



ICCA Asia Pacific Growth & Innovation Award

The ICCA Asia Pacific Growth & Innovation Award celebrates national associations that have successfully brought a regional conference to their destination through a competitive bidding process and transformed it into a catalyst for organisational growth, innovation, and multidisciplinary collaboration.

This prestigious award celebrates national associations that demonstrate clear progress in expanding revenue, generating new business opportunities, and strengthening delegate and partnership engagement, while advancing their field through innovative approaches and impactful outcomes.

It also acknowledges the commitment behind these achievements, recognising the local organising committees and wider association communities, often made up of experts across diverse sectors, who take on the responsibility of bidding for, hosting, and delivering conferences. These collective efforts, shaped through multidisciplinary collaboration, reflect a shared commitment and contribution to advancing knowledge, strengthening connections, and supporting both economic value creation and broader sector and societal development.

Award Objective

To recognise leading national associations and set regional benchmarks for growth, innovation, and impact through conferences.

Award Grant

A total grant of **EU 8,500** will be awarded:

- **EU 5,500 to the winning association**, comprising:
 - EU3,500 to the national association (local host)
 - EU2,000 to the respective regional / international association to support their 2027 or 2028 Asia Pacific conferences under the *Association Young Professional Travel Grant Programme*
- **EU 3,000 to the finalist association**, comprising:
 - EU2,000 to the national association (local host)
 - EU1,000 to the respective regional / international association to support their 2027 or 2028 Asia Pacific conferences under the *Association Young Professional Travel Grant Programme*

This structure is designed to support both the immediate delivery of the conference and to strengthen knowledge sustainability and continued participation, enabling associations to sustain long-term growth and impact.

Eligibility Criteria

Applications are open to national associations who have hosted Asia Pacific regional conferences in 2025 that meets the below criteria:

- Conference that rotates within Asia Pacific only
- Conferences that demonstrate strategic relevance
- Conferences that meet ICCA association meeting criteria, including:
 - A minimum of 50 participants
 - Non-commercial and objective in nature (not trade or sales-driven), supporting sector or industry development
 - Knowledge-driven content, enabling professional exchange, capacity building, and advancement of the field
 - Demonstrated societal or sector impact, contributing beyond the event itself
 - Regular rotation between at least three countries / territories

Eligible applicants must demonstrate:

- A clear and intentional strategy for growth through the hosted conference
- Established and measurable growth metrics
- Contribution to advancing both the **regional association mission** and the **local host (national association) objectives**
- Effective use of innovation to enhance the conference's impact and delivery

Referral Requirement

Each application must be submitted with a referral from a recognised industry organisation, such as a:

- Convention Bureau
- Venue
- Professional Congress Organiser (PCO)

Selection Process

- Applications will be reviewed by a panel of independent judges from both the invited association and business events sectors
- Two finalists will be shortlisted and invited to present their projects at the ICCA Asia Pacific EvolvDestination Forum (22 – 23 October 2026, Macau)
- Each finalist association will nominate one representative, who will be hosted, to present their growth and innovation journey
- The final winner will be determined through a live audience vote, combining the scoring from judges' panel

The award presentation provides a regional platform to showcase best practice in association growth and innovation, positioning finalists as role models for peer learning and practical application across the Asia Pacific community.

Application Requirements

Applications must include:

1. An overview of the meeting or conference, including logo and website (maximum 400 words)
2. A description of innovation initiatives demonstrating tangible contribution to the association and its field (maximum 800 words)
3. Evidence of growth (e.g. revenue, attendance, sponsorship, new business), including measurement methodology
4. An overview of your National Association, including its mission, vision, membership, and key activities. Describe strategic relationship with the Regional or International Association, including any ongoing collaboration, leadership roles, member engagement, advocacy, research, education, or other initiatives that contribute to the advancement of the sector (maximum 400 words).
5. A copy of your National Association registration document
6. A supporting letter from referral (e.g. Convention Bureau / PCO / venue)
7. A 2-minute video highlighting key achievements

(Note: No. 1- 4 to be compiled into one PDF document)

Key Dates

- Application Deadline: 1 August 2026 (11.59pm, Malaysia Time)
- Finalist Announcement: Mid – September 2026
- Finalist Presentation: 22 October 2026, Macau
(ICCA Asia Pacific EvolvDestination Forum)

For more information and submission, please contact JingQi at jingqi.l@iccaworld.org

The ICCA Asia Pacific Growth & Innovation Award recognises associations that move beyond organising conferences to using them as strategic platforms that drive growth, strengthen communities, and shape the future of their sector.