Events Industry Council Announces New Virtual Event for 2020

EIC Advance will elevate, inspire and connect events industry professionals around the world


EIC Advance is open to all event industry professionals and will feature three days of innovative education, peer-to-peer connection, on-demand programming, and unique CMP experiences. The keynotes will be held in local time zones – one for each of the following: Asia, EMEA, Latin America and North America.

Registration will open in September with early bird rates, a bundle rate, and COVID-19 relief rates. EIC Advance will feature opportunities to earn CEs toward CMP and CMP-HC certification.

“Through this global forum, EIC will bring us together as an industry – to strengthen our global connections, learn from best practices in all parts of the world, enhance our collaboration, and amplify our voice,” said Events Industry Council Board Member and Chair-Elect Mark Cooper, Chief Executive Officer, IACC. “By opening to the entire business events ecosystem, EIC Advance will create education opportunities that are relevant across all time zones, to the benefit of our people, businesses and communities.”

Daily keynotes, concurrent sessions, and panel discussions with industry experts will include:

- Event innovation, programme design, virtual technologies, post-COVID realities
- Advocacy
- APEX COVID-19 Business Recovery Task Force findings
- Sustainability and social impact
- Diversity and inclusion
- Wellness and personal growth
- Leadership and professional development

“Now more than ever, we must unify to support our global work force and champion our global business events industry as a vehicle for economic recovery,” said Amy Calvert, Events Industry Council CEO. “While we continue to
navigate the disruptions of this year, we have been given an opportunity to embrace a collective conscience and reflect, acknowledge, adapt, transform and envision a future that is stronger, more relevant and vibrant. EIC Advance will offer us a moment in time to come together to share and connect in meaningful ways. Together we are stronger, and together we can create lasting change."

**About the Events Industry Council**
The Events Industry Council’s more than 30 member organisations represent over 103,500 individuals and 19,500 firms and properties involved in the events industry. The Events Industry Council’s vision is to be the global champion for event professionals and event industry excellence. It promotes high standards and professionalism in the events industry with the Certified Meeting Professional (CMP) programme and signature programme activities. The CMP credential is recognised globally as the badge of excellence in the events industry. The qualifications for certification are based on professional experience, education and a rigorous exam. The four signature programmes – Sustainability and Social Impact, Accepted Practices Exchange (APEX), Knowledge and Leadership – represent the key initiatives, assets, services and products for the Events Industry Council. Learn more online at [www.eventscouncil.org](http://www.eventscouncil.org).

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