

CASE STUDY:

ICCA Congress 2023 Bangkok, Thailand

A legacy-driven, record-breaking global meeting that delivers the destination's promises, marks history in Asia Pacific and paves the way to a sustainable future for its successors.

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Introduction

Thailand Convention and Exhibition Bureau (TCEB), in collaboration with Bangkok Metropolitan Administration (BMA), hosted the ICCA Congress 2023 Bangkok, Thailand from 12-15 November at the Queen Sirikit National Convention Center (QSNCC).

The congress breaks a record with over 1,100 delegates from more than 80 countries and territories worldwide, making it the largest ICCA Congress ever held in the Asia-Pacific region and the third largest in the 62-editioned history of ICCA Congress.

This report covers and summarizes key factors contributing to Thailand's success as the Congress's host, from the country's pioneering history with ICCA, the rationale behind its capital city for host candidature, bid strategy, strong local network and international partnerships, hands-on creative approach to Congress organization, collaborative business development, PR and marketing efforts, and shared visions with ICCA in sustainability, DEI, legacy and innovation.



AT A GLANCE



12-15 November 2023



Queen Sirikit National Convention Center (QSNCC)



1,136 delegates



from
80 countries & territories



Largest ICCA Congress in Asia Pacific



3rd largest ICCA Congress in history



360+ newcomers to the Congress



140+ first-timers to Thailand



1,180 tons carbon dioxide equivalence offset by TCEB



"Bangkok Protocol on Sustainable Gastronomy by ICCA" as legacy (initially 2024-2026)



ORGANIZER



HOST



HOST CITY



Background

Dating back over 40 years ago to 1982, Thailand sent a group of 7 young pioneers in travel industry to attend ICCA's convention management program or CMP in Salzburg, Austria. They came back home with a much clearer understanding of how to manage association meetings industry to benefit the destination. From a strong determination to make Thailand an active player in the global meetings industry, came a bold decision to submit the bid for Thailand to host ICCA Annual Congress.

Thanks to ICCA's awareness of the pioneering spirit, Thailand was selected to host ICCA Congress for the first time in 1985 at Dusit Thani Hotel in Bangkok and The Rose Garden on the suburb of Bangkok.

In 2005, Thailand submitted the bid to ICCA and was given the opportunity for the second time to host the congress in 2007. This time, Pattaya was the host city, and Pattaya Exhibition & Convention Hall (PEACH) was the venue. It became a success with a record of 814 attendances.

A decade had passed, and as the partnership between Thailand and ICCA grew from strength to strength, the Thailand Convention and Exhibition Bureau (TCEB) decided that it was time the country played host to the ICCA Congress once again. In 2020, amidst the progression of the global coronavirus pandemic (COVID-19), Thailand submitted the bid, proposing Bangkok as the host city.

MILESTONES

-  **1982** Thailand's first 7 CMP certified professionals
-  **1985** Thailand hosted 24th ICCA Congress in Bangkok
-  **2007** Thailand hosted 46th ICCA Congress in Pattaya
-  **2023** ICCA Congress 2023 Bangkok, Thailand

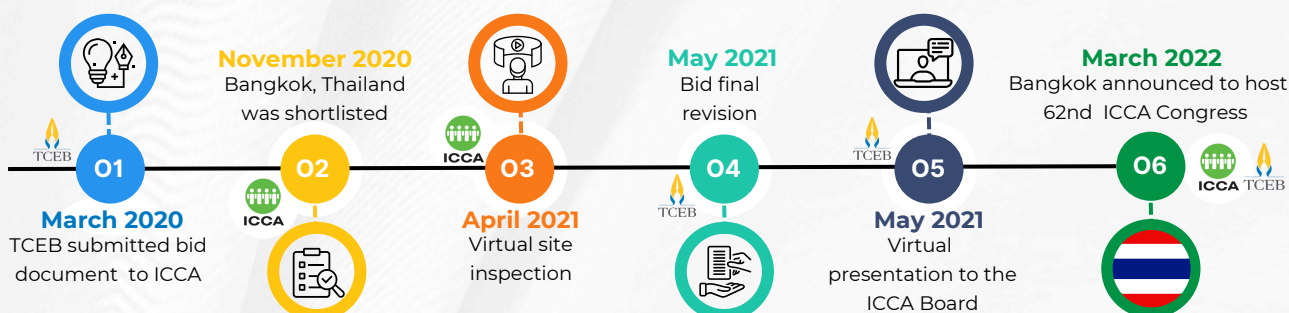
Bid Journey

The bid happened during one of the most challenging times, especially for the business events industry. TCEB and its bidding partners had to brainstorm and come up with innovative and creative ways to make an impression.

"Reimagine the Future" became the proposed theme, reflecting ICCA as a dynamic community that constantly embraces transformation and future-proofs the global meetings industry in a refined way. It also considered the promise that the coming years will allow the ICCA Congress experience at an opportune time, resuming the in-person contact that is so core to the industry.



Key Dates



Partnerships and Collaboration

As soon as ICCA made the announcement, TCEB set the project in motion right away. The framework of collaboration for the congress between TCEB and ICCA entails Bangkok, under the supervision of Bangkok Metropolitan Administration (BMA), serving as a host city and TCEB acting as a local host responsible for local promotion of the congress and appointing the local organizing committee, which comprises Thai organization members of ICCA, alliances from both public and private sectors, related entrepreneurs and associations. The committee was involved in planning and preparing for all stages of the congress organization.

In addition to its effort in reducing the carbon emission and footprint of the 62nd ICCA Congress to reaffirm Thailand's determination to champion sustainability and to highlight Bangkok's success in environmental credentials for the meeting industry after the city won the Most Improved Award from the Global Destination Sustainability Index (GDS-Index) 2022 during the 61st ICCA Annual Congress in Poland, TCEB also sought support from local sustainability and carbon partners for carbon offsetting guidance and relevant documentation and certification.

All partners were collectively called "Team Thailand".



All Hands on Deck

The collaborative efforts from Team Thailand were strategically choreographed by and between TCEB, BMA, and ICCA Thailand Members: from participating in the 61st Congress in Krakow, Poland, to planning local visibility campaigns, sourcing trusted organizers and suppliers, to raising awareness and garnering unanimous appreciation of the Congress's potential to, once again, put Thailand on the global meetings map.

In December 2022, Team Thailand jointly welcomed ICCA during its official inspection of Bangkok. The trip included a press conference where the Congress's partnership MoU was signed between ICCA and TCEB, and with BMA as witness.

ICCA HQ and TCEB arranged a series of bi-weekly progress meetings that later became weekly meetings when the Congress was around the corner. The constant communication helped ensure all parties involved were on the same page. In the later stage of preparing for the Congress, the practice substantiated lucid information and direction given to the Congress's volunteers at the pre-Congress briefing.



Welcome to Bangkok, Thailand

Then came the week of the event proper, 12-15 November, when arriving delegates from around the globe were warmly greeted by event staff at the Congress hospitality desk in the airport, followed by hundred of welcome signages along their journey to the hotels. With BMA's support, the welcome signages were available in the major metro areas near the Congress venue, Queen Sirikit National Convention Center (QSNCC).

Behind the scenes, Team Thailand had worked tirelessly and closely with ICCA to deliver the destination's essence while materializing the shared visions in sustainability, DEI, legacy, and innovation at the Congress. The strong Organizer's, Host's, and Host City's partnership brought outstanding results.



86

associations



360

mins of member-led co-creation sessions



44

educational sessions



103

inspirational speakers



2

global awards
7 finalists
2 winners



63

live business exchange leads



3

breath-taking social events



8

cultural performances



540

Gift of Love donations



60

Class of 2023 student guests



37

press participants



50

smiling volunteers



high level focus on Sustainability, Legacy and DEI



Host Destination Showcases

Social Events

As Congress Host, TCEB took on multiple social events throughout the Congress: from the Opening Ceremony presentation and performance, the Welcome Reception, in collaboration with the host city BMA, at the heritage Bangkok Railway Station, to the memorable Gala Dinner at True Icon Hall.

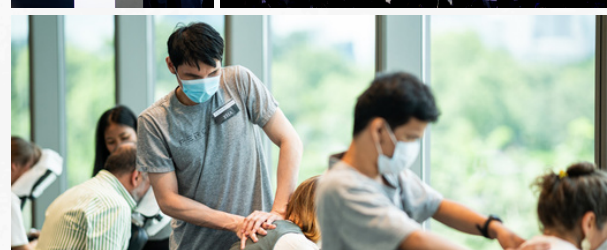
ICCA Thailand Members also chipped in and hosted additional functions comprising an exclusive breakfast and a cultural immersion activity to showcase Thai culture and hospitality.

Cultural Performances

Whenever an opportunity presented itself, Team Thailand ensured that the shows and performances at the Congress reflected the enchanting Thai culture. Coordination and cross-checking between various teams were in place to synchronize the storytelling of all shows.

Wellness Corner

The world-renowned Thai massage by visually impaired therapists was also available at the Congress. It was another aspect of Thai culture and a touch of the industry's focus on DEI, brought to the delegates by ICCA Thailand Members.



Congress Legacies

CSR Activities

The delegates partook in one of the three CSR activity options provided by local CSR partners: Thai Organic Consumer Association (TOCA), Thailand Rural Reconstruction Movement Foundation (TRRM), and Big Trees Foundation. The activities included “Food Waste into Organic Fertilizer,” which used food waste collected from the conference; “Handmade Recycled Notebook for Children,” that repurposed recycled paper into handmade notebooks, and “Tree Care Services at Benjakitti Park” located adjacent to the Congress venue.

Also, the Congress’s “Gift of Love” project featured Pankan (means “Let’s Share”) Shop by Yuvabadhana Foundation where delegates’ donated items were turned into scholarships for underprivileged students in Thailand.

Carbon Offset and Sustainability Report

TCEB was able to offset 1,180 tons of the event’s carbon dioxide equivalent through all activities, a remarkable achievement that resonates deeply with TCEB’s vision and an ambition shared with ICCA in the area of sustainability. Key onsite deliverables also include a practical and measurable demonstration of food sourcing and food waste management.

Bangkok Protocol on Sustainable Gastronomy

Using the Congress’s sustainable food sourcing and food waste management as model, TCEB and ICCA has been working together to launch the protocol by the next Congress in 2024. Initially, the protocol is planned to cover 2024–2026.

TCEB’S CONTRIBUTION



Financial support



Opening Ceremony
Performance



Gala Dinner



Promotion & Local Visibility



Hosted Associations’
Program and VIPs’ logistics



MRT passes for all delegates



Congress souvenir: refillable
and trackable water bottles



More vegetarian portions
for carbon reduction



1,180 tons carbon dioxide
equivalence offset by TCEB

IMPACTS ON THAILAND



74 MB revenue



178 MB expenditure



157 MB GDP



235 jobs creation



12 MB tax

ECONOMIC



Economic and Social Impact

TCEB conducted an onsite survey during the Congress and calculated its multidimensional impacts on Thailand. The findings concluded that the Congress generated 74 million baht in revenue, contributed 157 million baht to gross domestic product (GDP), created 235 jobs, and produced 12 million baht in tax revenue. On the social aspect, which included the personal, professional, brand reputation, and environmental impacts, the Congress’s value was 313 million baht.



9.19MB personal
value



250MB professional
value



53.6MB brand
value

SOCIAL



DELEGATE FEEDBACKS

ICCA Congress 2023 Bangkok, Thailand



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The 62nd ICCA congress was a **fantastic multicultural and multidimensional event**, held in Bangkok, a very special place.

*Elenida Shkarpa,
World Lottery Association*

”



“

Genuine hospitality made my stay in this vibrant city truly unforgettable.

*Catarina Veiga,
World Energy Council*

”

“

Thank you, Thailand, for making the experience so memorable to me. **Thai people are amazing hosts**, and they make everyone feel so welcome and at home.

*Molly Cheam,
APRICOT Conference 2024*

”

“

The 62 ICCA congress truly showcased the **impeccable hospitality** of Thailand.

*Christin Herger,
World Association of News Publishers
(WAN-IFRA)*

”



”

Thailand has proved itself to be an **exciting country with authentic culture, world-class hospitality, and fantastic infrastructure** which will stay with me as such a memorable experience.

*Thomas Reiser,
International Society on
Thrombosis and
Haemostasis (ISTH)*

”



“

The conference and events really **showcased the city and its potential as a conference destination**.

*Gerard P. Lebeda,
International Society for Urban
Health (ISUH)*

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