



NOVEMBER 2023

Engagement Toolkit

ICCA's Engagement with Students and
Engagement Toolkit



Presented To
Board Members

Presented by
**Future Leaders
Council**

Toolkit

This toolkit is for the use of global ICCA Chapters as a proactive guide to engage with young professionals and students in your region through targeted engagements with educational institutions.

The toolkit has been made to be used as a working document to be reviewed at each chapter meeting and includes a tool to report on the Chapter's activities to ICCA HQ.



■ The toolkit includes the following steps for engagement with young professionals:

01

How to identify and approach educational institutions in your region

02

Engagement approaches

03

Considerations for engaging young professionals

04

Other resources

How to identify and approach educational institutions in your area

Step 1

Identify the Universities and tertiary education institutions in your area. Particularly those that provide tourism and hospitality courses. Firstly, start with your chapter and discuss with them connections they might already have in their areas.

Outside of this, you may find the best results by just Googling 'Universities in my area' however, the following resources may be useful as a guide to finding out where these institutions are:

- ▶ [United Nations World Tourism Organisation \(UNWTO\) Tedqual Certified Programs](#)
- ▶ [Times Higher Education World University Rankings](#)

Most Universities have their staff contact details listed online, search for the 'Academic Chair' or 'Course Coordinator' for any of their hospitality, tourism, or event marketing degrees.

Step 2

Reach out to the educators that you find online, telling them who you are, what ICCA is, and which Chapter you represent. Make sure that you include in your email how you'd like to engage with their students and be upfront about what your intentions are. We've provided a template below but you should use what feels appropriate for your region.

Step 3

Engage with your new contact by offering ways that you or other members of your chapter could connect with their students. Some ideas include:

- ▶ Having a member of your chapter give a guest lecture
- ▶ Offer for members to become 'mentors' or to be involved in workplace projects that students do
- ▶ Offer to host an on-campus/online networking function
- ▶ Offer a once-off, free invite to students to attend your next networking event
- ▶ Ask your contact if their institution has job fairs, career days, or open days that you could speak at or host a booth

How to identify and approach educational institutions in your area

Step 4

Report and follow up. Make sure you keep an internal database of the contacts that you've created with the academics and educators at each institution.

Try and update this database regularly, as staff can often change, and try to repeat your activities at least once a year, ideally at the beginning of the academic calendar, as a new cohort of students will have filtered through.

We encourage you to follow up with these contacts once every six months. Report back to ICCA HQ about your activity so that where this was successful it can be replicated in other chapters and can be promoted as a 'good news story'.

Engagement approaches

Young professionals and event management students receive an overview of the profession through their day-to-day work and studies, but little else. These members of the younger generations have fresh ideas and innovative techniques for the events industry but often lack the confidence or channels to share these ideas compared to more established professionals. To foster their career growth, it is recommended leaders in the field foster further engagement with young professionals. The following approaches are best practices to inspire young people, establish new relationships, and encourage job retention in the industry.

Guest Lectures

Students and young professionals alike benefit when learning directly from practitioners. A thoughtful, interactive, and interesting guest lecture can make course material or training documents come to life. Chapters that are close to their university partners should work with faculty to identify the best opportunities to work with events management classes. Chapters should also lean on the relationships they have with association members to decide when to meet with those organizations' young professionals. A few tips for crafting a presentation are below:

- ▶ Find out what students already know. The goal is not to share what you know as a professional, but to cover gaps in the student's education
- ▶ Encourage participation. Asking open-ended questions throughout the lecture keeps listeners on their toes
- ▶ Experiment with different formats. Some classes may find the different voices present on a moderated panel interesting, while others may find an intimate fireside chat more approachable. For young professionals, consider presenting during a "lunch and learn" to establish camaraderie. Avoid using the same format as the professor to add interest to the presentation
- ▶ Encourage participation. Establish connections between the students and the content by delivering a hands-on experience. Small group work encourages students to work together to solve a problem and team challenges help gamify learning. Fishbowl discussions place the onus of participation on the students, fortifying their team-building skills while encouraging a close understanding of the content. Any exercise that encourages participation and critical thinking will do
- ▶ Explain the different job possibilities this multi-faceted industry offers

Engagement approaches

Internships

Internship experiences are invaluable to those who are new to the events industry. However, securing a place within existing internship programs is competitive. Chapters can and should work with their members' students and recent graduates to secure internship placements. Tips for crafting a strong internship program are below:

- ▶ Designate one person from the chapter as the “intern coordinator.” This person will serve as the point of contact for all interns who are placed by the chapter.
- ▶ Survey existing members for internship opportunities. Find out what qualities make for a winning candidate, or what areas of expertise the member is in need of most.
- ▶ Play matchmaker. Get to know the group of potential interns, and try to match their interests to open opportunities.
- ▶ Be prepared for “culture shock.” A good support system for interns includes educational and emotional support. It is not uncommon that an intern's perception of the events industry does not match reality. Guiding him or her through this confrontation will help ensure retention within the industry.
- ▶ Conduct exit interviews with interns. Collect feedback as each pupil completes his or her internship. Gather data points to benchmark the success of the Chapter's internship program and aim to improve on quality of placements and interns year over year.
- ▶ Provide a platform (LinkedIn group, WhatsApp group, etc.) for current and past interns to stay connected.

Engagement approaches

In some cases, Chapters may be involved in the development of more positions themselves. The following are tips for newly created internship positions:

- ▶ Assign work that is different from what is taught in school. The goal of the placement should be to provide a well-rounded experience and introduce the intern to new topics and projects within the events industry.
- ▶ Avoid compartmentalization. Ensure interns have access to staff from all departments within the organization.
- ▶ Incorporate interns in an ongoing project. Including interns in a team project will help them develop soft skills alongside their more contextual work.

Should there be no capacity for interns, consider hosting a 'Career Day' once or twice a year, where students can come in and get a glimpse at the day-to-day work and operations in order to spark their interest in choosing a career in the field.

Engagement approaches

Mentorship Programs

Mentorship pairings allow both mentor and mentee to establish new professional relationships and to learn from one another. Mentees are able to build confidence and connections within the industry, while mentors often feel rewarded by the experience, and are exposed to novel ideas from younger generations.

- ▶ Solicit participants. Chapters will need to recruit both mentors and mentees. Lean on member organizations and universities to identify interested persons. Be prepared in the event there are more mentors or mentees who are interested in their counterparts.
- ▶ Survey participants and play matchmaker. Make an effort to understand each participant's basic likes and dislikes, challenges, strengths, personality, etc. Pair mentors with mentees based on the collected qualitative information.
- ▶ Set expectations. The chapter should establish clear guidelines for the pair. This will help set expectations for both parties, ensuring both mentor and mentee will be able to evaluate the effectiveness of the pairing.
- ▶ Be flexible. Not every pairing will work out and chapters should be prepared to reshuffle the pairs if either participant is unhappy.
- ▶ Ground the program to existing programming. Tethering the program to a big event - either a chapter meeting or the annual congress - gives each pairing a foundational event to work around.

Engagement approaches

Field Trips, Outings & Networking Events

Like guest lectures, organised one-off experiences for students allow mature professionals to engage directly with the industry's future, but without the same commitment of resources as a mentorship or internship programme. Providing students access to networking events, or organising relevant field trips and outings, mean students gain access to hands-on, extracurricular learning opportunities. Some tips for organising such opportunities are as follows:

- ▶ Have students prepare questions before the experience. It is best to set the expectation that students must engage with the host of the experience beforehand. Asking students to conduct desk research on the host and the event itself means they will be primed to better understand the content discussed and the role of the organisation within the events industry.
- ▶ Host site visits. Ask member organisations to offer site visits of their workplace to students and young professionals. Sites are a great way to cover the most interesting and important aspects about a particular job to relative newcomers. These sites can also be used as a training exercise for member organisations' sales staff.
- ▶ Include students in event invitations. Invite students to local educational, networking, and client events. Relationships and interpersonal skills are important in the events industry. Students that attend these events will be able to practise these skills while building out their network.
- ▶ Encourage universities to offer students credit. Some students are motivated by the potential to learn alone; others are motivated by their grades. Encourage professors to offer extra credit or to add a level of involvement with extracurricular activities to their grading rubric.

Engagement approaches

Project/Assignment Based Work

Often, students are required to complete a client-based project as part of their studies. These student-led consulting projects present an invaluable opportunity to organisations looking to bring an outside or fresh perspective to a problem they are trying to solve. The Chapter should work with member universities to collect client-based project opportunities and make them known to member organisations.

- ▶ Let the students lead. Remember, these projects are usually required for course credit and their performance affects their grades. While it is expected that the “client” organisation informs the scope of work for this project, the students should be given the resources and space necessary to complete their deliverable on their own.
- ▶ Inform the scope of work. It is advisable to have the student consultants explore a real problem the organisation is facing. This will afford them the best educational opportunity, while earning the organisation the benefit of a fresh perspective.
- ▶ Provide real feedback. Give students a thorough review of their deliverables at the completion of the project. Honest and critical feedback prepares students for what will be expected of them when they enter the industry. Include remarks on their deliverable as well as their level of communication, professionalism, and timeliness for a more holistic review.

Other considerations

ICCA Membership

By actively participating in ICCA's programs and leveraging its resources, students and young professionals can further their careers, expand their skill sets, and contribute to the advancement of the industry as a whole.

With its extensive network, resources, and educational initiatives, ICCA empowers professionals to excel in their careers, stay current with industry trends, and continually enhance their expertise. These options should be as inclusive as possible and also feasible on a low budget for students.

- ▶ **Educational Programmes:** These programmes are designed to address both foundational skills and advanced topics. Whether you're new to the industry or a seasoned professional, you'll find valuable learning opportunities.
- ▶ **Networking:** ICCA's global reach allows students and young professionals to connect with like-minded individuals, potential mentors, and industry experts. The association hosts numerous events and conferences that provide ample networking opportunities, fostering collaboration and the exchange of ideas.
- ▶ **Industry Insights:** ICCA offers a wealth of resources, including research reports, white papers, and case studies, providing valuable insights into the latest industry developments. By accessing this knowledge, students and young professionals can make informed decisions and stay ahead of the curve.
- ▶ **Certification:** ICCA Skills, the association's global certification programme, is a standout offering for professional development. Developed and delivered by renowned experts, it offers an in-depth and recognized qualification, enhancing one's credibility and competence in the industry.
- ▶ **Young Professionals:** This initiative provides a voice and visibility for the next generation of event planners and managers. It's a valuable resource for those starting their careers, as it opens doors to mentorship and career opportunities.
- ▶ **Mentorship:** Experienced professionals often take on mentoring roles, guiding newcomers and helping them navigate the complexities of the event industry. This mentorship dynamic is a crucial aspect of professional development, contributing to skills development and knowledge transfer.
- ▶ **Knowledge Sharing:** By participating in knowledge-sharing initiatives, professionals not only contribute to the industry's growth but also enhance their own understanding and reputation.

Other considerations

ICCA Skills

You might consider working with ICCA HQ and your local educational institution to provide ICCA skills courses to students in your area.

Developed by the International Congress and Convention Association (ICCA) and designed by our industry experts, ICCASkills delivers the only globally recognized certification for suppliers in every sector of the meetings industry.

From juniors (CICS) to executives (CICE), ICCASkills benefits meetings services professionals at any stage of their career. The two different certification tracks offer tailored learning paths and advanced course content. All instructors are industry experts with proven teaching abilities and international business events experience.

ICCASkills is engaging and interactive with a real-world perspective that bridges theory and practice with hands-on professional development.

Job Boards & Job Listings

Find a way as a chapter to educate your institutions on jobs that may be made available by your local members. Are there associations/suppliers in your region that have open job boards? How can you get this information to local graduates?

Graduate outcomes are a key tool for Universities to encourage more students to take up a course or area of study. By assisting students in finding careers after graduation you're working to ensure more students consider these professions in the future.

Online platform, listserv, collect responses during chapter meetings (reference to poster boards in session halls).



ICCA

Other Resources



Topics to cover with students

Introduction to the Meetings Industry

The Meetings Industry, commonly known as the MICE industry (Meetings, Incentives, Conferences, and Exhibitions), is a multifaceted powerhouse with a profound impact on the global economy. Its central mission is to unite individuals, making it a vital catalyst for young people seeking various opportunities. It not only fosters essential connections for business growth and knowledge sharing but also offers a vibrant platform for entertainment and education. In this in-depth journey, we will uncover the Meetings Industry's importance, explore its core elements, and highlight the diverse array of events it hosts, all of which play a pivotal role in shaping the future of young professionals.

1. Importance of the Meetings Industry: The Meetings Industry is the driving force behind countless events, both large and small, that facilitate communication, collaboration, and economic growth. It plays a vital role in sectors such as corporate business, tourism, education, and government, contributing significantly to a region's or country's economy. Moreover, it serves as a catalyst for innovation and knowledge transfer by bringing people from various backgrounds and expertise together.

2. Key Players: Within the Meetings Industry, a wide array of professionals are involved, including event planners, venue managers, hospitality staff, and technology providers. Understanding the roles and responsibilities of these key players is essential to comprehending the industry's inner workings. Event planners, for example, are responsible for conceptualizing, organizing, and executing events, while venue managers ensure that the physical space meets the needs of the event.

3. Diverse Range of Events: The Meetings Industry encompasses an extensive spectrum of events, from small-scale corporate meetings and training sessions to massive international conventions and trade shows. It also includes cultural and social events, such as weddings, festivals, and art exhibitions. Each type of event has its own unique set of requirements and challenges, making the industry both dynamic and diverse.

4. Economic Impact: The economic impact of the Meetings Industry should not be underestimated. It generates revenue for destinations, stimulates local economies, and provides job opportunities. In addition, it contributes to the development of infrastructure, including conference centers, hotels, and transportation networks, to accommodate the growing demand for event hosting.

5. Global Reach: In today's interconnected world, the Meetings Industry has a global reach. International conferences and conventions draw participants and exhibitors from all corners of the globe, fostering cross-cultural exchanges and international business opportunities. This global dimension makes the industry a platform for diplomacy, international cooperation, and cultural exchange.

<https://themeetingsind.wpengine.com/wp-content/uploads/JMIC-Industry-Overview-1.pdf>

Topics to cover with students

Event Planning and Management

Event planning and management are multifaceted disciplines that demand precision, creativity, and a knack for problem-solving. Whether you're organizing a small corporate workshop or a large-scale international conference, the success of an event depends on careful planning, attention to detail, and seamless execution. Let's delve deeper into the key aspects of event planning and management:

- **Event Conceptualization:**

The process often begins with conceptualization. This is where you determine the purpose and goals of the event. Is it a product launch, a charity fundraiser, a trade show, or a wedding? Defining the event's objectives is essential, as it guides all subsequent decisions.

- **Budgeting:**

Creating a detailed budget is crucial. You'll need to estimate expenses for venues, catering, entertainment, marketing, and other elements. Staying within budget while delivering a high-quality event is a challenging but essential skill for event planners.

- **Venue Selection:**

Choosing the right venue is a critical decision. Consider factors such as location, capacity, accessibility, and the overall atmosphere. The venue sets the stage for the event and impacts the attendees experience.

- **Logistics and Coordination:**

Event planners must manage logistics meticulously. This includes arranging transportation, coordinating with vendors, scheduling speakers or entertainment, and ensuring that all the moving parts come together seamlessly.

- **Marketing and Promotion:**

Effective marketing and promotion are essential for attracting attendees. This can involve creating a marketing plan, designing promotional materials, and utilizing various channels, including social media, email marketing, and traditional advertising.

- **Registration and Attendee Management:**

Implementing a streamlined registration process and managing attendees efficiently are vital. This may involve developing registration systems, issuing badges, and handling inquiries or changes leading up to and during the event.

Topics to cover with students

- On-Site Management:

When the event day arrives, event planners and managers are responsible for ensuring everything runs smoothly. This includes handling unexpected issues, overseeing staff and volunteers, and making quick decisions to resolve any hiccups.

- Post-Event Evaluation:

Once the event is over, it's crucial to evaluate its success. This involves analyzing attendee feedback, financial data, and other relevant metrics to determine what worked well and where improvements can be made for future events.

- Technology and Tools:

Event planners often leverage various event management software and tools to streamline their work. These tools can help with registration, ticketing, communication, and analytics, making the planning process more efficient.

- Adaptability and Crisis Management:

The ability to adapt and handle unforeseen challenges is a hallmark of a skilled event planner. Be prepared for anything, from sudden weather changes to technical glitches, and have contingency plans in place.

Sustainability and Green Meetings

One of the cornerstone principles of ICCA's approach to sustainability is its dedication to fostering green meetings. These events are characterized by a range of eco-friendly practices, including waste reduction, energy efficiency, responsible sourcing, and a focus on eco-conscious transportation.

To achieve this, ICCA provides valuable resources and guidance to its members and the broader events industry. They offer educational programs, toolkits, and best practice guides to equip event planners with the knowledge and tools necessary to implement sustainable practices effectively. This approach is not only environmentally sound but also fiscally responsible, as it can lead to cost savings while promoting corporate social responsibility.

ICCA's sustainability efforts extend beyond the event itself. They actively encourage venues and destinations to adopt sustainable practices. Furthermore, ICCA is committed to raising awareness about sustainability among its members and the public, showcasing the benefits of adopting green meeting practices. Their efforts in this regard are commendable, and their commitment to sustainability is a testament to their dedication to the industry's future.

Template A: Making Outreach to Educators

Dear _____,

I hope this message finds you well.

I'm writing to you as the Chair/Member of the International Congress and Convention Association (ICCA) CHAPTER Chapter. If you're not already familiar, The International Congress and Convention Association (ICCA) is a global community and knowledge hub for the international association meetings industry. Founded in 1963, ICCA specialises in the international association meetings sector; offering data, education, communication channels, as well as business development and networking opportunities.

But beyond this, and the primary reason for reaching out to you today, is that ICCA and its chapters have a significant commitment to fostering the next generation of meetings industry professionals. We run a top-tier Young Leaders programme and host a dedicated annual conference to promote and nurture emerging talent. (Include information about chapter-specific Young Leaders activities here)

My hope is to explore ways we could engage your students to provide them with a deeper understanding of the association and conference industry.

If you're interested, we would love to discuss ways we could engage with your institution such as guest lectures, mentoring, internships or what suited your staff and courses.

If you could spare some time to meet and discuss this opportunity, either with me or one of our chapter members, we would be grateful.

I'm looking forward to your response.

Best Regards, [Your Name]

Template B: Presenting to Universities

The following is a sample outline ICCA Chapters may use when presenting to potential new university members.

- SLIDE 1: What is ICCA? Give a short history on ICCA, and its impact on the events industry.
- SLIDE 2: Why ICCA Matters to Universities & Students. Provide an overview of the outcomes University members can expect from their membership.
- SLIDES 3-?: What is included in Membership. Through initial conversations with educators and university staff, Chapters should have a good understanding of the factors most important to potential new university members. They may include:
 - ICCA Skills
 - Access to data and research
 - Student engagement opportunities
 - Job Board
 - Networking opportunities
 - Student and professor access to events
- FINAL SLIDES: Close the Deal.
 - Provide testimony from notable university members.
 - Know the competition, and highlight the benefits universities would receive from ICCA they may not receive from other industry associations.
 - Address any concerns about the cost of membership.

While a presentation is an easy way to communicate the benefits of ICCA in a virtual or in-person setting, it is not the only method. Consider other ways to sell membership, including through social media, email newsletters, at events, and through the personal relationships of members.



**For inquiries,
contact us.**

