



Linda Pereira

Linda Pereira is the senior partner and CEO of the L&I Communications Group. She is also Executive Director of CPL Events. As a PCO (*Professional Congress Organiser*) she is one of the first graduates in this speciality and probably the only one in Portugal. Linda is also a qualified educator, and international speaker. Her PR, marketing and event experience was gained during her time as a professional Interpreter and advisor whilst travelling all over the world accompanying Members of Government and has been present in the most important events which have marked recent history. Her expertise in protocol and business etiquette as well as cross-cultural communication have given her a privileged status as a consultant in government circles and at the highest corporate levels. Her work in the Meeting Industry led her to take a Master's Degree in Adult Education. She is proud to have been involved in countless large-scale meetings at an international level and to have played an important role in the three European Presidencies held by Portugal as well as EXPO'98, the last World Exposition of the XXth century. Respected internationally as a speaker she is continually being invited to speak to professionals in the Business Travel Sector and has lectured in countries such as Italy, Spain, Russia, Egypt, Cape Verde, United Kingdom, Dubai, Spain, Saudi Arabia and The Netherlands to name just a few. She also lectures and coordinates the Masters *in Strategic Event Planning at the Estoril Hospitality University* and is an **"invited lecturer"** in the UK, Spain, Cape Verde and the USA, where once a year she lectures a Master Class in "Strategic Meeting Planning & Management". She recently adapted this course to the European Market and organises an educational one-week seminar for the Portuguese Market once a year, although even this course has become very international over the last three years attracting students from a myriad of countries.

Linda Pereira is the major shareholder and founder of three successful companies dedicated to international congress management and provision of services to meeting planners with representation in Lisbon, Manchester, Barcelona and Madrid and more recently Cape Verde.

She is continuously called in as a consultant to International Hotel Groups on staff training and has earned the nickname of the *Destination Diva* among her peers for her expert knowledge on Meetings & incentive Destinations and her focused attention to detail when it comes to quality service.

She is a member of some of the most prestigious international associations. Over the last few years she has dedicated herself to promoting emerging destinations and in recognition of her work was invited to become Portuguese language ambassador to the **Institute of Peace Through Tourism**.

In 2007 becoming a member of the Portuguese & Brazilian Marketing Executives Association Education Committee responsible for the Marketing & Sales Programme she is a member of the Board of Directors of **WECAI** – Women's e-Commerce Association International and a permanent travel writer for the WE Magazine; Vice-President of **ADVP** – Portugal's Sales & Marketing Association, President of the Iberian Chapter of **IAHMP** – International Association of Hispanic Meeting Professionals and sits on their Education Committee, Member of a **Panel of International Experts** for the Development of Business Travel in Portuguese-Speaking Africa. She is also an active board member of three national professional associations.

Linda Pereira was consultant to the Azores Convention Bureau for 3 years; Consultant to Sochi Convention Bureau for 2 years and is currently the consultant to the Estoril Congress Centre, and UNOTUR in Cape Verde.

She has been married to a military officer for 25 years and has two teenage daughters.