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## **ICCFA VIRTUAL CONVENTION & EXPOSITION PROVIDED EDUCATION & NETWORKING OPPORTUNITIES TO GLOBAL AUDIENCE**

**STERLING, VA (June 16, 2021)** – The International Cemetery, Cremation and Funeral Association (ICCFA) held its Virtual Convention & Exposition on May 17–21. The event was originally planned to be in-person but shifted to an online event due to gathering restrictions related to the COVID-19 pandemic.

The virtual convention featured over 25 hours of educational sessions spanning five days. Each day began with a keynote presentation, followed by educational sessions led by industry and thought leaders from both within and outside the deathcare profession. The virtual exhibit hall featured over 75 booths and exhibitors were able to further display their goods and services in the Supplier Showcase. The event featured high levels of interaction for attendees; the number of messages sent and community board posts made was over ten times higher than average for the platform.

“The ICCFA headquarters staff and program co-chairs, Robbie Pape and Gino Merendino, worked tirelessly to create value and bring a first-class virtual convention to both attendees and exhibitors for 2021,” said ICCFA Immediate Past

President Jay Dodds. “I believe that we were able to successfully provide the educational offerings and networking opportunities that are synonymous with the ICCFA Convention. While we cannot fully replicate the incredible experience that this event is in-person, I was very impressed by the quality of the sessions and conversations.”

Attendees rated the educational content and platform experience highly and many have indicated that they will continue to return to the platform to watch sessions on-demand for as long as they are available.

“First, I have to say ‘wow!’ You have done a great job with the Virtual [Convention]. I was able to register this year and I think ICCFA is a cut above! Thank you for all that [the ICCFA] is doing to give the masses this wonderful opportunity,” said Angela Ryan of Spring Grove Cemetery & Arboretum in Cincinnati, Ohio.

The ICCFA Annual Convention & Exposition will return as an in-person event in 2022 at the Mandalay Bay Resort & Casino in Las Vegas, Nevada from March 22 to 25.

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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.

