



107 Carpenter Drive, Suite 100  
Sterling, VA 20164  
1.800.645.7700  
703.391.8400  
Fax: 703.391.8416  
[www.iccfa.com](http://www.iccfa.com)

FOR IMMEDIATE RELEASE

Contact:

For More Information, Please

Mattheaus Singh  
1.800.645.7700  
[singh@iccfa.com](mailto:singh@iccfa.com)

## **TAMPA BAY WELCOMES BACK THE ICCFA ANNUAL CONVENTION & EXPOSITION, APRIL 10-13, 2024: A PREMIER GATHERING FOR PROFESSIONAL EXCELLENCE**

**STERLING, VA (March 6, 2024)** – This year, the International Cemetery, Cremation, and Funeral Association is returning to Tampa Bay and docks on April 10-13 at the Tampa Marriott Water Street and Tampa Convention Center. Join thousands of deathcare professionals at this convention to expand your knowledge, learn from world-class keynote speakers, participate in educational breakout sessions, visit our expansive exhibit hall for the latest goods and services and connect with deathcare professionals worldwide. Currently, we have 225 exhibiting companies, and they occupy 428 booths within the exhibit hall. Limited booth space is still available. This is a can't-miss event.

The convention is highlighted by two incredible keynote speakers on Thursday, April 11, at 2:30 p.m. and Friday, April 12, at 9 a.m., respectfully. The 2024 keynote speakers include:

**SHAWN ANCHOR** is a New York Times bestselling author of *The Happiness Advantage* and *Big Potential*. Shawn is a world-leading expert on the connection between happiness and success who has worked with many Fortune 100 companies, including places like the NFL, the Pentagon and the U.S. Treasury. Shawn's presentation, "*Big Potential: How Transforming the Pursuit of Success Raises Our Achievement, Happiness, and Well-Being*," will show us that pursuing potential in an interconnected way is how we can achieve our potential in business and education. Shawn will share five strategies for achieving success and applying them to work and home life.

**BRIAN SOLIS** is a world-renowned digital anthropologist, futurist, award-winning author and global keynote speaker. Brian has been called "one of the more creative and brilliant business minds of our time" by *Forbes*. Brian speaks on disruptive trends and technologies and their impacts on business and society. Brian will present "*Ignite Moments! How to Become a "Customer Company"*" in an ever-evolving world where Artificial Intelligence (AI) blurs the lines between physical and digital experiences. Brian will also demonstrate how "ignite moments" deliver personalization, warmth, and connected experiences that people love, remember and share.

The 2024 ICCFA Exposition Hall Grand Opening & Reception will commence on Wednesday, April 10, at 4:15 p.m., inviting all attendees to partake in the festivities and refreshments. The exhibit hall will remain open on Thursday, April 11, from 10:30 a.m. to 5 p.m. and Friday, April 12, from 10 a.m. to 1 p.m.

The President's Banquet, now scheduled for Thursday at 6 p.m., ensures that attendees won't miss out on this significant event. Following the banquet reception, the evening will feature the annual Celebration of Remembrance, recognition of the 2023 Keeping It Personal Award winners and the induction of Fred Lappin, CCE, into the ICCFA Hall of Fame for his outstanding service to the association, the deathcare profession, and the public.

A highlight of the evening will be the ICCFA Presidential transfer, marking the end of Robbie Pape's term and the introduction of Lee Longino as the incoming President. The night will culminate with comedian Josh Blue, sharing his stand-up routine and off-the-cuff improvisational skills.

The breakout sessions, designed to be a great learning experience to stimulate professional growth, will incorporate sessions on how to lead and develop staff, new cemetery developments in the 21st century, consumer expectations and tips on hiring new staff and retaining top talent. Program details, information on how to exhibit, hotel booking links and registration information are available at [iccfa.com/annual](https://iccfa.com/annual).

###

*Founded in 1887, the International Cemetery, Cremation, and Funeral Association is the only international trade association representing all segments of the cemetery, cremation, funeral, and memorialization profession. The association is comprised of more than 10,000 members in the cemetery, funeral home, and crematory industries, as well as supplier and related businesses worldwide.*