



ICCA ASSOCIATION IMPACT MASTERCLASS: UNLOCK THE POWER OF YOUR ASSOCIATION FOR TRANSFORMATIVE ACTION

Join us for the Inaugural Class supported by BESarawak: Seed Fund Contributor

25-27 April 2024 | Kuching, Sarawak

The Association Impact Masterclass, co-created by ICCA, Meet4Impact and GainingEdge, is a new groundbreaking training programme, aligning seamlessly with the ICCASkills certification programme. This initiative will add valuable enhanced capabilities to the skillsets of association professionals worldwide, enabling them to design, deliver, and measure the impacts of their activities.

Associations play a crucial role globally and adopting impact-focused strategies will empower them to continue to serve their member communities as well as intentionally driving broader social, economic, and environmental benefits.

OBJECTIVES

The ICCA Association Impact Masterclass aims to:

- Enhance associations' mission delivery through purposeful impact planning, management, and measurement.
- Empower associations to forge meaningful partnerships that create shared value.
- Build capacity to identify powerful drivers of impact and maximise the effects of actions.
- Develop measurement strategies for effective evidence-based management of impact.

MASTERCLASS AT GLANCE

1. Two-day programme, 12 contact hours.
2. Interactive onsite learning and post-course work.
3. Maximum 20 participants per cohort.
4. Learning Management System (LMS) for content delivery.
5. Four modules (tentative):
 - Defining Impact
 - Impact Strategy and SDGs
 - Partnerships
 - Impact Measurement.

UPON COMPLETION

CERTIFICATE

Participants will receive the "Certificate of Association Impact Leadership" upon completion.

ICCASKILLS CREDITS

The Masterclass counts towards the upcoming ICCASkills Association Certification, fostering synergy between the Masterclass and the broader certification programme.

Your participation will not only elevate your skills but also contribute to the evolving and growing role that associations are playing in global transformation efforts.

Join the ICCA Association Impact Masterclass and be a leader for change in the association landscape.

For inquiries and registration details, please contact ICCA Education at education@iccaworld.org.

EMPOWER, IMPACT, TRANSFORM: BE THE FUTURE OF ASSOCIATION MEETINGS!