

Annex 1: Description of the meeting types.

Meeting type Approx. number	Description The definitions may overlap and meanings may vary between markets and amongst clients.
Conferences Conventions Congresses 50 – 4'000 delegates	Generally these are gatherings of people meeting for a common purpose, involving discussion, and an exchange or transmittal of information. These may be open to the public or restricted to specific audiences. Conference: Participatory meeting designed for discussion, fact-finding, problem solving and consultation. An event used by any organization to meet and exchange views, convey a message, open a debate or give publicity to some area of opinion on a specific issue. No tradition, continuity or periodicity is required to convene a conference. Although not generally limited in time, conferences are usually of short duration with specific objectives. Conferences are generally on a smaller scale than conventions and congresses. Convention: An event where the primary activity of the attendees is to attend educational sessions, participate in meetings/discussions, socialize, or attend other organized events. There may be a secondary exhibit component. Assemblage of delegates, representatives, and members of an organization convened for a common purpose. A general and formal meeting of a legislative body, social or economic group in order to provide information on a particular situation and in order to establish consent on policies among the participants. Usually of limited duration with set objectives, but no determined frequency. Congress: The regular coming together of large groups of individuals, generally to discuss a particular subject. A congress will often last several days and have several simultaneous sessions. The length of time between congresses is usually established in advance of the implementation stage, and can be either pluri-annual or annual. Most international or world congresses are of the former type while national congresses are more frequently held annually. Meeting of an association of delegates or representatives from constituent organizations. European term for convention.
Incentives 300-4'000 delegates	Incentive: Meeting event as part of a program, which is offered to its participants to reward a previous performance. Staff, distributors and sales teams are motivated to achieve a special shared target or goal and the incentive might be an exceptional travel experience that is promised if the target is met. Exclusive “reward travel” run by companies and agencies.
Other Business Meetings 10 – 50 participants 100 – 600 delegates	Meetings. Gatherings of people at a set place and time with the goal of allocating work and tasks. Seminars, Further Education. Training courses often organized by companies for their staff. Individuals may also take part in further education or further training courses during their free time – both for professional and personal reasons, also in the evenings or during holidays. Participation of 10 – 50 specialists from various fields who share an interest in a particular subject. Events. Product-Presentations. In the MICE sector, this term originally applied mainly to special or exceptional events - public or private – that could be marketed using PR and promotion. Entertainment was usually a major element. However, it is increasingly a generic term covering all events – including, for example, product presentations and workshops.
Trade Show / Business Exhib.	Not open to the general public, but held for members of a common or related industry. These are events at which products and/or services are displayed. The primary activity of attendees is visiting exhibits on the show floor.
Consumer Show Consumer Exhibition	Cultural-/Sport Event. Open to the public, usually requiring an entrance fee, these are events at which cultural elements (e.g. Film Festival) or sports (e.g. Marathon) take place. The primary activity of attendees is to watch or participate to the sport or cultural program offered by the organizer. Public Exhibition. Open to the public, usually requiring an entrance fee, these are events at which products and services are displayed. The primary activity of attendees is visiting exhibits on the show floor.
Other Meeting Type	Any gathering that cannot be described by any other definition, other than as a “Meeting”.