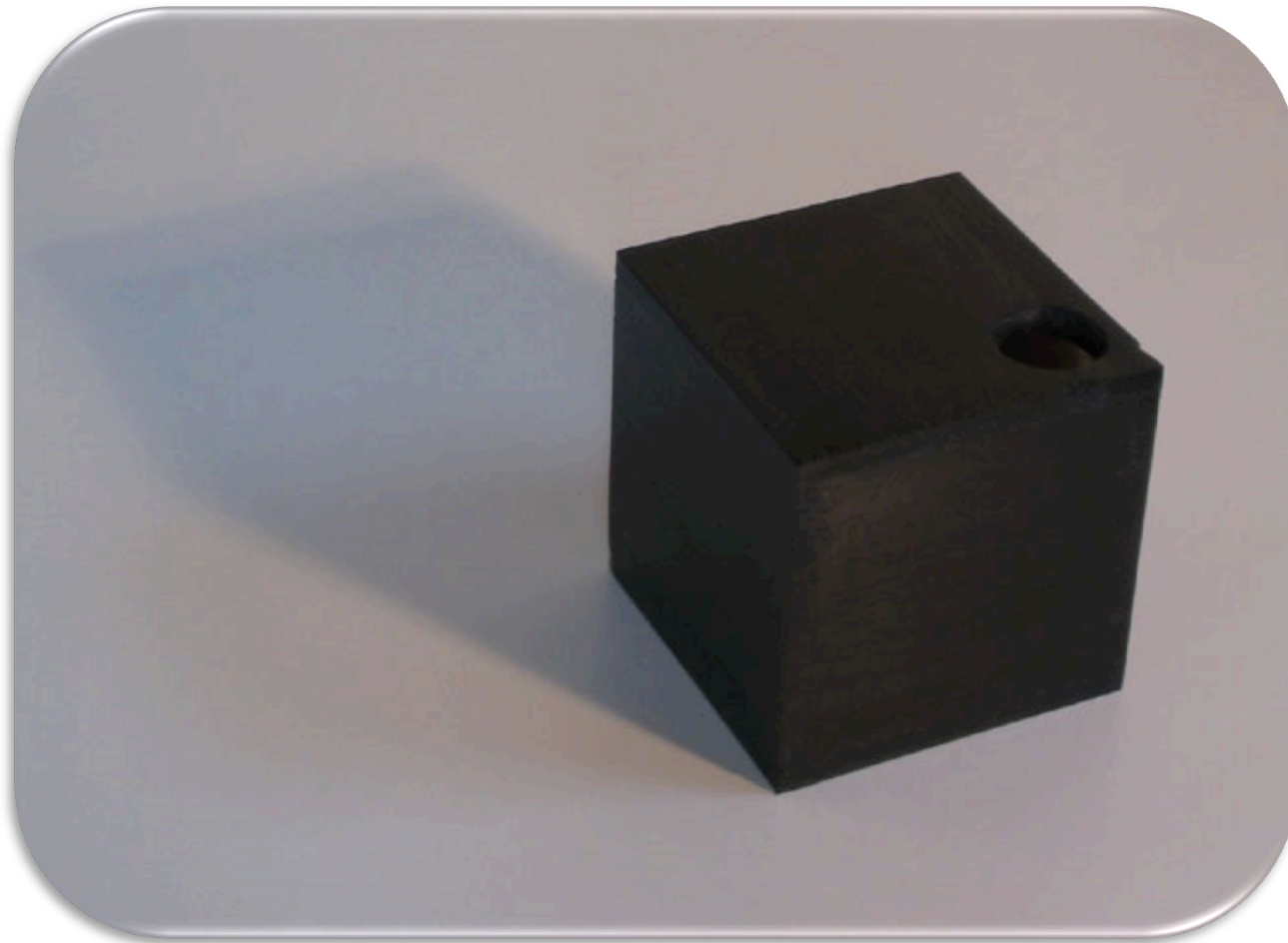




x 1000

International Congress and Convention Association  
[www.iccaworld.com](http://www.iccaworld.com) | [icca.mobi](http://icca.mobi)





International Congress and Convention Association  
[www.iccaworld.com](http://www.iccaworld.com) | [icca.mobi](http://icca.mobi)

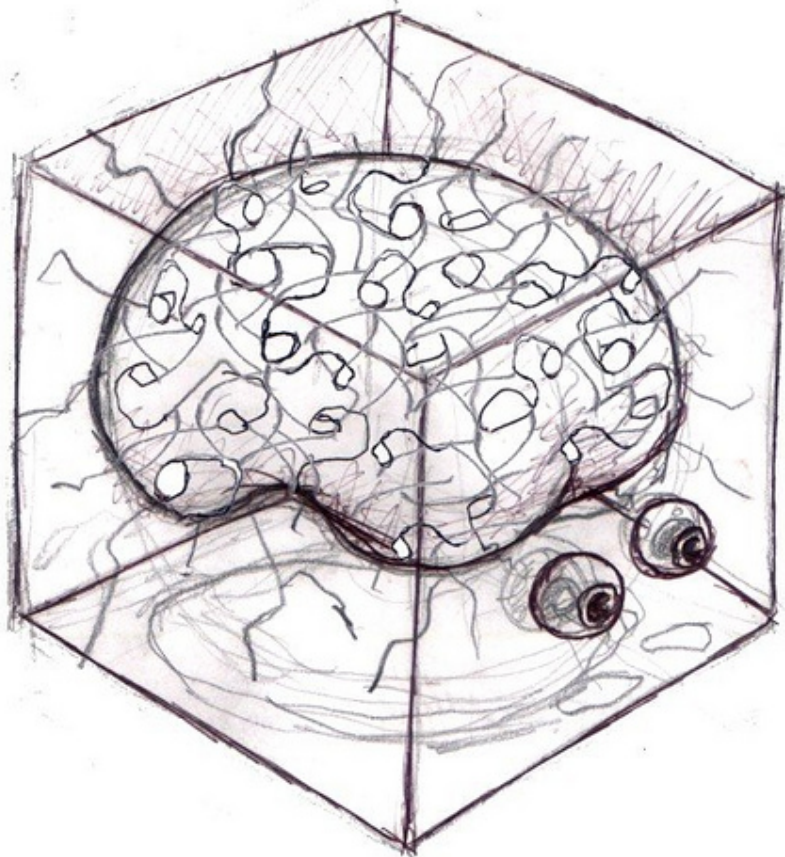






International Congress and Convention Association  
[www.iccaworld.com](http://www.iccaworld.com) | [icca.mobi](http://icca.mobi)





International Congress and Convention Association  
[www.iccaworld.com](http://www.iccaworld.com) | [icca.mobi](http://icca.mobi)



# Intellectual destinations



International Congress and Convention Association  
[www.iccaworld.com](http://www.iccaworld.com) | [icca.mobi](http://icca.mobi)





# Super-smart partners



International Congress and Convention Association  
[www.iccaworld.com](http://www.iccaworld.com) | [icca.mobi](http://icca.mobi)



The meeting =



International Congress and Convention Association  
[www.iccaworld.com](http://www.iccaworld.com) | [icca.mobi](http://icca.mobi)





# EIAT 2012

*Thank you for your attention*

**Martin Sirk**  
ICCA CEO

International Congress and Convention Association  
[www.iccaworld.com](http://www.iccaworld.com) | [icca.mobi](http://icca.mobi)