



# International Congress and Convention Association

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**Hello, my name is Leonie Ashford, Business Events Manager with Tourism New Zealand and the best candidate for the Asia Pacific seat on the ICCA Board.**

I am a vigorous advocate for the sector and a champion of Business Events across Asia Pacific and Oceania. As an industry professional, I have a proven track record leading Tourism New Zealand Business Events and the wider New Zealand sector through maximising competitive advantages and growing business opportunities. Leading a destination requires experience and innate understanding of the importance of all elements, including venues, accommodation, meetings management, transport and suppliers.

I have been an active member of ICCA since 2011, contributing to panels, workshops, attending ICCA Congresses, forums and international tradeshow.

- 2018 guest speaker at Malaysia Business Events Week
- 2019 supported the Asia Pacific Summit, Penang
- 2023 spoke at Goyang Destination Week, Korea

In the last 12 months I have been the driving force behind two winning initiatives:

## **Professional Development**

Hosting **ICCASkills** in New Zealand, September 2024, including making scholarships available to ensure as many industry members can participate as possible.

## **ICCA Best Marketing Awards Winner**

In November 2023 at the congress in Bangkok, I presented the winning campaign showcasing the power of harnessing insights to drive results.

As the Asia Pacific representative of the ICCA Board of Directors, I will ensure our region has a strong voice and the strategic importance of the Asia Pacific Chapter is reflected.

To give the Asia Pacific Chapter a competitive advantage and grow business opportunities throughout the region I believe we should focus on **Regional collaboration**: create opportunities to share, connect, learn and recognize 'best practice' in the Asia Pacific Chapter. We can learn from one another about the positive social impact from association conferences and share our sustainable meetings practices.

Thank you.