
OVERVIEW: LINDA PEREIRA, Global G100 Chair for Communication, Entrepreneur, International Consultant, Speaker, Trainer & Meeting Industry Expert.

Linda Pereira is the senior partner and Chairwoman of the Advantage Consultants Group and CEO of CPL Events. In addition to her long and respected career as one of the most influential voices in the Meetings Industry, she is respected internationally as a communication strategist, speaker, writer and as an educator. She has been an invited speaker in over 149 cities and all continents. She is also most proud of being invited by the Kingdom of Saudi Arabia as a keynote speaker at a national event. She is internationally known as the Destination Diva for her work in destination promotion and branding and as expert bidder and is a feared competitor. She is often contracted by a variety of destinations to present bids on their behalf. She has played an active role in many major events and bids for world events. She has worked on the major events which marked the last 30 years. She is also an invited lecturer at three different international Universities where she lectures strategic meetings management, corporate diplomacy, destination branding and international protocol. She is recognized for her efficiency and professionalism and thinking outside the box. She is absolutely passionate about associations and sits on a variety of international association boards herself. Linda is also a consultant to a variety of international Governments and Associations. She is considered one of Europe's most influential voices in the industry and has received various education awards from around the world. She received the medal of honour for responsible entrepreneurship for her commitment to promoting culture and heritage and for CSR initiatives. She was voted one of world's top 100 PCOs for three consecutive years and is consistently invited as a keynote speaker by all the major professional associations. She is listed among the top 100 Women CEOs of ecommerce companies by WE magazine from the USA. In 2021 and 2022 she was also considered one of the top 50 Women Rocking the Web. She was the European Ambassador for the Sands COTAI Macao' for five years, and is the current ambassador for the City of Johannesburg in South Africa and the country of Georgia. She sits on various Advisory Boards, and various juries on Events Industry Awards as well as Education Committees. She was the Chair of the International and European Association Congress for three years. She was voted the Events Personality of the Year and received the Global Marketing Personality Award from WE Magazine in the USA. She has also received numerous business awards. She was the President of the Global Council for Women in Leadership. She is currently President of a Women Investor's Group which attracts investment and venture capital for companies founded by women. In 2021 she became the Global 100 Chair for Communication and Advocacy. She has recently been appointed Secretary-General of the Observatory for the Future of Humanity. She has been an activist for gender parity for over 30 years and sits on the board of both the Women's Chamber Portugal-India and Portugal-Holland. She also sits on the Board of the Vale da Rosa Foundation. She has also been special advisor to various Ministers for Tourism, and Consultant to the Kingdom of Saudi Arabia. She sits on the Advisory Council for the Leader Magazine and the Venues of Excellence Certification Board. She considers her two daughters to be her greatest achievement. She is currently the Chair of the Women's Economic Forum in Portugal. She is also listed in the Brainz CREA Global Awards- a prestigious list of top entrepreneurs, influential leaders, and innovators who have been recognized for their innovative ideas, resourcefulness, adaptability in business and contributions to sustainability! In July 22 Linda received an Honorary Doctorate (PhD) by RAI University in India in recognition for her exceptional dedication to improving the lives of others, through research, activism,

