



Glossary.

MySwitzerland.com/meetings

Abstract

An abstract is a brief summary of a research article, thesis, review, conference proceeding or any in-depth analysis of a particular subject or discipline, and is often used by many organisations as the basis for selection research that is proposed for presentation in the form of a poster, oral or workshop presentation at an academic conference.

Structure: research focus, methods, results/findings, main conclusions and recommendations

Abstract management

Abstract management is the process of accepting and preparing abstracts for presentation at an academic conference.

AMC – Association Management Company

An association management company (AMC) provides management and specialised administrative services to trade associations and professional societies, such as strategic planning, financial management, membership development, marketing and public relations, meeting and event planning, etc.

Annual general meeting (AGM)

An annual general meeting is a gathering of the directors and stakeholders of every incorporated firm, required by law to be held each calendar year in order to inform about the financial and economical development and future plans.

Badge

A badge is a device or emblem worn as identification (name, congress participant, exhibitor, membership, organisation, etc.).

Breakout session

A breakout session is a relatively short session where a small group of attendees, drawn from a large conference or convention, discusses specific subjects or aspects of the broad theme of the main gathering.

Call for papers

A call for papers (CFP) is a method used in academic and other contexts for collecting book or journal articles or conference presentations. A CFP usually is sent to interested parties, describing the broad theme, the occasion for the CFP, formalities such as what kind of abstract (summary) has to be submitted to whom and a deadline.

Cash flow

Cash flow refers to the movement of cash into or out of a business, a project or a financial product. It is usually measured during a specified, finite period of time and informs about the financial health of a company.

CME - Continuing Medical Education

Continuing medical education (CME) refers to a specific form of continuing education that helps those in the medical field maintain competence and learn about new and developing areas of their field. These activities may take place as live events, written publications, online programmes, audio, video or other electronic media.

Conference

A formalized event where participants (e.g. scientists) meet to present their research results in speech, workshop, poster or by other means and to discuss certain issues with a range of speakers.

Congress

European term for convention.

Convention

A convention, in the sense of a meeting, is a gathering of individuals who meet at an arranged place and time in order to discuss or engage in some common interest (industry, profession). It is often planned and coordinated by professional meeting and convention planners.

Corporate Compliance Policy

Result of conformance to the rules of social accountability by the extended organisation including not only the organisation's own policies and practices but also those of its supply and distribution chains. It is a continuing process in which the involved parties keep on looking for

better ways to protect the health, safety and fundamental rights of their employees, and to protect and enhance the community and environment in which they operate.

Costs, fixed

In economics, fixed costs are business expenses that are not dependent on the number of participants. They tend to be time-related, such as marketing costs or venue rents.

Costs, variable

Variable costs are expenses that change on the number of participants, such as for example food and beverage.

CPD - Continuing Professional Development

Continuing professional development (CPD) is the means by which members of professional associations maintain, improve and broaden their knowledge and skills and develop the personal qualities required in their professional lives.

CSR – Corporate Social Responsibility

Corporate social responsibility (CSR) is a voluntary approach that a company takes to meet or exceed stakeholder expectations by integrating social, ethical and environmental concerns together with the usual measures of revenue, profit and legal obligation. CSR can make a significant contribution towards sustainability and competitiveness.

DMC - Destination Management Company

Destination Management Company (DMC) is a term for a professional services company possessing extensive local knowledge, expertise and resources, specializing in the design and implementation of events, activities, tours, transport and programme logistics. This services can be organising hotel accommodation, restaurants, conference venues, gala dinners, as well as helping with overcoming language barriers.

Exhibition space, gross

Total space (inclusive aisles, catering space, etc.)

Exhibition space, net

Exhibition space that can be for sale (e.g. for booths)

F & B

Food and Beverage

Ground Operator

Person or firm that provides ground services (such as accommodation, local transportation, catering, etc.) to arriving passengers.

Handout

Handout is something given freely or distributed without compensation. It refers to congress materials handed out before, during or after the event.

Incentive

Incentive tourism is usually undertaken as a type of employee reward by a company or institution for targets met or exceeded, or job well done that serves as a motivational device.

Keynote

A keynote in public speaking is the principal underlying theme and will lay down the framework for the following programme of events or convention agenda. Keynote speakers (who are well known for their expertise in a particular field) are often selected to raise interest in a particular event and draw attendees to attend that program.

Meeting

In a meeting, two or more people come together to discuss, to share information, to reach agreement and/or to achieve a common goal, often in a formal setting. Meetings may occur face to face or virtually, as mediated by communications technology, such as telephone conference call, videoconference or skyped conference call.

MICE

The acronym MICE (meetings, incentives, conferences and exhibitions) is used to refer to a particular type of tourism in which large groups, usually planned well in advance, are brought together for some particular purpose. Another used term is "Meetings Industry".

OCA – Official Carrier Agreement

Swiss International Air Lines supports international conferences and events in Switzerland in the role of official carrier. Equipped with an official carrier agreement, organisers and conference

delegates benefit from special fares on the entire Swiss network of routes. The Switzerland Convention & Incentive Bureau is the central point of contact for organisers with respect to SWISS official carrier agreements.

PCO - Professional Congress Organiser

A Professional Congress Organiser (PCO) is a company, which specialises in the organisation and management of congresses, conferences, seminars and similar events. It usually provides full service management including but not limited to conference design, registration, site and venue selection and booking, audiovisuals, IT support, logistics, marketing, printing, funding and sponsorship, financial management, budget control, etc.

Plenary session

Plenary session is a term often used in conferences to define the part of the event when all members of all parties are to attend. These sessions may contain a broad range of content from keynotes to panel discussions and are not necessarily related to a specific style of delivery.

Poster session

A poster session or poster presentation is the juried presentation of research information by an individual or representatives of several research teams at a congress or conference with an academic or professional focus. Poster sessions are particularly prominent at scientific conferences such as medical congresses.

Rack Rate

Rack rate is the travel industry term for the published full price of a hotel room. It is sometimes used to refer to the highest rate.

RFP – Request for proposal

A request for proposal (RFP) is an invitation for suppliers, often through a bidding process, to submit a proposal on a specific commodity or service. A bidding process is one of the best methods for leveraging a company's negotiating ability and purchasing power with suppliers.

ROI – Return on Investment

In finance, return on investment (ROI) is the ratio of money gained or lost of an investment relative to the amount of money invested.

ROO – Return on Objectives

ROO is an alternative to ROI when evaluating the success of an event or marketing programme. It is based on the achievement of the established goals and objectives.

Satellite symposium

A satellite symposium is an additional academic session that offers educational content through presentations, discussions, lectures, posters, etc. It often takes place during breakfast, lunch or break to ensure that there is no conflict with the official scientific program.

Seminar

A seminar is, generally, a form of academic instruction, either at an academic institution or offered by a commercial or professional organisation. It has the function of bringing together small groups for recurring meetings, focusing each time on some particular subject, in which all participants are requested to actively participate.

Site inspection

A site inspection is a visit of a destination or venue for the purpose of evaluation.

Summit

A summit is a meeting of heads of state or government, usually with considerable media exposure, tight security and a prearranged agenda.

Symposium

Symposium often refers to any academic conference or style of university class characterized by an openly discursive format, rather than a lecture and question-answer format.

Team building

Team building refers to a wide range of activities, usually in a business context, for improving team performance. It can range from simple bonding exercises to complex simulations and multi-day team building. Team building is an important factor in any environment. Its focus is to specialize in bringing out the best in a team to ensure self-development, positive communication, leadership skills and the ability to work closely together.

Web 2.0

The term Web 2.0 is commonly associated with web applications that facilitate interactive information sharing, interoperability, user-centred design, and collaboration on the World Wide Web. Examples of Web 2.0 include web-based communities, hosted services, web applications, social networking sites, video sharing sites, blogs and wikis. A Web 2.0 site allows its user to interact with other user or to change website content, in contrast to non-interactive websites where users are limited to the passive viewing of information that is provided to them.

Web conferencing

Web conferencing is used to conduct live meetings, training or presentations via the Internet. Each participant sits at his/her own computer and is connected to other participants via the Internet.

Webinar

A webinar is a specific type of web conference. It is typically one-way, from the speaker to the audience with limited audience interaction.

Workshop

A workshop is a brief intensive course, a seminar or a series of meetings emphasizing interaction and exchange of information among a usually small number of participants.

Industry Associations

IAPCO - International Association of Professional Congress Organisers
www.iapco.org

ICCA - International Congress and Convention Association
www.iccaworld.com

MPI - Meeting Professionals International
www.mpiweb.org

Site - Society of International Travel Executives
www.siteglobal.com

UIA - Union of International Associations
www.uia.be

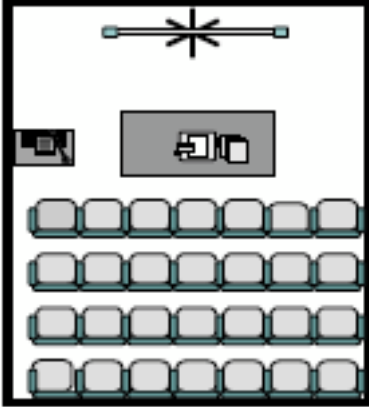
Trade Fairs

IMEX
www.imex-frankfurt.com

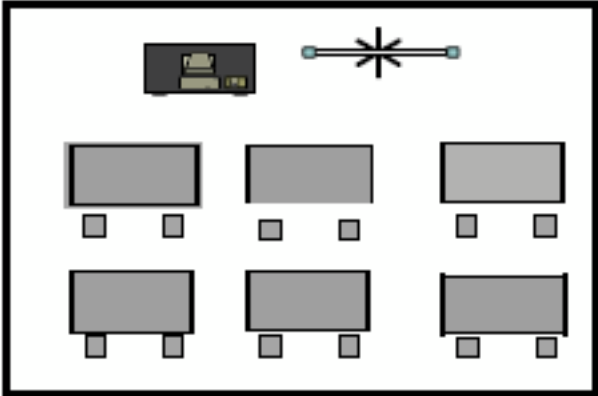
EIBTM
www.eibtm.com

Seating / set-up

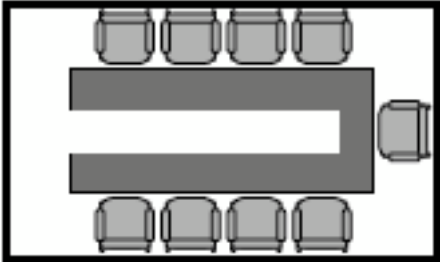
Theatre-style / Concert-style



Classroom-style / Seminar-style (with tables)



U-shape



Board of directors

