



WFTGA at ICCA Readiness Lab | Fresh Perspectives, Strategic Vision

WFTGA Participates in ICCA Association Readiness Lab Washington, D.C. | April 9, 2025

Maricar Donato, Global Brand Ambassador for the World Federation of Tourist Guide Associations (WFTGA), proudly represented the Federation at the ICCA Association Readiness Lab: Navigating Disruption in Unpredictable Times, an interactive workshop designed to equip association leaders with the tools to address today's complex challenges.

The event brought together 60 participants from six countries: USA, Canada, Singapore, Mexico, Belgium, and The Netherlands, fostering cross-border dialogue and collaboration within the global business events community.



Ms. Maricar Donato with
Dr. Senthil Gopinath, ICCA CEO



Ms. Maricar Donato with Shawn Cheng,
North American Regional Manager

Key Takeaways from the Lab:

1. Form a Fundraising Advisory Task Force

A small team of volunteers to bring recommendations to the WFTGA President on innovative fundraising strategies.

2. Reallocate Budgets for Growth

Explore setting aside resources to engage an Association Management Company or hire a salaried staff member focused on developing WFTGA's business model.

Voice of the Member: Shaping Our Future Together

We believe it's time for fresh perspectives and renewed energy. WFTGA is committed to:

- Enhancing communication
- Encouraging member involvement
- Making decisions with transparency and collective insight

Your voice matters. Let's shape the future of our Federation—together.

Call to Action:

Want to get involved?

Share your ideas or express interest in joining the advisory group by emailing us at maricar@wftga.org

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Francisco Gomez
Factum Global

"Business as usual may be the
biggest risk right now."

"Political factors now directly
permeate association activities, and
the likelihood of geopolitical risks
continuing into 2026 and 2027 is very
real. Consider long term strategies
and investments are critical for your
association survival."



Tommy Godwin, ECA



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