

New Strategic Partnership Set to Boost Global Business Events Sector Recovery

International Congress and Convention Association (ICCA) to utilise Simpleview technology and services for digital transformation

UNITED STATES, November 29, 2021 /EINPresswire.com/ -- UNITED STATES — [Simpleview](#), a leading global technology and software provider for the meetings and events industry, is pleased to announce a strategic alignment and long-term partnership with the [International Congress and Convention Association \(ICCA\)](#). ICCA represents the interests of 1,100+ global meetings destinations, venues, suppliers, and partners in almost 100 countries and territories.

This multifaceted strategic technology partnership results from a year-long process of discovery, exploration, and collaboration, with input from stakeholders, senior leadership, and the ICCA Board of Directors. Adding value to the ICCA member experience through the deployment of modern technologies and growing association knowledge on their database have been top priorities for ICCA, and the Simpleview partnership will help make this a reality.

The phased plan will include an ICCA visual identity refresh, the design and implementation of a new ICCA website, a CRM platform to streamline the day-to-day operations, a new ICCA member portal, and a reimagined ICCA Association Meetings Database. This represents a complete overhaul and reinvention of the ICCA tech stack using Simpleview's industry-leading products, services, and platforms.

"After serving on the ICCA board of directors for six years, I understood that digital transformation, data, and modernised tools and technologies were high priorities for the association. ICCA provides various tools, resources, and education to support members and we are excited to be a part of that support system. With our partnership and investment in ICCA, we are now fully vested in their continued success," said Rich Reasons, president of Simpleview.

"During this period where the world has dealt with significant change and the Business Events industry has stopped, we recognise the importance our industry places on knowing their client through quality data and the requirement to accelerate recovery through qualified business events," said James Rees, president of ICCA. "Simpleview is bringing their global expertise, insights, and technology to this project, and we both look forward to collaborating with the industry to get back to business."

About Simpleview

Headquartered in Tucson, Arizona, USA, with offices in Pittsburgh, Pennsylvania, USA, Liverpool, United Kingdom, Oslo, Norway, and Mexico City, Mexico, Simpleview is a worldwide leading provider of CRM, CMS, website design, digital marketing, revenue generation, and mobile technologies for convention bureaus, venues, tourism boards, and destination marketing organisations (DMOs). The company employs 400+ staff and works with 1,000+ organisations on six continents.

About ICCA

ICCA is the global association leader for the international meetings industry and specialises in the international association meetings sector, offering unrivalled data, education, communication channels, and business development and networking opportunities. Since its establishment in 1963, ICCA has represented the world's top destinations and most experienced suppliers specialised in handling, transporting and accommodating international meetings and events. It comprises over 1,100 member companies and organisations in almost 100 countries and territories worldwide.

Stacie Wingfield

Simpleview

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/557277913>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.