



# Meeting Submission Guidelines

## ICCA Meeting Submission Guidelines

Version: December 2024

### Why does the ICCA Business Intelligence (ICCA BI) not contain all meetings happening worldwide?

ICCA BI is a sales and marketing resource which allows our members to search for association meetings that are likely to come to their destination. We adhere to specific meeting inclusion criteria that creates this possibility for our members.

### What are ICCA's criteria?

Association meetings must:

1. Rotate between at least 3 countries/territories and
2. Attract at least 50 participants face-to-face and
3. Be held with a certain frequency (annual, biennial, triennial etc.)

### What is not regarded as Association meetings?

Sole exhibitions, tradeshows, corporate meetings, sporting events, games, championships, olympiads, festivals, religious gatherings, paper presentations, political gatherings, \*governmental meetings etc. \*Governmental meetings are added to the ICCA BI but will not count towards the Association meetings rankings.

### Can I send all the meetings that took place in my destination to ICCA for consideration, regardless of these criteria?

No, we can only accept lists that first have been screened by the member. As a rule of thumb we will accept lists that contain 20% more meetings than traditionally have been attributed to your destination.

### What proofs are required when a (NEW) meeting is not yet in the ICCA BI?

- the complete title of the event
  - not abbreviations or acronyms
  - title must be supplied in the official language of the meeting
- indication of attendance figures
  - you need to supply attendance proof for at least 1 event/edition in the meeting history
  - in case the event has been held together with another event, please supply attendance proof for the event in your submission only
- proof that this meeting is held in at least 3 different countries/territories
- the corresponding weblink for all 3 rotation and attendance as proof. When weblinks are not available, a written document from the organizer will suffice



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Note: When one or more proofs are missing and in case of doubts ICCA holds the right to reject meetings without further discussion.

## Why is it important to only send association meetings and all required proofs to ICCA?

It will make the processing on our side more efficient and we will be able to report back to you even sooner. In this way you will have enough time to do your own research for additional or missing information.

## What are the consequences if I send my statistics after the deadline 1 February?

The information can no longer be guaranteed to be processed in time for ICCA's own statistics deadline and will end up on the bottom of the pile as we work on a first in-first out principle. Even when the additional information refers to meetings that were sent before the deadline.

## I submitted my statistics to ICCA. What happens next?

Every year more ICCA members submit their statistical material to us that is why it is no longer possible to discuss individual entries during the process. Once your submission has been processed you will receive an overview with all qualifying events. Any event that you feel is wrongly missing can be discussed at that time.

## My event is not accepted, yet I notice similar kind of events in the database?

Decisions made in other profiles or previous years have no bearing on- and do not render rights for, the current submission. You can still put in a request to reconsider through the feedback function in the ICCA BI or write to us.

## How does ICCA assign events to destinations?

Our aim is to be geographically correct, so if a meeting is held outside let's say Amsterdam in principle the city will not get the credit, even though they probably were influential in getting the meeting there in the first place. National convention bureaus can have a look at the cities that are assigned to events on the ICCA BI and come up with suggestions. Feel free to let us know which places you think we should reconsider and we will be happy to research this further, using Geonames, Wikipedia, etc.

## What about submitting first editions of a new series?

First editions will only be accepted if the locations of both the 2nd and 3rd edition are already confirmed by the organizer. Also, any first edition needs to have an indication (proof) of attendance of more than 50 delegates.



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The attendance figures in our database (proof for meeting inclusion) only reflect the registered delegates for educational sessions, and will only include face-to-face delegates. Speakers and/or accompanying persons are not included in this number. They can be mentioned separately in the database but will not be a part of the calculation.

Proof of attendance could be website link, article, letter/email (please provide us with the full original letter/email) from the International Organization/Organising Committee, attendance list etc. To assess the correct number sometimes is difficult, especially with an exhibition attached that attracts more people separately. Without proof of first attendance, ICCA has no other choice than to reject the meeting.

## Can we use the feedback function in the ICCA BI to submit statistics information?

Yes you can! If you start using this feedback function to update and report your meetings throughout the year then we have covered most of your meetings before we send out our statistics request to all ICCA members. The main focus at every beginning of the year will be on your meetings that are not yet in our database. We encourage all ICCA members to report their meetings using this functionality on an ongoing basis.

## How does ICCA view projects?

Projects will be maintained in the system until the next immediate Statistics publication.

## Does ICCA accept meetings that are held twice (or more) in the same country/territory in a row?

Generally, ICCA will remove a meeting when 3 consecutive editions are held in the same country/territory, unless it can be demonstrated through proofs that it will start rotating again in a different country/territory as we understand that associations have their own unique rotation pattern.

## How does ICCA view meetings that coincide with other meetings?

When a 'smaller' meeting always coincides with a 'bigger' meeting, it will not be created separately.

Rather, it will be mentioned in the remarks of the 'bigger' meeting. Should the 'smaller' meeting have a number of editions that are held as standalone, this meeting will be created separately provided it has 3 country/territory rotation and is attended by more than 50 delegates (at the standalone editions).

In the case where the 'smaller' meeting is held with the 'bigger' meeting, the editions are omitted from the history of the 'smaller' meeting.

## Why does an event series need to move between at least three countries/territories? When do we accept that a three country/territory rotation pattern is "confirmed"?



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Before there is a three country/territory history, an event can be accepted only if there is written proof that the future pattern is set. For example, contracted future bookings are confirmed by the association and/or the future hosts, and the event is shown on the association's website. ICCA never accepts verbal or third-party written statements as proof (eg from this year's host destination, stating that the organisers have told them they are planning to go to two other countries/territories in the next two rotations).

A confirmed three country/territory rotation is relevant from a marketing point of view for many ICCA members. Until we can verify rotation we won't include a series, and, crucially, where we subsequently discover that a previously- accepted series does not really rotate then we need to remove that series from the database to avoid misleading our members that this is something they can bid for.

## Does ICCA accept meetings that are held more than once a year?

In case a meeting is held several times a year, the member needs to give a clear indication on whether or not a bidding process is involved. This means written proof from the International Organisation/Local Committee, etc. Very often we find that these meetings are not next editions of a meeting - rather they appear to be editions held next to each other, comparable to a road show. In principle we do not accept meetings that have more than 4 editions per year. In case a meeting takes place more than 4 times a year, members need to provide ICCA with sufficient proof for the meeting pattern and bidding process. We acknowledge the fact that some associations meet on a regular interval throughout the year i.e winter, spring, summer and fall editions.

## Will ICCA combine Association and Governmental meetings in the statistics reports?

We make a clear distinction between the two types of meetings as the decision-making process is so different. Governmental meetings are conducted at a national, regional and international level across the calendar year. Although it is a sector with huge potential, these meetings disproportionately benefit those locations which are home to institutional meetings on a regular basis and would favour each country which hosts the EU Presidency. As such it will not be added to- or be counted towards- the Association meeting rankings.

However, in future we will also offer an alternative ranking which considers both types of meetings, to give our members all the opportunity to reach out to the media and/or stakeholders.

## When might an event run by a commercial conference company qualify to be accepted?

If an association event which previously qualified for the database has been purchased by a commercial conference company, but still retains the same characteristics (eg rotation pattern, similar type of delegates), then it will continue to be accepted.

## What happens with regard to user group meetings?



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Technically a user group is a voluntary group of individuals or organisations with a shared interest, but since companies often finance and/or organise meetings at which users attend, it isn't always easy to differentiate a qualifying user-group meeting from a regular corporate meeting.

Key aspects that would help such a meeting qualify is:

- The users decide where to meet, rather than the company
- Users register themselves, they aren't invited and booked up by the company

**What do we do if an event looks like an association event, but doesn't have an actual, formally constituted association involved as owner/organiser?**

Groups of academics and medical professionals are organising meetings which are rotating, taking place regularly with an association-sounding name, and appear to all intents and purposes as association meetings. Where we are certain this is not a commercial or questionable meeting, provided there is a strong track record these meetings will be accepted.

**How can ICCA make sure no questionable meeting finds its way into the database?**

We maintain an internal list of keywords and criteria/characteristics that flag up as questionable meetings/bodies. Please contact us for more information on the questionable meeting organizers.

**Why can't we see all associations that appear in the statistics?**

When associations request ICCA to remove their meeting's details from the website, we "suppress" these addresses, so they can't be seen but their meetings are still counted in the statistics.

**Why do historic figures for events and rankings change?**

The ICCA BI is a live resource, constantly being updated with new knowledge, which includes historical data. Typically, ICCA will identify 75-80% of the qualifying events taking place in a particular year, which only becomes complete after five or more years have passed. For those who want to compare previous yearly statistics with the current year, we have retained a historic record in MyICCA portal. Please note that live data on past years will always be different from the historical records.

**Help! We have less qualified meetings than last year.**

The fact that a meeting does not qualify for our database does not diminish the value of the business that took place in your destination! The statistics are just a snapshot of a limited range of events at a specific time. We therefore always advise our members that the real key to long term positive PR is to have solid internal statistics that reflect the total impact of effort and business won across all market segments, so that the ICCA statistics can be seen in their proper context.



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*ICCA Research & Market Analytics Department*