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PRESS RELEASE

For Immediate Release

Alisson Batres, CEO of Organización, S.A., appointed to PCMA Latin America Regional Advisory Board

Guatemala City, Guatemala — Organización, S.A. proudly announces that its CEO and Meeting Architect Planner, Alisson Batres, has been appointed to the Latin America Regional Advisory Board of the Professional Convention Management Association (PCMA) for the 2026–2028 term. PCMA is one of the most influential global organizations dedicated to advancing the meetings and business events industry through innovation, strategic leadership, and professional development across international markets.

Batres joins a distinguished group of leaders representing diverse sectors and destinations across the region. Her appointment marks a significant milestone, as she becomes the only representative from Central America and Guatemala on the Advisory Board, reflecting the growing relevance of emerging destinations in the global meetings ecosystem.

With more than 25 years of experience, Batres has led the strategic design and execution of high-impact international congresses, financial assemblies, multilateral summits, and high-end corporate and institutional events across multiple countries in Latin America.

In addition to her role with PCMA, Batres serves as a volunteer member of the Sustainability & Social Impact Committee (SSIC) of the Events Industry Council (EIC), contributing to global initiatives that advance responsible event practices and sustainability standards.

She is also recognized as the only planner in Latin America who has successfully delivered two international congresses certified at the Bronze level under the EIC Sustainable Event Standards.

COMUNICADO DE PRENSA

Para difusión inmediata

Alisson Batres, CEO de Organización, S.A., es nombrada integrante del Consejo Asesor Regional de PCMA para América Latina

Ciudad de Guatemala, Guatemala — Organización, S.A. anuncia con orgullo que su CEO y Meeting Architect Planner, Alisson Batres, ha sido nombrada integrante del Consejo Asesor Regional para América Latina de la Professional Convention Management Association (PCMA) para el período 2026–2028.

PCMA es una de las organizaciones más influyentes a nivel mundial dedicada al desarrollo estratégico de la industria de reuniones y eventos de negocios, promoviendo la innovación, la formación profesional y la colaboración internacional.

Organización
... cada cosa en su lugar.



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Batres se integra a un distinguido grupo de líderes que representan diversos mercados y segmentos de la industria en la región. Su designación constituye un importante hito al convertirse en la única representante de Centroamérica y Guatemala dentro de este órgano asesor.

Con más de 25 años de experiencia, Batres ha liderado el diseño estratégico y la ejecución de congresos internacionales de alto impacto, asambleas financieras, cumbres multilaterales y eventos corporativos e institucionales de alto nivel en distintos países de América Latina.

Adicionalmente, participa como miembro voluntaria del Comité de Sostenibilidad e Impacto Social (SSIC) del Events Industry Council (EIC), contribuyendo a iniciativas globales que promueven estándares internacionales de sostenibilidad.

Asimismo, es reconocida como la única organizadora de eventos en América Latina que ha ejecutado dos congresos internacionales certificados en nivel Bronze bajo los Sustainable Event Standards del EIC.

About PCMA

PCMA, PCMA Foundation and CEMA educate, inspire, and listen, creating meaningful experiences where passion, purpose and commerce come together. We are the world's largest community for Business Events Strategists, providing senior-level education, networking, and market intelligence for the global business events industry. Our mission is to drive social and economic progress through business events. Headquartered in Chicago, IL PCMA has 17 North American Chapters, regional communities in APAC, EMEA and LATAM, and members in 72 countries and communities. The Corporate Event Marketing Association (CEMA), a PCMA subsidiary, advances strategic event marketing and marketing communications for senior-level event marketers and industry professionals. Visit us at pcma.org.

About PCMA Foundation

The role of the Foundation of PCMA is to support the mission of PCMA through fundraising and grant-giving focused on scholarships, education and research that will advance the business events industry. Annually the Foundation funds over \$900K in impact, and since 1985 has funded over 2,500 scholarships, 100 research studies and education programs, and \$2.7M in charitable giving.



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