



International Congress and Convention Association

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Anna Górska is a dedicated leader and Board Advisor at Symposium Cracoviense, where she focuses on building strong human connections in the meetings and events industry. With over 20 years of experience and 15 years as a member of the International Congress and Convention Association (ICCA), Anna values the importance of community and relationships. She has spent six years as Chair of ICCA's Central European Chapter and four years on its Board, which has deepened her commitment to meaningful connections and sustainable growth.

For her sustainability isn't just a buzzword—it's a mission. A mission to balance economics, society, and the environment, creating events that are not only profitable but truly impactful. She is committed to innovation, to crafting experiences that leave a lasting positive mark on both people and the planet.

Her company, Symposium Cracoviense, has recently become the first company in Poland to earn the "Green Meetings Bronze" certification. Anna also helped the company serve as the local partner for the ICCA 61st Congress in Krakow, further showing her dedication to reducing the environmental impact of events. With a goal of achieving 'Net Zero Carbon Events' by 2050, she ensures that all company decisions—from saving energy to working with eco-friendly partners—support this vision.

But Anna's approach goes beyond environmental efforts. She is deeply committed to inclusivity, diversity, and helping local communities. Her goal is to create events that promote equality, respect human rights, and inspire positive social change. Anna believes that focusing on people and purpose can make the meetings industry a force for good.

Anna invites others to join her in shaping a future where every event creates lasting, positive change.