



Carlotta Ferrari: Candidate for ICCA BoD - Europe Representative

Carlotta Ferrari is an Italian meetings industry and destination management executive with more than twenty years of experience across business events, destination development and public-private governance. Her career has progressively evolved from the local to the national and European level, combining business development, institutional relations and industry representation.

Since 2010, she has led Florence's Convention Bureau through its progressive evolution into Fondazione Destination Florence, today a public-private DMO. The organisation grew from 15 members to hundreds of businesses and stakeholders.

Through continuous dialogue with its members and the destination, she progressively broadened its scope beyond meetings, developing new projects and dedicated areas for destination weddings, leisure tourism, study abroad, international students, start-ups and temporary residents, connecting businesses, institutions and universities around different target groups, visitor flows and emerging destination needs.

Since 2014, she has served as President of Convention Bureau Italia, which she contributed to establishing to strengthen the international competitiveness of the Italian meetings industry. CBI has progressively brought together destinations and industry players around shared business objectives, strengthening cooperation, international business development and national representation. Today, it represents approximately 2,500 businesses. This collective approach has contributed to a period of significant growth for Italy's meetings industry, strengthening both individual destinations and the country's overall international positioning.

Through Italian Knowledge Leaders, she extended this approach to Italy's intellectual capital, connecting universities, scientists, researchers and leaders of international associations with the meetings industry to generate new opportunities for destinations and businesses.

Her European engagement is developed through the organisations she leads: CBI is a member of the Strategic Alliance of the National Convention Bureaux of Europe, while Destination Florence participates in the EU CVB Network.

A former Vice President of Federcongressi&eventi, she currently serves on its Board representing Italian destinations and venues. She also contributes to meetings industry education through regular teaching and guest lectures at universities and postgraduate programmes

— Carlotta Ferrari

General Manager, Fondazione Destination Florence