



International Congress and Convention Association

# Association Database Online

As updated in January 2011

# User Manual



Getting you started with the Association Database Online!

# Contents

Page	Title
3	1. Hardware and software requirements
3	2. Criteria & contents
3	3. Structure of the Association Database
4	4. How to access the Association Database online
5	5. Series
6	5.1. Toolbar 1
6	5.2. Series selection criteria
9	5.3. Toolbar 2
10	5.4. Example of a Series Search
13	6. Events
13	6.1. Events selection criteria
14	6.2. Example of an Events Search
18	7. Exporting & Mail merging
18	7.1. Exporting your selection
19	7.2. Field Descriptions
19	7.2.1. Field Descriptions - Series export
20	7.2.2. Field Descriptions - Events export
22	7.3. Mail merging
23	8. Business Exchange Form
30	9. Hosted Buyers Information
31	10. ICCA Destination Comparison Report Online
33	11. A note on Data Protection legislation
34	12. ICCA Data Helpdesk
35	Notes

## 1. Hardware and software requirements

Before starting the ICCA Data online Databases, please check the following items/requirements to run the ICCA Database ONLINE:

- Microsoft Internet Explorer 5.0 or higher
- Microsoft Windows 95 or higher installed
- A hard disk with a minimum of 100 Mb free disk space (i.e. per Database)

## 2. Criteria & contents

The meetings stored in the Database are international association meetings and must all meet the strict criteria ICCA Data uses:

1. Meetings must be organised on a regular basis (annually, biennially etc.)
2. Meetings must rotate between at least 3 countries
3. Meetings must attract a minimum of 50 participants

For each of these meetings ICCA keeps track of series and events information. Every week the information is updated online.

The Association Database contains extensive and reliable information. In January 2010, it contained information on as many as:

- 109,438 on-line events
- 9,708 on-line series
- 7,950 on-line international organisations, which represent at least one series

## 3. Structure of the Association Database

The Database is structured by international organisations, series and events. An international organisation can be responsible for one (International Organisation A) or more than one (International Organisation B) different meeting or series.

Over the years a series consists of different events held in the past and scheduled for the future (e.g. 2008, 2009, 2010, 2011 etc.). This historical overview strongly contributes to the value of ICCA Data as an information source.

An example: The International Congress and Convention Association (ICCA) is responsible for two series:

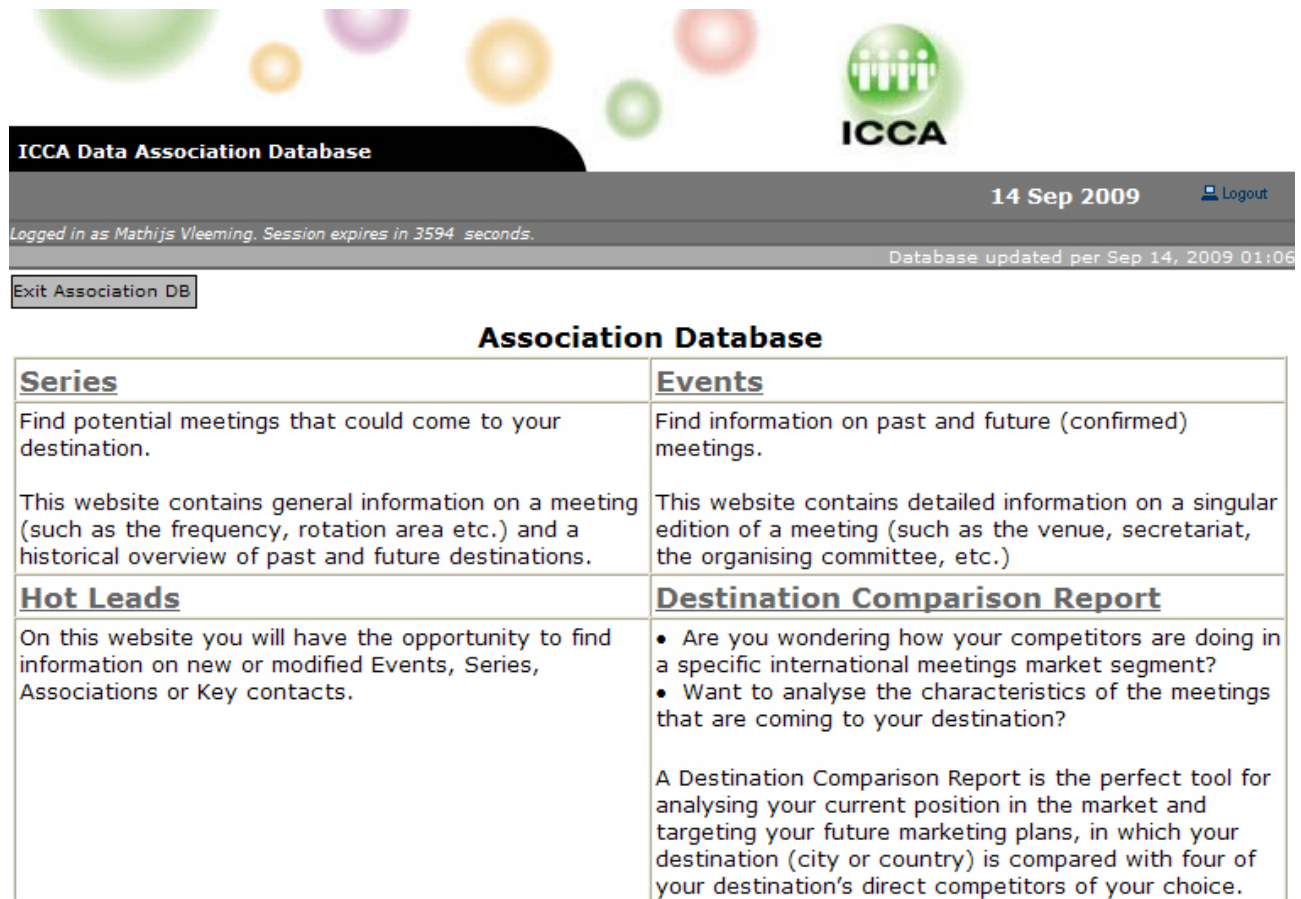
1. # ICCA Congress & Exhibition incorporating the ## General Assembly
2. # ICCA Research, Sales & Marketing Programme ####

However, some series may not have an international organisation at all. In this case the past organising committee decides where the next event will be held and who will be part of the next organising committee.

## 4. How to access the Association Database online

1. Open [www.iccaworld.com](http://www.iccaworld.com)
2. Click on "My ICCA"
3. Now you can Login as an ICCA member with your username and password
4. Click on Login

Now you can choose between several options. You can click on **ICCA Association Database** and you will come to the main screen:



<u>Series</u>	<u>Events</u>
Find potential meetings that could come to your destination.  This website contains general information on a meeting (such as the frequency, rotation area etc.) and a historical overview of past and future destinations.	Find information on past and future (confirmed) meetings.  This website contains detailed information on a singular edition of a meeting (such as the venue, secretariat, the organising committee, etc.)
<u>Hot Leads</u>	<u>Destination Comparison Report</u>
On this website you will have the opportunity to find information on new or modified Events, Series, Associations or Key contacts.	<ul style="list-style-type: none"> <li>• Are you wondering how your competitors are doing in a specific international meetings market segment?</li> <li>• Want to analyse the characteristics of the meetings that are coming to your destination?</li> </ul> <p>A Destination Comparison Report is the perfect tool for analysing your current position in the market and targeting your future marketing plans, in which your destination (city or country) is compared with four of your destination's direct competitors of your choice.</p>

### [User Manual Association Database](#)

When you open the Association Database, you can proceed by clicking on one of the following options:

**Series:** Find potential meetings that could come to your destination via Series. Search for series information based on your personal criteria.

This section contains general information on a meeting (such as the frequency, rotation area etc.) and a historical overview of past and future destinations.

**Events:** Find information on past and future (confirmed) meetings. Search for event information based on your personal criteria. This page contains detailed information on a singular edition of a meeting (such as the venue, secretariat, the organising committee, etc.).

**Hot Leads:** In this section you will have the opportunity to find information on new or modified Events, Series, Associations or Key contacts.

**Destination Comparison Report:** Here you can compare your destination to 4 other destinations of your choice to see where your strong points and where your weak points lie.

**Suggested searches in Series**

To get an idea of what searches are possible, when and why to do a particular search and what to do with it, the following suggestions could be of help.

The most commonly used option is the 'SERIES SEARCH'.

This search can be used to obtain a list of international meetings which among others:

- A.** have the potential to come to your country
- B.** have the potential to use your services
- C.** have their headquarters in a country which is going to be visited or a representative is based
- D.** fall into a category which has specific potential (e.g. a specific subject matter)
- E.** have a key contact in your country or maybe a combination of the above.

**ad. A.**

To search for meetings, which have the potential to meet in your country please, bear the following in mind:

- Your country must be in their rotation area. A meeting which rotates in Asia will never come to Europe and visa versa. So a Japanese Congress Centre could choose World/International and/or Asia as a meeting's rotation area.
- If a meeting has visited your country recently, it is very unlikely that a meeting will visit your country again in the near future. ICCA works with the following criteria: if a meeting rotates worldwide it takes at least 15 years for a meeting to return. If it rotates in a smaller area like Europe, it takes approx. 10 years to return. So in 2010 a Dutch Convention Bureau might be looking for European meetings which have not been to The Netherlands since 2000 or for meetings which rotate worldwide and have not been to The Netherlands since 1995.

[Click here to see a demonstration of suggested search A.](#)

**ad. B.**

To search for meetings which have the potential to use your services, please bear the following in mind:

- You might want to limit your target market/mailing activities by the number of participants, when you are a Congress Centre or a Hotel, or by the destinations (rotation area) of the meetings when you are a Travel Agency or an Airline.

**ad. E.** To search for meetings which have a key contact in your country, please bear the following in mind:

- Not all international organisations supply ICCA with their local contact persons

ICCA collects contact and address details of members of the international organisation in your country, also called the key contact or local counterpart. You can view which countries are listed on the association's website by clicking the button 'Key Contact list' in the Full Series Profile. If available, the address details of the key contact can be found by following the key contact link. This will take you to the right webpage immediately.

You can use the ICCA Association Database Online to update your own Database, to define a target market, to get a list of possible sales calls in a particular country, to discover more local key contacts, to do direct mailings (E-mail!) or to obtain more background information about a specific meeting. And there are of course many more reasons to use ICCA Data.

## 5.1. Toolbar 1



### **Association Database Toolbar**

#### **Events**

Go to the event search screen, when in a series search screen.

#### **Show serie list**

Gives titles of the selected series.

#### **Bookmarks**

Allows you to mark a series for easy reference, can be edited and printed. A series bookmarked will have a red Bookmark button.

#### **Notes**

Adds your personal comments to a series (e.g. your own file number). This information will be stored on our website, therefore it will remain available, even when a new version of the Database is used or when you log in from another computer. A series with a note attached will have a yellow Note button. When you click on it, you can read the note.

You can sort the result by Bookmarks, Notes, Series# and Series Title in alphabetical order.

In order to retrieve your notes easily, please also add a bookmark to the series.

#### **Print**

Prints the selected series.

#### **Export**

Exports the selected series to a TAB DELIMITED file (up to a maximum of 500).

#### **Save selection**

Saves the selected series for later reference.

#### **Open selection**

Retrieves the selected series which were saved.

#### **Back**

Returns to the previous screen.

#### **Main**

Takes you back to the main menu.

## 5.2. Series selection criteria

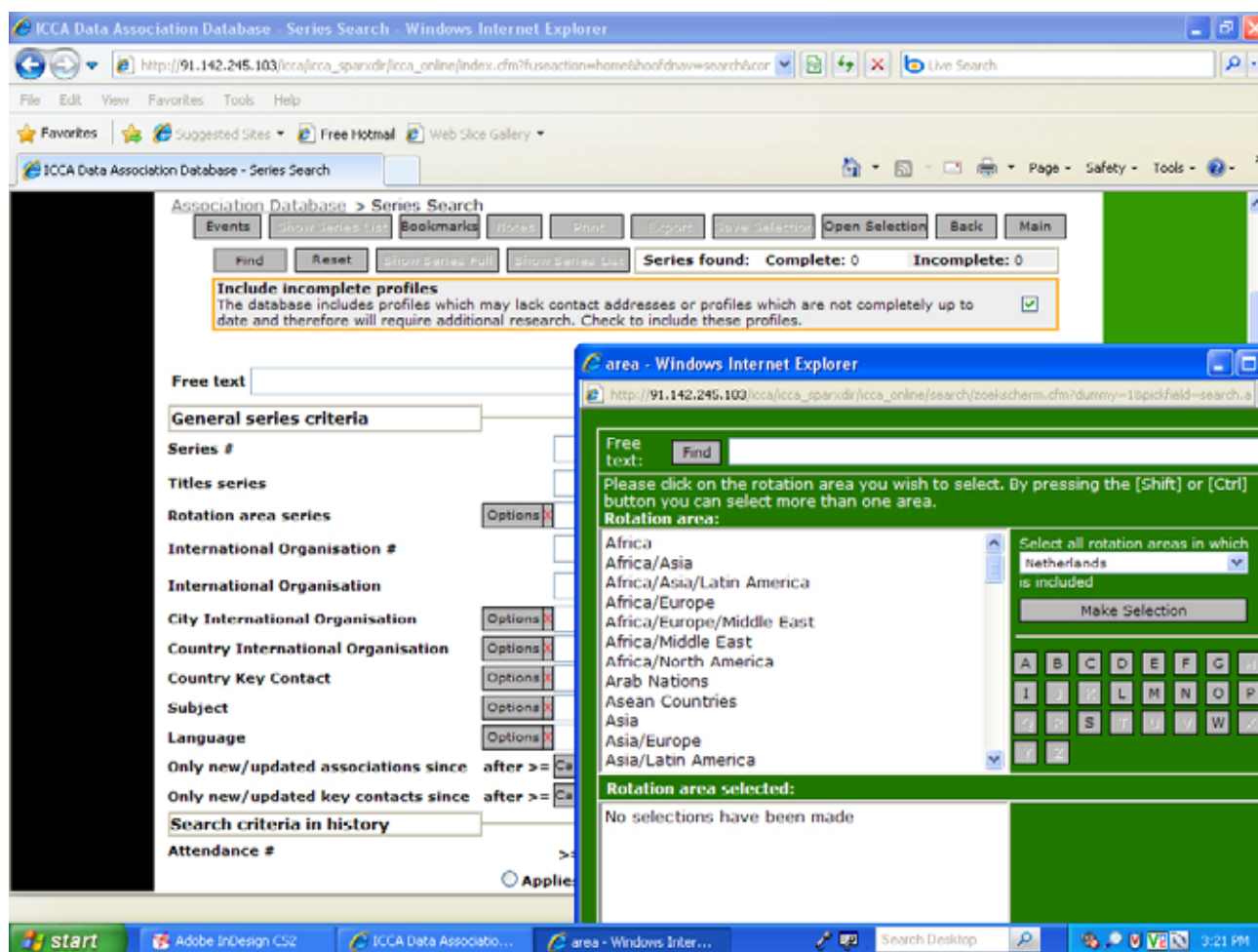
To build your own search, the following selection criteria are available:

#### **Include incomplete profiles**

This option is selected, but can be unselected. When selected, the result of your search will consist of a number of complete profiles (with international organisation information and 3 events) and possibly a number of incomplete profiles that may require some more research from your side.

The incomplete profiles are highlighted grey in your series list. And when you export the profiles you found, you will see the complete profiles information in the first tab, and the information on the incomplete series will be in a second tab in Excel.





### Free text

Search by keying in any text. The application will search in the title of the series, the name of the international organisation, the subject matter and in address.

### Series #

Search on the ICCA Data record number of the series.

### Titles series

Search by keying in any text. The application will only search in the title of the series.

### Rotation area series

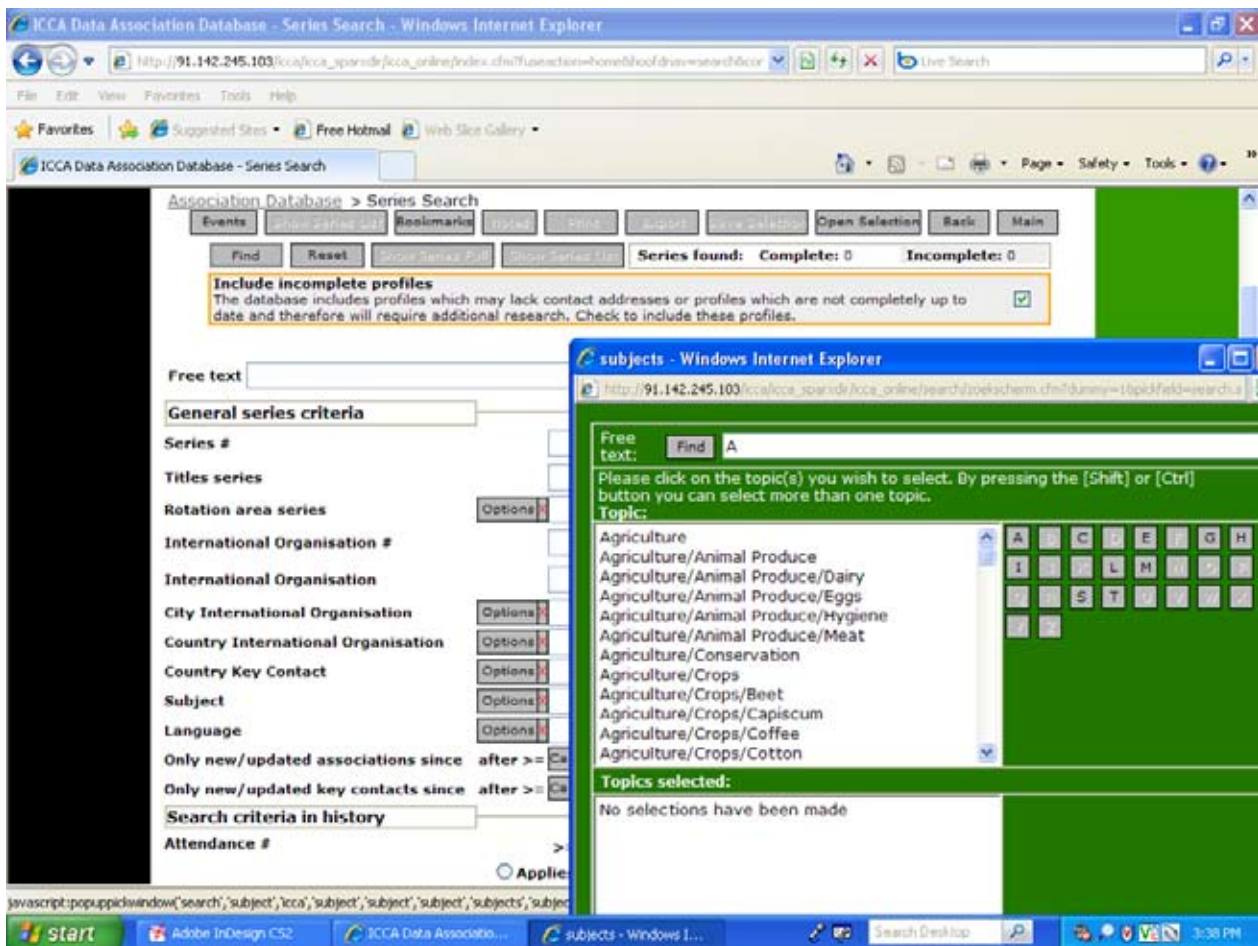
After clicking on the Rotation Area option button, you will find a drop-down menu on the top right of the page where you can select your country. Click on Make Selection, and the complete rotation area that includes your country will be selected. Click on Ok and Rotation area series will be filled in in your Serie search page.

You can also select a rotation area manually one by one. For instance, if you only want to find those meetings that rotate between European countries and North America, select Europe/ North America on the left.

World/International finds meetings which rotate between all continents, so that area should always be included.

### Country Key Contact

Choose any of the pre-defined countries under the 'Options' button where associations should have a member. The association will only be selected if ICCA Data has found an address of the local key contact / member / local counterpart on the International Organisation's website. It is very beneficial to have a key contact in your own country. Very often conferences rotate between the countries of the key contacts. Furthermore, communication will be much easier with someone from your country, and much closer for meetings.



## Subject

The options button gives the subject matter categories.

Click on the Options button behind Subject. Then select a topic and click on it. Click on ok and it will be added as criteria in your search screen. Please note that if you select Agriculture, it will include all combinations with agriculture so you do not have to select them all.

## Language

The options button gives the languages of the series.

## Only new/updated associations since (select a date using the calendar button)

Search for associations which were added to/updated in the Database since the last update of the Database or after the date you put in.

## Only new/updated key contacts since (select a date using the calendar button)

Search for key contacts which were added to/updated in the Database since the last update of the Database or after the date you put in.

## Attendance #

Search for the minimum and/or maximum number of participants that meetings should have. There are two ways of searching:

1. Applies to the last 4 events in series: In the historical overview of the meetings, at least one of the last 4 events meet the keyed-in attendance. You choose this option when attendance figures are important.
2. Applies to one event in series: A meeting must have had at least one event in its historical overview which meets the keyed in attendance figures. This could be an event in 1970, for instance. So this option is chosen when attendance figures are not a priority.

## Commercial Exhibition

Click this when you only want to select series which have a commercial exhibition in conjunction with the meeting.



**Must not have been**

Search for series which have not been to a selected destination (City or Country) before or after a certain date. When searching for potential leads, you select Country, for when a conference has been to for instance Florence, Italy, it will not come back to Italy for the next 10 to 15 years, not to Rome or any other city in Italy.

**Must have been**

Search for series which have been to a selected destination (City or Country) before or after a certain date.

**Only new series since (select a date using the calendar button)**

Search for series, which were newly added to the Database since the last update of the Database, or after the date you put in.

**Only modified series since (select a date using the calendar button)**

Search for series which were modified in the Database since the last update of the Database, or after the date you put in.

**First open year: (type in a year)**

Here you can look for series of which is known when their next meeting will be held but it is still open where (sometimes a preferred region is mentioned, sometimes a bid manual is attached under Decision Information).

**Search for Series Hotleads: (select a date using the calendar button)**

Search for series which were added to the Database since the last update of the Database, or after the date you put in.

**Search for IO Hotleads: (select a date using the calendar button)**

Search for International Organisations which were added to the Database since the last update of the Database, or after the date you put in.

**Search for KC Hotleads: (select a date using the calendar button)**

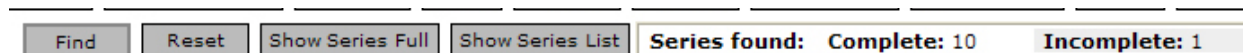
Search for Key Contacts which were added to the Database since the last update of the Database, or after the date you put in.

All option and calendar buttons have a **red cross**: you can delete your selection without having to click on the option or calendar button again.

**Only Associations participating in the Hosted Buyer Programme at:**

Search for all series of which the contact of the association belonging to that series will participate in a Hosted Buyer Programme of a tradeshow which you can select in the scroll-down list. This option is only available to members who are participating in the same Hosted Buyers Programme

### 5.3. Toolbar 2

**Association Database Toolbar****After having filled in your search criteria:****Find**

Performs the search. The result will appear in the box: Total series found.

**Reset**

Clears all search criteria.

**Show Series Full**

Gives full details of a selected series or meeting.

**Show Series List**

Gives an overview of the titles of the series or events, which are the result of a search. Double click on one of the records for detailed information on the particular series. The records are in

order of the country of the international organisation.

## 5.4. Example of a Series Search

Search for conferences that could come to the Netherlands

You fill in:

Rotation Area: all rotation areas including the Netherlands

Key Contacts: the Netherlands

Attendance #: -2500

Commercial Exhibition: yes

Must not have been to: the Netherlands

For the past 15 years

Series search screen:

Events
Show Series List
Bookmarks
Notes
Print
Export
Save Selection
Open Selection
Back
Main

Find
Reset
Show Series Full
Show Series List
Series found: Complete: 223 Incomplete: 12

**Include incomplete profiles**  
 The database includes profiles which may lack contact addresses or profiles which are not completely up to date and therefore will require additional research. Check to include these profiles.

Free text

**General series criteria**

Series #

Titles series

Rotation area series  Africa/Europe;Africa/Europe/Middle East;Asia/Europe;Bene

International Organisation #

International Organisation

City International Organisation

Country International Organisation

Country Key Contact  Netherlands;

Subject

Language

Only new/updated associations since after >=   before <=

Only new/updated key contacts since after >=   before <=

**Search criteria in history**

Attendance # >=  <=

Applies to last four events in series

Applies to one event in series

Commercial Exhibition (Please tick if a commercial exhibition should be attached to the meeting.)

Must not have been

Must have been

In: City

Country  Netherlands;

Date after >=  01 Jan 1995 before <=

Show Series List:

- Events
- Show Series Full
- Bookmarks
- Notes
- Print
- Export
- Save Selection
- Open Selection
- Back
- Main

ICCA Data Series

Records in result: 20

The gray coloured profiles may be incomplete or not up to date.

**Series List** # of Titles: 235

#	B	N	Series #	Series title
1			<a href="#">1004001</a>	## General Council of the World Alliance of Reformed Churches -WARC-
2			<a href="#">1005601</a>	# European Congress of Cytology -EFCS-
3			<a href="#">1011201</a>	## Congress of the World Federation of Building Service Contractors -WFBSC-
4			<a href="#">1044801</a>	## General Assembly of the Council of European Municipalities and Regions -CEMR-
5			<a href="#">1068801</a>	## Statutory Congress of the European Trade Union Confederation -ETUC-
6			<a href="#">1069901</a>	Annual Meeting of the European Convention for Constructional Steelwork -ECCS-
7			<a href="#">1071601</a>	## International Congress of the European Federation for the Welfare of the Elderly -EURAG-
8			<a href="#">1073502</a>	## Marketing Seminar of the European Federation of Corrugated Board Manufacturers -FEFCO-
9			<a href="#">1073701</a>	## Congress of the European Federation of Multiwall Paper Sacks Manufacturers -EUROSAC-
10			<a href="#">1077501</a>	## General Meeting of the European Grassland Federation -EGF
11			<a href="#">1086301</a>	## Symposium of the European Society of Nematologists -ESN-
12			<a href="#">1090404</a>	## International Symposium on Aquatic Weeds
13			<a href="#">1093601</a>	## Meeting of the Federation of the European Biochemical Societies -FEBS-
14			<a href="#">1095901</a>	## European Congress of Gynaecology and Obstetrics -EAGO/EBCOG-
15			<a href="#">1123201</a>	# World Congress of the International Association for the Scientific Study of Intellectual Disabilities -IASSID-
16			<a href="#">1123801</a>	## International Clay Conference -AIPEA-
17			<a href="#">1130101</a>	## Congress of the International Association of Lawyers -UIA-
18			<a href="#">1130301</a>	## International Conference on Lighthouses and other Aids to Navigation -IALA-
19			<a href="#">1132001</a>	## International Conference on Oral and Maxillofacial Surgery -ICOMS-
20			<a href="#">1134201</a>	## Congress of the International Association of Sedimentologists -IAS-

1 2 3 4 5 6 7 8 9 10 ▶ next 10 pages

If you click on "Show Series Full", you will see the full profile of the meeting series:

Series #	1029301	<a href="#">Begin</a>		<a href="#">End</a>	<a href="#">Goto..</a> <input style="width: 50px;" type="text"/>	Hit #	1 of	1
----------	---------	-----------------------	--	---------------------	--	-------	------	---

Series title # World Congress of Rural Sociology -IRSA-

Frequency	4 Years	Preferred Venue	
Rotation area	World/International	Preferred Month	July - August
Language	English/Host Country	Duration of congress:	4 day(s)
		Break-out rooms #	5
		Size meeting rooms	12 - 50
		Usual Exhibition	

International Organisation

International Rural Sociology Association -IRSA-  
 Contact: Dr. David O. Hansen (Secretary-Treasurer)  
 Ohio State University Int'l Program in Agriculture 2120  
 Fyffe Road  
 US- Columbus, Oh 43085  
 U.S.A.  
 tel.: 1-614-292 7252  
 fax.: 1-614-292 1757  
 E-mail: [hansen.4@osu.edu](mailto:hansen.4@osu.edu)  
 Homepage: <http://www.irsa-world.org>  
 Keycontact link:

#: 10293 [Keycontact list](#) [Remarks](#) [UIA](#)

International organisation address check: 09-Jul-2008

Subjects Social Sciences/Sociology/Relations/Rural

First open year	
Preferred region	
Deadline bids	
Decision date	
Decision maker	Int. Org. Council

Decision information [Click here](#)

Archived BE Info:

-- select to view --	<a href="#">View</a>
-- select to view --	
10 Oct 2007: icca congress thailand	
28 Sep 2007: it & cma	

**Report an Update**

*Series profile last updated: 04-Dec-2008*

Below the series and international organiser information, you can find the history of events:

You can click on the red 'Report an Update' button if you have information on the series or international organiser. Fill in the form that appears and send it to ICCA Head Office.


You can navigate between the series by clicking on the arrows above, or go to begin or end, or fill in a number behind Go to.

#### The information shown is:

Series title	: the name of the congress
Frequency	: how often the congress takes place
Rotation area	: in which part(s) of the world the congress takes place
Language	: the language(s) spoken during the congress
International Organisation	: the contact details of the association that plans the congress, with direct link to email and website, plus a link to the member contact information (key contacts)
Key contact list	: this button will give you a list of all the countries in which the International Organisation has a member. If you click in the list you will enter the webpage with names and contact details of those members. You can also skip the list and click directly on the Key contact link above the button.
Remarks	: ICCA researchers can put remarks here on the association
UIA	: this is a link to detailed information regarding the association; this information is provided by the Union of International Associations -UIA-
Subjects	: subject(s) of the congress

#### Right column:

Preferred venue	: the type of venue the int. org. prefers to hold its congress in
Preferred month	: the month in which the int.org. usually has its congress
Duration of congress	: how many days the congress takes on average
Break-out rooms #	: number of break-out rooms needed
Size meeting rooms	: in square metres
Usual exhibition	: is there a commercial exhibition attached?
First open year	: the first year of which destination is not yet known
Preferred region	: region of the world where the int.org. would like to hold that congress
Deadline bids	: date on which all bids for this open year have to be received by the int.org.
Decision date	: date upon which will be decided where the congress will go to
Decision maker	: who will make the final decision
Decision information	: When available, we put in a link to the webpage of the international organisation where they mention who decides where the next event will be held, plus possible additional information for potential hosts.
Additional scanned information	: when available, we supply a link to scanned information that could be helpful for you. If you click this link a new window appears:

Document	Address Code	Serialnumber	HofNr
	40739	4073901	200802423

Then click on the green arrow to view the information.

Archive BE info : in case this lead was used in a Business Exchange session 6 months ago or more, the link to the additional information given by the ICCA member using it is given here.

[Click here to see a demonstration of a suggested Series search for a Dutch Convention Bureau looking for meetings which rotate worldwide and have not been to The Netherlands since 1992 \(requires Flash player\).](#)

## 6. Events

Association Database > Series Search

Events Show Series List Bookmarks Notes Print Export Save Selection Open Selection Back Main

Find Reset Show Series Full Show Series List Series found: Complete: 223 Incomplete: 12

**Include incomplete profiles**  
The database includes profiles which may lack contact addresses or profiles which are not completely up to date and therefore will require additional research. Check to include these profiles.

When you are in Series and decide you wish to make an Events search, you do not have to go to the Main Page and select Events. You only have to click on the Events button, top left.

You can also move from Events to Series with one button click.

### 6.1. Events selection criteria

To build your own search, the following selection criteria are available:

#### **Free text**

Search by keying in any text. The application will search in the title of the event, the name of the international organisation, the organising committee and the contact person of the organising committee.

#### **Events #**

Search by event number.

#### **Title event**

Search by keying in any text. The application will only search in the title of the event.

#### **Subject**

Options give the subject matter categories the event must deal with.

#### **City**

Options give the required city where the event should take place.

#### **Country**

Options give the required country where the event should take place.

#### **Name Congress secretariat/Organising Committee**

Search by keying in any text. The application will search in the name of the organising committee and the contact person of the organising committee.

#### **Date event**

Specify the event date or time period of search.

#### **Attendance #**

Search for the minimum and/or maximum number of attendants of the event.

#### **Only new events since**

Search for events which were added to the Database since the last update.

#### **Only updated events since**

Search for events which were changed in the Database since the last update.

#### **Commercial Exhibition**

Selects events which have a commercial exhibition in conjunction.

#### **Only events without:**

Search for planned events of which a specific type of supplier is: "unknown" or "not yet decided".



The same toolbars as in Series are available.

You can also choose to see also incomplete profiles, as is possible in Series.

## 6.2. Example of an Events Search

Events search screen:

19 Feb 2010 [Logout](#)

Logged in as Willy Cortus. Session expires in 3591 seconds. Database updated per Feb 9, 2010 06:20

Association Database > Event Search

[Series](#) [Show Events List](#) [Bookmarks](#) [Notes](#) [Print](#) [Export](#) [Save Selection](#) [Open Selection](#) [Back](#) [Main](#)

### ICCA Data Event Search

[Find](#) [Reset](#) [Show Event Full](#) [Show Events List](#)
Events found: Complete: 9 Incomplete: 1

**Include incomplete profiles**  
 The database includes profiles which may lack contact addresses or profiles which are not completely up to date and therefore will require additional research. Check to include these profiles.

Free text

**Fields from EVENTS**

Events #	<input type="text"/>	<input type="checkbox"/> Only events without:
Title event	<input type="text"/>	<input type="checkbox"/> Venue
Subject	<input type="text" value="Agriculture;"/>	<input type="checkbox"/> P.C.O
City	<input type="text"/>	<input type="checkbox"/> Travel Agent
Country	<input type="text" value="Netherlands;"/>	<input type="checkbox"/> Exhibition Management
Name Congress Secretariat / Organising Committee	<input type="text"/>	<input type="checkbox"/> Airline
Date event	after >= <input type="text" value="01 Jan 2005"/> before <= <input type="text" value="31 Dec 2005"/>	<input type="checkbox"/> HQ-Hotel
Attendance #	>= <input type="text"/> <= <input type="text"/>	
Only new events since	<input type="text"/>	
Only updated events since	<input type="text"/>	
<input type="checkbox"/> Commercial Exhibition (Please tick if a commercial exhibition should be attached to the meeting.)		

Search for Hotleads: after >=  before <=

[Find](#) [Reset](#) [Show Event Full](#) [Show Events List](#)
Events found: Complete: 9 Incomplete: 1

You would fill in the above criteria to find all events that took place in 2005 in the Netherlands on the subject of agriculture. [Click on Show Series List:](#)



If you click "Show Events List" you will see a list of events which live up to your criteria:

[Association Database](#) > [Event Search](#) > Events List

Series Show Event Full Bookmarks Notes Print Export Save Selection Open Selection Back Main

### ICCA Data Event Search

The gray coloured profiles may be incomplete or not up to date.

Records in result: 20

# of Titles: 10

#### Events list

#	B	N	Date	Event title	Where
1			<a href="#">18 - 23 Apr 2005</a>	<a href="#">37 Session of the Codex Committee on Pesticide Residues</a>	The Hague
2			<a href="#">25 - 29 Apr 2005</a>	<a href="#">37 Codex Committee on Food Additives and Contaminants - CX-712-37-</a>	The Hague
3			<a href="#">23 - 26 May 2005</a>	<a href="#">16 European Symposium on the Quality of Poultry Meat</a>	Doorwerth
4			<a href="#">8 - 09 Jun 2005</a>	<a href="#">49 Annual Meeting of the Collaborative International Pesticides Analytical Council -CIPAC-</a>	Utrecht
5			<a href="#">12 - 15 Jun 2005</a>	<a href="#">4 IDF International Mastitis Conference</a>	Maastricht
6			<a href="#">12 - 15 Jun 2005</a>	<a href="#">VII International Conference on Pig Reproduction -ICPR 2005-</a>	Kerkrade
7			<a href="#">16 - 19 Jun 2005</a>	<a href="#">11 International Symposium on Asparagus</a>	Horst
8			<a href="#">20 - 23 Jun 2005</a>	<a href="#">68 Congress of the International Institute for Beet Research -IIRB-</a>	Maastricht
9			<a href="#">5 - 07 Sep 2005</a>	<a href="#">Potato 2005</a>	Emmeloord
10			<a href="#">18 - 23 Sep 2005</a>	<a href="#">37 Conference of the International Eqg Commission -IEC-</a>	Amsterdam

If you click "Show Events Full" you will see the full profile of the event:

You can navigate between the events by clicking on the arrows above, or go to begin or end, or fill in a number behind Go to.

Below the events information, you can find the name of the series and the international

organiser, plus a link to series information.

In Events there is also the possibility to 'Report an Update'.

**The information shown in the Events result field is:**

**Events #**

Number of the event that has been selected.

**Begin**

Go to first mentioned event of the events selection.

**Arrows**

Allow you to go to the previous/next event of the events selection.

**End**

Go to last mentioned event of the events selection.

**Goto**

Go direct to a certain series profile.

**Hit #**

The profile number you are in out of the total result.

**Title event**

This is the title of the Profile you just selected.

**Subjects**

Subjects of the event.

**Date**

The date of the event.

**City**

City where the event takes place.

**Country**

Country where the event takes place.

**Attendance**

How many delegates visit the event.

**Accompanying Persons**

Number of accompanying persons at the event.

**Commercial exhibition**

Is there a commercial exhibition attached to the event.

**Exhibitors #**

How many exhibitors are at the event.

**Surface exhibition**

How many square meters is the exhibition.

**Poster exhibition**

Is there a poster exhibition attached to the event.

**Posters/day #**

How many posters are exhibited per day.

**Congress Secretariat/ Organising Committee**

Gives the full address of the organising committee / congress secretariat.

**On the right hand side of the result page you see:**

**Venue**

Building where the event is held.

**PCO**

Name of the Professional Conference Organiser involved.

**Travel agent**

Name of the travel agent involved.

**Exhibition Management**

Name of company that organises the attached exhibition.

**Airline**

Name of the airline that gives a special rate for this congress.

**Headquarter hotel**

Name of the hotel used for most of the attendants.

**Hotel rooms**

Number of hotel rooms needed.

**Registration fee**

Minimum and maximum fee to be paid.

**When you scroll down you will see some series information:**

**Series code**

Code of the series that is attached to the event.

**Series Name**

Name of the series that is attached to the event.

**International Organisation code**

The number of the International Organisation.

**International Organisation**

Name of the International Organisation.

**Subject matters**

ICCA created a special structure for indexing the many subject matters of the international meetings. All fields of interest (specific specialties) are categorised under a general subject matter. The specific specialties can be found with a 'path'.

Two examples:

- 'Electricity' can be found under: 'Commerce/Distribution/Energy/Electricity' In this case the general subject matter is: 'Commerce'. The path is the complete indication, which leads to the specialty 'Electricity'.
- 'Pain' can be found under: 'Medical Sciences/Neurology/Pain'

Sometimes a specialty you would like to use is mentioned under two or more 'paths':

- 'Social Security' can be found under: 'Law/Social Matters/Social Security' and under: 'Safety & Security/Social Security'

Other fields may not be mentioned under a path name. In that case the most likely subject matter or specialty should be used:

- Anything related to 'Shares' should be found under the general subject matter 'Economics' or under the more specific 'path': 'Economics/Finance'.

The other option to find meetings dealing with a specific field of interest, is to use the criterion 'free text'.

[Click here to see a demonstration of a suggested Events search for all congresses which will take place in Milan, Italy, after 1 January 2009 and for which a venue has not been chosen yet \(requires Flash player\).](#)

## 7. Exporting & Mail merging

To export your selection from the Association Database

### 7.1. Exporting your selection

1. Make selection (max. 500 profiles).
2. Click on show Show events List/Full or Show series List/Full.
3. Click the Export button, the following screen appears:

**Export dialog - Windows Internet Explorer**

http://91.142.245.103/icca/icca\_sparxdir/icca\_online/export/

**Export (SERIE)**

**Selection:**

Selected Events

Selected Series

Bookmarks in Events

Bookmarks in Series

Tick this box to export your personal notes

Export Close

"The export you are about to make includes profiles which may lack contact addresses or profiles which are not completely up to date and therefore will require additional research. Please note that the profiles are displayed in two different tabs called "Complete profiles" and "Incomplete profiles". To exclude incomplete profiles from your selection please go back to the selection screen and uncheck the "Include incomplete profiles" box.

**ICCA Data Association Database**

Logged in as Willy Cortus. Session expires in

Association Database > Series

Events Show Series Full

The gray coloured profiles ma

**Series List**

#	B	N	Series #	Series
1			1004001	## Ge
2			1005601	## Euro
3	B		1011201	## Co
4			1044801	## Ge
5			1068801	## St
6			1069901	Annua
7			1071601	## Int
8	B		1073502	## Ma
9			1073701	## Co
10			1077501	## Ge
11			1086301	## Sv
12			1090404	## International Symposium on Aquatic Weeds
13			1093601	## Meeting of the Federation of the European Biochemical Societies -FEBS-

19 Feb 2010 Logout

ie updated per Feb 9, 2010 06:2

Selection Back Main

ords in result: 20

# of Titles: 235

RC-

-WFBSC-

egions -CEMR-

ETUC-

ork -ECCS-

e of the Elderly -EURAG-

rd Manufacturers -FEFCO-

ufacturers -EUROSAC-

Internet 100%

4. Tick the selection you wish to export (you can also include your personal notes) and click the export button
5. Open/download the file and save as a Microsoft Excel Workbook. Alternatively, you could save the file as a Text (tab delimited) and convert it in into a Database in another programme.
6. Give the selection a name
7. Click save
8. Click OK
9. Close the file

## 7.2. Field Descriptions

### 7.2.1. Field Descriptions - Series export

Export specifications for series information (These fields can only be exported from selections made in series):

**«Field name», Explanation, Field type/size:**

«SCODE» Series code TEXT/ 10 NUMBER/Long Integer

«SNAME» Series name TEXT/125

«ICODE» Int.Org. code TEXT/ 10 NUMBER/Long Integer

«INAME» Int.Org. name TEXT/ 80

«IADDRESS» Int.Org. address TEXT/254

«IPOCODE1» Int.Org. postal code (in front of city) TEXT/ 10

«ICITY» Int.Org. city TEXT/ 50

«IPOCODE2» Int.Org. postal code (after city) TEXT/ 10

«ICOUNTRY» Int.Org. country TEXT/ 50

«ICPERSON» Int.Org. contact person TEXT/ 40

«IFUNCTION» Int.Org. contact persons function TEXT/ 30

«SALUTATION» Dear "Contact person Int.Org.," TEXT/ 40

«IUNTIL» Int.Org. Contact person until TEXT/ 10

«IPHONE» Int.Org. phone number TEXT/ 30

«IFAX» Int.Org. fax number TEXT/ 30

«IHomepage» Int.Org. homepage TEXT/ 80

«IEMAIL» Int.Org. e-mail TEXT/ 40

«FREQ» Frequency of series TEXT/ 15

«AREA» Rotation area of series TEXT/ 25

«DUR» Duration of series TEXT/ 7

«SUB» Subject matter of series TEXT/254

«MON» Preferred meeting months for series TEXT/ 7

«NUMB» Number of break out rooms TEXT/ 3

«SIZE» Size of meeting rooms TEXT/ 9

«VENUE» Preferred venue (e.g. University) TEXT/ 15

«LANG» Language TEXT/160

«USEXH» Use of exhibition (yes/no) TEXT/ 3

«FOPEN» First open year for Bids TEXT/ 4 NUMBER/Long Integer

«DEADL» Deadline for Bids TEXT/ 7

«DESCD» Decision date TEXT/ 7

«PREFR» Preferred region (for next congress) TEXT/105

«DESCM» Decision maker TEXT/ 25

«ICPTITLE» Int.Org. contact person title TEXT/ 255

«ICPFNAME» Int.Org. contact person firstname TEXT/ 255

«ICPLNAME» Int.Org. contact person lastname TEXT/ 255

«KC\_LINK» Hyperlink to Key Contact Details on Association's website TEXT/ 255

### 7.2.2. Field Descriptions - Events export

Export specifications for events information (These fields can only be exported from selections made in events):

**«Field name», Explanation, Field type/size:**

«HOFNR» Events Number NUMBER/Integer

«ENAME» Events name TEXT/255

«SCODE» Series code NUMBER/Long Integer

«INPUTDATE» Date of first input TEXT/255

«EDITDATE» Date last edited TEXT/255

«SCODE» Series code NUMBER/Long Integer

«YEAR» Year of event NUMBER/Integer

«START» Starting day/month NUMBER/Integer

«END» Ending day/month NUMBER/Integer

«CITY» City where event takes place TEXT/255

«COUNTRY» Country where event takes place TEXT/255

«ATTEN» Attendance NUMBER/Integer

«ACOMP» Number of accompanying persons TEXT/255

«REGFEE» Registration fee for event TEXT/255

«CURR» Currency for registration fee TEXT/255

«NUMHOT» Number of hotel rooms booked TEXT/255



«COMEXH» Commercial exhibition (yes/no) TEXT/255  
«COMPOS» Commercial poster exhibition TEXT/255  
«NUMEXH» Number of exhibitors TEXT/255  
«NUMSURF» Number of surface space TEXT/255  
«NUMPOS» Number of posters TEXT/255  
«EVENUE» Official venue for event TEXT/255  
«EPCO» Official PCO TEXT/255  
«EAIR» Official Airline TEXT/255  
«EHOT» Official hotels TEXT/255  
«EEXH» Official exhibition management TEXT/255  
«ETRA» Official travel agent TEXT/255  
«SNAME» Secretariat name TEXT/255  
«SCONTACT» Secretariat contact person TEXT/255  
«SADDRESS» Secretariat address TEXT/255  
«SPOCODE1» Secretariat postal code (in front of city) TEXT/255  
«SCITY» Secretariat city TEXT/255  
«SPOCODE2» Secretariat postal code (after city) TEXT/255  
«SCOUNTRY» Secretariat country TEXT/255  
«SPHONE» Secretariat phone number TEXT/255  
«SFAX» Secretariat fax number TEXT/255  
«SHOMEPAGE» Secretariat homepage TEXT/255  
«SEMAIL» Secretariat e-mail TEXT/255  
«SFUNCTION» Secretariat function TEXT/255  
«ONAME» Org. committee name TEXT/255  
«OCONTACT» Org. committee contact person TEXT/255  
«OFUNCTION» Org. committee contacts function TEXT/255  
«OADDRESS» Org. committee address TEXT/255  
«OPOCODE1» Org. committee postal code (in front of city) TEXT/255  
«OCITY» Org. committee city TEXT/255  
«OPOCODE2» Org. committee postal code (after city) TEXT/255  
«OCOUNTRY» Org. committee country TEXT/255

«OPHONE» Org. committee phone number TEXT/255

«OFAX» Org. committee fax number TEXT/255

«OHOMEPAGE» Org. committee homepage TEXT/255

«OEMAIL» Org. committee e-mail TEXT/255

«SUB» Subject matter of event TEXT/254 TEXT/255

«FOOTLINES» Extra remarks on event TEXT/255

«ICODE» Int.Org. code TEXT/ 10 NUMBER/Long Integer

«INAME» Int.Org. name TEXT/ 80

«IADDRESS» Int.Org. address TEXT/254

«IPOCODE1» Int.Org. postal code (in front of city) TEXT/ 10

«ICITY» Int.Org. city TEXT/ 50

«IPOCODE2» Int.Org. postal code (after city) TEXT/ 10

«ICOUNTRY» Int.Org. country TEXT/ 50

«ICPERSON» Int.Org. contact person TEXT/ 40

«IFUNCTION» Int.Org. contact persons function TEXT/ 30

«SALUTATION» Dear "Contact person Int.Org.," TEXT/ 40

«IUNTIL» Int.Org. Contact person until TEXT/ 10

«IPHONE» Int.Org. phone number TEXT/ 30

«IFAX» Int.Org. fax number TEXT/ 30

«IHOMEPAGE» Int.Org. homepage TEXT/ 80

«IEMAIL» Int.Org. e-mail TEXT/ 40

### 7.3. Mail merging

#### Creating Direct (E)mail

1. Open MS Word (based on Office 2003)
2. Click Tools, Letters & Mailings, Mail merge
3. Select document type
4. Click on Next: Starting document
5. Select starting document and click on Next: Select recipients
6. Click on 'Browse' and open the file (see: name under 1.6). If you have saved the file as an Excel Worksheet, click Entire Spreadsheet, ok
7. Click on Next: Edit your letter
8. Insert Merge Fields
9. Next: Preview your letters
10. Next: Complete the merge

**Please note that when you merge events information, this now includes the information on the international organisation.**

## 8. Business Exchange Form

### Business Exchange (BE)

ICCA's success over four decades has been built on the principle of members exchanging commercial information with one another about recently hosted events. This is the foundation of ICCA's Association Database, and is a central component of many ICCA events. Upon registration each delegate will be requested to provide data on one major international event they have recently been involved with, and to be willing to share their insights and inside knowledge about this event with other delegates throughout the BE Sessions. ICCA Data will support delegates in maximising the commercially important data that will be exchanged during the Business Exchange, turning the event into a massive intelligence gathering opportunity.

The format is designed to ensure that commercial confidentiality issues are respected whilst encouraging interaction between the different sectors of ICCA membership. Adequate time and space will be scheduled during the BE Sessions to enable pre-set and/ or ad hoc meetings and information exchange to take place between BE participants.

It's all about sharing leads about non-repeat business. You don't have to be afraid of losing business because as soon as a piece of association business is yours, it won't come back for 15 years or so. Verbal sharing of information is a purely voluntary matter; confidential data can be held back. All written material is included longer term in the online association database and is accessible to all members.

All BE participants are asked to give additional information in advance to events which were inputted into the database online. This is information regarding the decision making process, government support, matters relating to the budget and details on gala dinners, for instance. A pdf file containing this data is then sent to all persons involved, asking them to do their homework and be prepared when the time comes when they meet the persons they wish to speak to.

Instructions on how to put forward a lead for the Business Exchange will be included in an email which you will receive upon registering for an ICCA Business Exchange Session, in addition to a link to an online BE lead proposal form (See an example below) where you will need to complete background information on the event you are proposing. When proposing an event please make sure it meets the following criteria, it must:

- attract at least 50 participants
- be held on a regular basis
- rotate between at least 3 different countries

Please note: In case of a past meeting, it should not have taken place more than 2 years ago.

### How to Propose your BE Lead

When you have registered for the ICCA Congress & Exhibition, the ICCA Research, Sales & Marketing Programme or any other event which includes an ICCA Business Exchange Session, you will receive a confirmation letter or an email containing the instructions on how to propose a Lead for that particular BE Session and a Link which is only available for delegates who want to propose a lead for the ICCA BE. Before you access the link, please make sure that the lead you will be proposing meets all the ICCA criteria which have been listed below.

A lead for the ICCA BE must;

- Attract at least 50 participants
- be held on a regular basis
- rotate between at least 3 different countries

Please note: In case of a past meeting, it should not have taken place more than 2 years ago

If the proposed meeting doesn't meet all of these criteria, the meeting will not be accepted and you will be asked to propose another lead as soon as possible.

When you have made sure that the lead you are proposing meets the ICCA criteria, please fill out the Business Exchange Lead Proposal Form and select the submit button. This form will then be sent to ICCA Head Office for verification of your lead and if it meets the set criteria, it will be accepted. Then you will receive the acceptance letter containing the instructions on how to find the other leads which will be presented at the Business Exchange Session in the Association Database Online, the instructions on how to make your own lists of leads, how to print them out or export them to your own database.

Please find an example of the Business Exchange Lead Proposal Form on the next three pages:

## Business Exchange Registration Form

\*: indicates a required field

Which Business Exchange Session are you attending:*	ICCA Business Exchange at	<input type="text" value="ICCA Congress"/> (e.g. ICCA Congress)	in:	<input type="text" value="Hyderabad / 2010"/> (e.g. Florence)
Member Company Name:*	<input type="text" value="The name of the Member company you represent"/>			
Name Business Exchange Participant:*	Title	First Name	Last Name	
	<input type="text" value=""/>	<input type="text" value="BE Participant (You)"/>	<input type="text" value="BE Participant (You)"/>	
Email:*	<input type="text" value="Email of the BE Participant (YOU)/ Not the Client, assistant etc."/>			
When was your company involved in this meeting? (dd-mm-yyy):	From:	To:		
	<input type="text" value="Dates of the event"/>	<input type="text" value="or involvement."/>		
Where was your company involved in this Meeting	City:	Country:		
	<input type="text" value="Where the event"/>	<input type="text" value="was held."/>		
Which services did your company provide for this meeting? (e.g. Venue / PCO etc.)	In what capacity was your Company involved. For instance as Venue/ PCO/ DMC/etc.. You can post any involvement in this field...			
	<input type="text" value=""/>			

Series#: \*

Series name: \*

### 1. Bidding/Decision-making Process:

1.1 What type of bidding/decision-making process is used?

Use the dropdown menu, if the option you want has not been provided, use this box.

1.2 Does association have a published manual with details on how to bid for the congress? Please indicate how to obtain this information (e.g. website address; whether suppliers can request this from the association HQ or if it is only supplied to local members):

1.3 How many years in advance of the meeting can bids be seriously considered?:

1.4 How many years in advance of the meeting is the actual decision made?:

1.5 Please describe any minimum requirements to be seriously considered for this event:

Accessibility - international (e.g. do they insist on having a nearby major hub airport):

Accessibility - local (e.g. what is an acceptable travel time from airport to main venues; do hotels have to be walking distance from main venue):

Main venue: what type preferred or required (e.g. hotel; university; congress centre)

Main venue: minimum capacity of plenary room:

Main venue: minimum number of breakout meeting rooms (include typical capacities if known; e.g. 30 breakout rooms/ 100-500 pax. each.):

 breakout rooms. from:  to:  pax

Main venue: size of exhibition space (NB please say if estimate given is gross or net, and m2 or ft2):

  Gross  m2 

Delegate accommodation: how many bedrooms required in which star categories (e.g. 300 5 star double rooms):

### 1.6 Financial criteria relating to the decision

Please indicate what sort of financial considerations are most important to the association (e.g. do they aim to make a big profit from the event; is it more important for their central budget costs to be kept low or are they more concerned with securing good hotel rates for their delegates; is financial and/or in-kind support from the destination important to them; do they need firm price guarantees before making decisions; etc).

### 1.7 Is the association flexible in terms of the time of year or days of the week when the event takes place?

1.8 What sort of support does the association need from suppliers in the destination (e.g. identification of local PCOs or DMCs to help run the event; housing bureau services; marketing support to promote congress to delegates)?

1.9 Please describe any important internal objectives that the association has for this event (e.g. to increase their membership numbers; to promote their services in countries where they are not well established; to support strong local membership chapters; to address social/medical/environmental problems linked to the association's Mission; etc).

### 1.10 Please indicate if there are any known political or emotional factors that influence this association's bidding decisions

(e.g. are they very concerned about safety issues; do they like to choose "new" or "trendy" destinations; is destination tourist appeal a big factor; are there powerful groupings of members in their decision-making Board or Committee who influence the other decision-makers; do they like/need invitations from the government of the country bidding; etc).

## 2. Other useful information

### 2.1 Delegate profile

Please describe the mix of delegates attending this event (e.g. which areas of the world do most delegates come from; what is the male/female and age profile mix; are they mainly professionals/academics/business people; are there any important sub-groups with specific religious requirements).

### 2.2 Budgetary profile

Please give any information relating to the spending



profile of the delegates (e.g. do they pay to attend themselves or do their companies/organisations pay for them; are they traditionally big spenders or budget conscious; is there lots of business entertaining linked to this conference; are lunches and dinners for all delegates included in the registration fee; etc).

**2.3 Other useful background on the association**

*Please let us know anything that you think will help us to better understand this association and their event.*

**2.4 Other helpful hints on bidding for this event**

*Please let us know any ideas you tried that helped you to be successful when bidding to host this event.*

Submit

Print

Close window

---

Instructions on how to find your Lead & the Leads of the other BE participants.

Log in to [www.iccaworld.com](http://www.iccaworld.com) using your ICCA log in and password.

Click on the Association Database and Choose Series from the four options of Hot Leads, Series, Events & Destination Comparison Report. In the Series # option, please enter the Series Code of your lead, the series number is provided in the acceptance email (which you will receive when your Lead has been accepted and it can also be found in the Association Database), and click the Find button.

This search will produce a result of one. Click the button Show Series Full. You should now be able to see the details of the lead you submitted by selecting the Business Exchange Info: then select the ICCA BE you have submitted your Lead for from the drop down menu and click on the button View. Scroll down if you want to print thus form.

On the top of the "Show Series Full" screen you can click on the option to print the profile you are in. Please make sure the following boxes are ticked:

Selection: Current record

Format: Extended

Include Business Exchange Session: "ICCA BE Session (in which you participate)"

You can also choose to include your personal notes.

Please make 10 print-outs of this form to bring to the session by clicking the Print button.

If you have any additional relevant background information please also bring this with you.

Make printouts and export your own tailor-made list of Business Exchange leads:

If you've logged in, please go to the Series search page and scroll down to the bottom. There you will find the Business Exchange search option

Search for Business Exchange Information submitted: Fill in the date when I first started entering the BE leads, by using the Calendar button. (This date will be provided in your acceptance letter which you will receive after your Lead has been accepted.)

Click on the Find button.

Then please click on Show Series List. This list contains all the leads that will be presented at the BE up until now.

If you are going to print your list, please make sure the following boxes are ticked:

Selection: Records in hitlist

Format: Extended

Include Business Exchange Session: "ICCA BE (in which you participate)"

You can also choose to include your personal notes.

In the "Show Series List" section you can also export your list to your own database by clicking the Export button in the top of your screen. The Export window will open, please make sure that the box: "Selected Series" has been ticked and click on the export button. You can also choose to include your personal bookmarks and notes. When the export is complete you can proceed to save the file as a database file to your own computer.

Remember that the results, will constantly be changing as more and more members submit leads in the run up to the Session, so please check the information on a regular basis.

Naturally you can also make a tailor-made search and print out a tailor-made list for the BE by filling out other essential criteria such as; rotation area, attendance, meetings must not have been to your country after a specific year, etc.

The following paragraph will explain how to identify leads that are particularly interesting to you and which actually have a potential to come to your country.

Choose Series in the Association Database. Now click on the Options button for Rotation Area Series. Another box will now open and on the right hand side you will see "Select all rotation areas in which" with a drop down menu just below. Your country will be automatically selected, so now all you have to do is click on Make Selection. This will now select every possible rotation in which your country is included. Now click on Ok at the bottom of this page.

If you now click on the Options button for Country Key Contact and once more choose your country in the pop up box you will include in your search a member of the International organization who is based in your country. This is often a very good starting point when bidding for a lead.

Further down the search page you will now see an option; "Must not have Been", choose the Options button for Country and once more choose your country from the pop up box, and then enter the date 01-01-1999.

Now one last thing, at the bottom of the search page you will see Search for Business Exchange Information Submitted. Please enter here the date when ICCA Data Researchers first started entering the BE leads, by using the Calendar button. (This date will be provided in your acceptance letter which you will receive after your Lead has been accepted.) Click on Find.

Your search result is now tailor-made to you. All the results which are now found are leads submitted by our members who are going to take part in the BE Session, but all of these results have a real potential of coming to your country sometime in the future. You can also see from these results the contact details of the members who have submitted these leads so you can contact them in advance to make appointments to exchange business at the "ICCA BE Session", or just make a note of whom you really want to talk to. Just click the button Show Series Full. You should now be able to see the details of the leads submitted by selecting the "ICCA BE Session" and clicking on the button Show.

The Key contacts details (members of the association) you can find by clicking on the Key contact link in the Series Full Profile.

You can narrow down your search and make it even more specific for you by selecting other options such as Commercial Exhibition (tick the box) or number of participants etc. ...

## 9. Hosted Buyers Information

When attending the ICCA Personal Connections Evening at IMEX or EIBTM, ICCA sends the e-ticket to the participant via e-mail together with more information on the clients who will be attending.

Attached to this e-mail is an Excel sheet with an overview of Association Buyers attending, that have not opted for data protection.

ICCA's Research Department has looked into the events represented by the buyers on the attached list and the participant is able to make a selection in the ICCA Database specifically on International Associations attending IMEX/EIBTM as Hosted Buyers.

Please note that not all Buyers from the Excel list will be in the ICCA Association Database if their events do not meet ICCA's criteria for inclusion (eg they may rotate between fewer than three countries).

To make your selection, please follow the instructions below:

- Log into the My ICCA section on the website: <http://www.iccaworld.com>
- In the ICCA Association Database - Series section - make your selection and include the criteria: "Only Associations participating in the Hosted Buyer Programme at: IMEX yyyy/ EIBTM yyyy" (you can find this at the bottom of the series search screen)

Applies to last four events in series  
 Applies to one event in series

Commercial Exhibition (Please tick if a commercial exhibition should be attached to the meeting.)

Must not have been  
 Must have been

In: City  Options X

Country  Options X

Date after >=  Calendar X before <=  Calendar X

Only new series since after >=  Calendar X before <=  Calendar X

Only modified series since after >=  Calendar X before <=  Calendar X

First open year (yyyy) after >=  before <=

Search for Serie Hotleads: after >=  Calendar X before <=  Calendar X

Search for IO Hotleads: after >=  Calendar X before <=  Calendar X

Search for KC Hotleads: after >=  Calendar X before <=  Calendar X

Only Associations participating in the Hosted Buyer Programme at:

Series found: Complete: 0 Incomplete: 0

[Home](#) | [Site Index](#) | [Privacy Policy](#) | [Terms of Use](#) | [Inquiries](#) | [Copyright Policy](#) | [Log Out](#)

- In the full series profiles, make sure to select the "Hosted Buyer Info of IMEX/EIBTM yyyy" (at the top on the right). Click on the button [View] to access the extra information.

Association Database > Series Search > Series Full

Events Show Series List Bookmarks Notes Print Export Save Selection Open Selection Back Main

---

**ICCA Data Series**

Bookmark Note

Series # **5130401** Begin End Goto... Hit # **1** of **174**

Hosted Buyer Info: IMEX2010 View

Series title	# Annual Conference of the Association of Development Financing Institutions in Asia and the Pacific -ADFIAP-		
<b>Frequency</b>	Annual	<b>Preferred Venue</b>	
<b>Rotation area</b>	Asia	<b>Preferred Month</b>	
<b>Language</b>	English	<b>Duration of congress:</b>	2 - 5 day(s)
<b>International Organisation</b>		<b>Break-out rooms #</b>	0
Association of Development Financing Institutions in Asia and the Pacific -ADFIAP-		<b>Size meeting rooms</b>	
Contact: Mr. Octavio B. Peralta (Secretary General)		<b>Usual Exhibition</b>	NO
2nd Floor Skyland Plaza Building Sen. Gil. J. Puyat Avenue		<b>First open year</b>	
PH- Makati City 1200		<b>Preferred region</b>	
Philippines		<b>Deadline bids</b>	
tel.: 63-2-816 1672/843 0932		<b>Decision date</b>	
		<b>Decision maker</b>	
		<b>Decision information</b>	

Data Protection legislation in Europe is getting tougher and tougher, so in order to encourage clients to allow their details to be circulated please take particular notice of the "Do Not" advice set out below, and be as selective as possible in who you contact and how you approach them.

ICCA members have a great chance to stand out from the crowd by contacting these clients in a totally professional manner, and this will greatly benefit ICCA's ability to develop long term relationships with them. Thanks in advance for your cooperation!

PLEASE DO NOT send standard mass emails to every client on the list. They hate this type of approach and it is counter-productive.

PLEASE DO NOT email your brochures in PDF format to any client. This was done in the past by a non-ICCA member and caused massive complaints.

Here are a few ideas for how to use the data effectively.

Look at this information immediately, so that you can carry out pre-EIBTM/IMEX communication and fix appointments. In previous years, many ICCA members didn't open the files and therefore failed to make early contact with key clients.

Cross-check the contacts, associations and events against your own databases, and identify prospective clients. You may also find that current clients will be attending - make sure you know who will be there. It's far better to contact 20 clients; you are really interested in, rather than 100 whose events can't make use of your services.

Check out event sizes, rotation patterns, open dates and other data to identify those clients who are right for you.

Write personalised emails to clients you wish to meet. Try to arrange to meet either during the evening, or later at your stand. Explain why you want to meet them and why/how your destination/venue/services could meet their specific needs.

Highlight the fact that you are an ICCA member, and therefore a specialist in international association meetings. Highlight other events you have recently hosted which are of a similar profile to theirs.

Take a list of key contacts with you to Personal Connections, so you can try to meet up with all your prospective clients.

Keep a printout of the data with you throughout EIBTM, so you can use it when meeting with international association clients, and can impress them with your knowledge of their events.

For any questions please contact [paula@icca.nl](mailto:paula@icca.nl)



## 10. ICCA Destination Comparison Report Online

In this report you can compare your destination (city or country) with four of your destination's direct competitors of your choice.

You can access the ICCA Destination Comparison Report Online by logging in to the My ICCA section on the ICCA website and clicking "Destination Comparison Report":

### Destination Comparison Report

[> More](#)

Compare your destination with four direct competitors of your choice! This report is the perfect tool for analysing your current position in the international meetings market and targeting your future marketing plans.

You can compare 5 destinations on city or country level. Your own destination is already filled in. Please note that you can run as many reports as you want and that you can always go back to change your destinations.

**City level**   **Country level**

My destination:

Compare with

Destination 1:

Destination 2:

Destination 3:

Destination 4:

The Destination Comparison Reports compare the following characteristics of the five destinations over the last ten years:

1. Total number of events per destination
2. Market share per country by number of events
3. Rotation areas of the events organised per destination
4. Homebase of the international organisations organising the events per destination
5. Size of meetings per destination
6. Average number of participants to events per destination
7. Estimated total number of participants per destination per year
8. Favourite months of meetings per destination
9. Average length of events per destination
10. Venues used per destination
11. Subjects of events per destination

You can run all reports in one as an HTML Report or a PDF Report, or one by one by clicking one of the 11 titles. You should run your report as a PDF file if you want to print it or save it on your local drive.

## Available Reports

1. [Total number of events](#)
2. [Market share per country by number of events](#)
3. [Rotation areas of the events organised](#)
4. [Homebase of the international organisations](#)
5. [Size of meetings](#)
6. [Average number of participants to events](#)
7. [Estimated total number of participants per year](#)
8. [Favourite months of meetings](#)
9. [Average length of events](#)
10. [Congress venues used](#)
11. [Subjects of events](#)

Run destination Comparison Report as:

HTML Report

PDF Report

Please note that only cities and countries which have hosted 5 meetings or more in the most recent year can be compared in the Destination Comparison Report Online. We have built in this filter because if destinations have hosted less than 5 meetings there is not enough data available to make a useful comparison.

The statistics presented in this report are based on the ICCA Association Database. The meetings stored in this database are international association meetings which meet the following strict criteria:

- Meetings must attract at least 50 participants
- Meetings must be organised on a regular basis (annually, biennially etc.); one-time events are not included
- Meetings must rotate between at least 3 countries

The ICCA Destination Comparison Report Online is based on the figures of the latest 10-year ICCA Statistics Report, which ICCA members can download from the My ICCA section. Readers should realise that this report is a "snapshot" based on available data and that future statistics may change in the course of the years as ICCA becomes aware of additional qualifying events.

For more information on the ICCA Association Database please [contact the ICCA helpdesk](#).

### Printing note

Please note that you should turn on "Fit to printable Area" or "Shrink to printable area" in your printing options if you want to print the PDF version of the Destination Comparison Report.

## 11. A note on Data Protection legislation

Data Protection legislation in Europe is getting tougher and tougher, so in order to encourage clients to allow their details to be circulated please take particular notice of the "Do Not" advice set out below, and be as selective as possible in who you contact and how you approach them.

ICCA members have a great chance to stand out from the crowd by contacting these clients in a totally professional manner, and this will greatly benefit ICCA's ability to develop long term relationships with them. Thanks in advance for your cooperation!

PLEASE DO NOT send standard mass emails to every client in the ICCA Association Database. Potential clients hate this type of approach and it is counter-productive.

PLEASE DO NOT email your brochures in PDF format to any client. This was done in the past by a non-ICCA member and caused massive complaints.

### **Here are a few ideas for how to use ICCA Data effectively:**

Check out event sizes, rotation patterns, open dates and other data to identify those clients who are right for you before contacting them.

Cross-check the contacts, associations and events against your own databases, and identify prospective clients. You may also find that current clients will be attending - make sure you know who will be there. It's far better to contact 20 clients; you are really interested in, rather than 100 whose events can't make use of your services.

Contact a local Key Contact in your country instead of the head office of the international organisation.

Write personalised emails.

Explain why you are contacting them; why/how your destination/venue/services could meet their specific needs.

Highlight the fact that you are an ICCA member, and therefore a specialist in international association meetings. Highlight other events you have recently hosted which are of a similar profile to theirs.

## 12. ICCA Data Helpdesk

### ICCA Data Helpdesk at ICCA Head Office

Mr. Sebastian Sew

Email: [sebastian@icca.nl](mailto:sebastian@icca.nl)

Phone: +31 20 398 1963

Fax: +31 20 699 0781

### ICCA Data Latin America Helpdesk

A partir de ahora usted podrá contar con ayuda en tiempo real para evacuar todas sus dudas cuando haga sus búsquedas en la base de datos de ICCA. Le invitamos a contactarnos y a mejorar así sus búsquedas haciéndolas más eficientes y sencillas con la ayuda del Help Desk.

### Helpdesk

ICCA can assist you in making the right selections in the Association Database.

Before you contact ICCA, make sure that your question is not listed under the Frequently asked questions section: <http://www.iccaworld.com/aeaps/aequestion.cfm>

### ¿Cómo lo hago?

Agregue a su lista de contactos de MSN [iccahelpdesk@hotmail.com](mailto:iccahelpdesk@hotmail.com)

Agregue a su lista de contactos de Skype: [icca.la.help.desk](https://www.skype.com/en/contacts/add/ica.la.help.desk)

Tenga estos teléfonos a su alcance +598 2 9011824 y +598 94 407722

### ¿Cuándo están disponibles?

De lunes a viernes de 9 a 17 horas de Uruguay nos encontrará conectados a MSN y Skype, si no usa estos programas puede contactarnos por mail a [latino@icca.nl](mailto:latino@icca.nl) o telefónicamente a +598 2 9011824/07 y +598 94 407722 fuera de estos horarios.

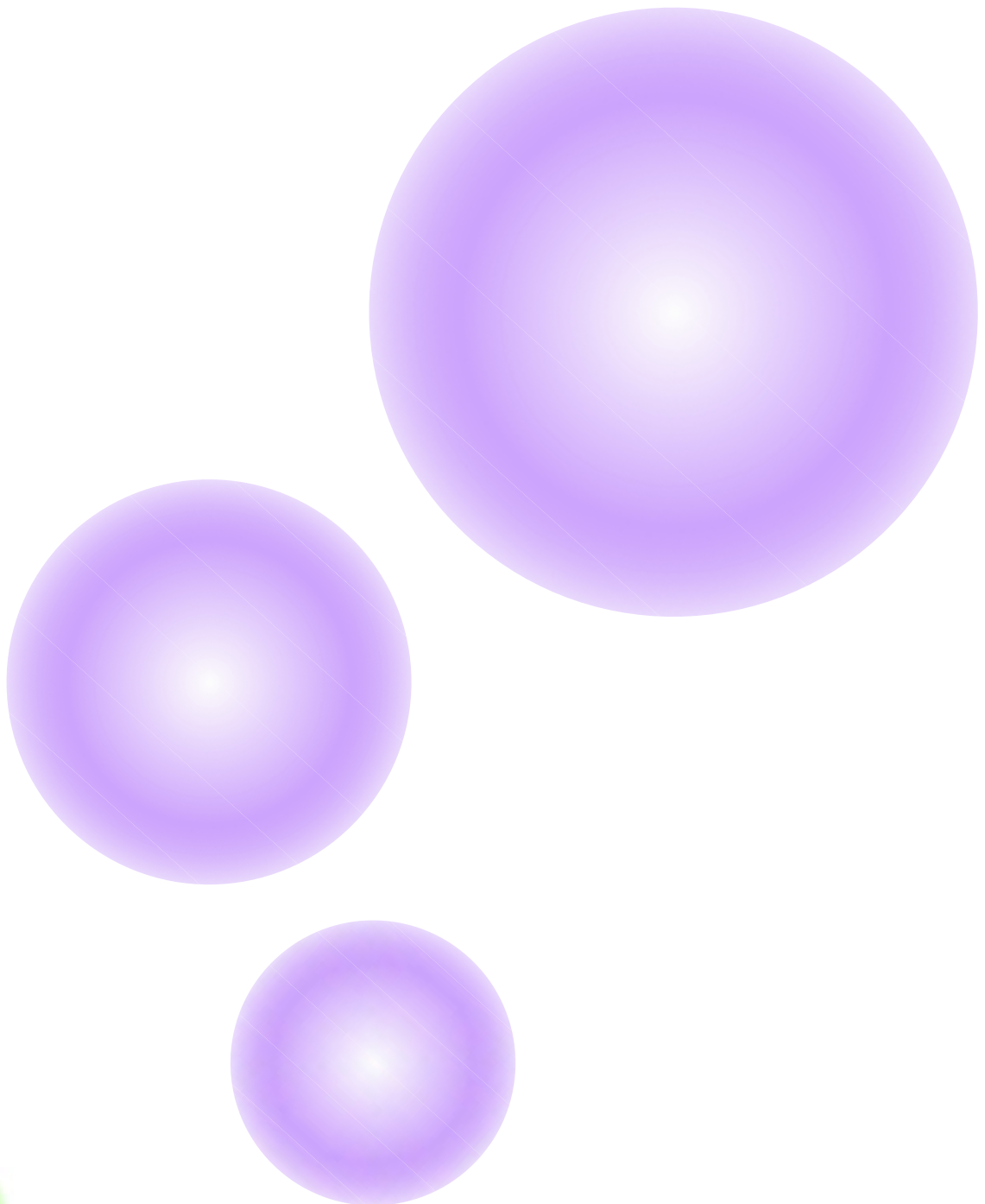
### ¿Cuánto cuesta?

Nada, es un nuevo servicio que damos sin cargo a nuestros socios.

Esperamos que esta nueva iniciativa les resulte de utilidad y podamos ayudar así a mejorar su experiencia como usuarios de nuestra exclusiva base de datos de Asociaciones Internacionales.

**Please note that it is also possible for ICCA members to ask ICCA Head Office to make a Tailor-made selection for you, in Series as well as in Events. Costs: Euro 1 per profile.**





Head Office  
Toren A  
De Entree 57  
1101 BH Amsterdam  
The Netherlands

Phone  
+31 20 398 1919  
Fax  
+31 20 699 0781  
Email  
[icca@icca.nl](mailto:icca@icca.nl)  
Website  
[www.iccaworld.com](http://www.iccaworld.com)

ICCA Asia Pacific  
Suite 12.05, Amcorp Tower  
Amcorp Trade Centre  
18 Persiaran Barat  
46050 Petaling Jaya,  
Selangor, Malaysia

Phone  
+60 3 7955 3343  
Fax  
+60 3 7955 3348  
Email  
[asiapacific@icca.nl](mailto:asiapacific@icca.nl)

ICCA Latin America  
Plaza Independencia 759  
Oficina 763  
UY 11100 Montevideo,  
Uruguay

Phone  
+598 2 901 1807  
Fax  
+598 2 901 1807  
Email  
[latino@icca.nl](mailto:latino@icca.nl)

ICCA North America  
Box 6833  
Freehold, New Jersey  
07728-6833  
U.S.A.

Phone  
+732 851 6603  
Fax  
+732 851 6584  
Email  
[n.america@icca.nl](mailto:n.america@icca.nl)