



65th ICCA CONGRESS

8-11 NOVEMBER | PANAMA CITY
CrossWorlds

Dear [Name],

I'd like to request approval to attend the **65th ICCA Congress** in **Panama City, Panama**, from **8-11 November 2026**.

As an ICCA member, we benefit from a discounted registration rate, making this a cost-effective investment.

The ICCA Congress is the leading global event for the international association meetings industry, bringing together **more than 1,500 decision-makers**, including association executives, destinations, venues and industry partners. With **60% of the programme dedicated to intentional networking**, it's designed to help delegates build valuable connections, explore new business opportunities and exchange practical ideas with the people driving our industry.

I see 3 clear returns from attending:

- **Generate business opportunities:** Build relationships with potential partners, strengthen existing connections and open conversations that can lead to future collaborations.
- **Bring back actionable insights:** Learn what is working across the global meetings industry and identify ideas we can apply to improve our strategy, services and competitiveness.
- **Strengthen our profile:** Represent our organisation within the ICCA community, increase our visibility and stay connected with key stakeholders in our sector.

The investment doesn't end with the Congress. The connections made and knowledge gained can continue to create value long after the event, supporting future opportunities and better-informed decisions.

I'm confident the return will outweigh the investment, delivering both immediate value through new connections and long-term value through stronger relationships, market intelligence and future business opportunities.

I'd appreciate your approval to attend and represent our organisation at ICCA Congress 2026.

Thank you for considering this investment.

Best regards,

[Name]

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