



Press Release

11th June, 2021

Introducing the *Masterclass on Impact Strategy and Measurement* as part of the newly launched GDS-Academy - Dynamic Learning to inspire regeneration of the tourism, meetings and events industries.

#MEET4IMPACT is very proud to announce that we have partnered with the GDS-Movement to produce our very own masterclass on Impact Strategy and Measurement, launched on June 9, 2021 as part of the new GDS-Academy. This masterclass aims to support Destination Management Organisations (DMOs) worldwide to develop a robust impact strategy and implement measurement processes to monitor their social and environmental performance.

Launched in 2019, #MEET4IMPACT has been designed with the vision of transforming the business events industry by generating a movement to create positive societal impact with its actors and their events, and it does so by building the capacity of organisations to transform their practices through trainings and coaching. For the DMO of tomorrow, having an impact strategy means developing the capacity to purposefully leverage their economic activity - attracting events and the visitor economy - to generate fruitful legacies for the communities that they represent and serve, which in turn deliver positive economic, environmental and social outcomes over time. More information on the learning outcomes and curriculum for the masterclass can be found here: <https://academy.gds.earth/courses/Impact-strategy>.

"The whole team at #MEET4IMPACT is so excited to be part of the GDS Academy! This partnership provides a unique opportunity to join forces with the best-in-class in destination sustainability, and it's the best channel we could hope for to launch this brand-new Impact Masterclass for DMOs. We are hopeful that sharing our knowledge will contribute to DMOs developing a purposeful pathway towards social and environmental regeneration through the visitor economy."

– Geneviève Leclerc, CMP, Co-Founder & CEO, #MEET4IMPACT

About the GDS-Academy

The GDS-Academy (<https://www.gds.earth/academy/>) brings forward progressive perspectives, teaching and practical application that will catalyse the mindsets and skills sets of DMO professionals, organisations and their partners. The ultimate goal of the GDS-Academy is to enable positive social, environmental and economic regeneration through tourism and events based on a refreshed understanding of what it takes for a sector to thrive. By using regenerative frameworks and fostering networking and collaboration the GDS-Academy will bring much needed new learning to enable destination professionals to adapt to the ever-evolving conditions brought upon by massive shifts in the sector so deeply affected by the global pandemic.

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The GDS-Academy is a dynamic collaboration with ICCA (International Congress and Convention Association) and ECM (European Cities Marketing) who are the strategic and certificate partners.

The faculty are experts in sustainable destination management and thought leaders in regenerative management practices. Together they facilitate dynamic learning experiences that accelerate professional growth using design thinking processes that are immersive, engaging and fun.

If you want to watch the video of our launch, [find it here](#).

For more information, please contact:

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#MEET4IMPACT, a non-profit organization, is a collective and collaborative project that has been designed with the vision of transforming the business events industry by generating a movement to create positive societal impact with its actors and their events. Launched in 2019 by Geneviève Leclerc, who has more than 25 years of experience in the business events sector, and Jacques Blanchet, expert in sustainable development and corporate social responsibility, #MEET4IMPACT wishes to propel the actors it engages in the development of protocols to create all-around impacts. www.meet4impact.global

The **GDS-Movement** unites and enables destination management professionals to create flourishing and resilient places to visit, meet and live in. Our mission is to co-create sustainable and circular strategies, mindsets and skill sets that will enable destinations of the future to thrive, and society and nature to regenerate. www.gds.earth

European Cities Marketing is a non-profit organisation improving the competitiveness and performance of the leading cities of Europe. ECM provides a platform for Leisure, Meetings Industry and City Marketing professionals to exchange knowledge, best practices and widen their network to build new business. European Cities Marketing is linking the interests of members from more than 115 major cities in 36 countries. More information can be found on www.europeancitiesmarketing.com

ICCA – the International Congress and Convention Association – is the global community and knowledge hub for the international association meetings industry. ICCA represents the world's top destinations and most experienced and leading suppliers specialising in handling, transporting, and accommodating international meetings and events, and comprises over 1,100 member companies and organisations in 92 countries and territories worldwide. Since its establishment in 1963, ICCA specialises in the international association meetings sector, offering unrivalled data, communication channels, and business development opportunities. www.iccaworld.org.