

General Terms:

- **Business Events**

Professional associations and specialized international bodies define "business events" as gatherings of people in one place and time to communicate, learn, negotiate, discuss, exchange experiences, raise awareness, market products, and services, present research results, and honor distinguished individuals.

These events include gatherings of 10 or more people that last four hours or more and take the form of meetings, conferences, forums, seminars, lectures, workshops, training courses, and exhibits.

Because business events are a component of the marketing communications mix, organizations from various economic sectors can arrange them.

- **Meetings Industry**

According to the United Nations Secretariat's International Standard Industrial Classification of All Economic Activities, the "meeting industry" is a specialized commercial activity that offers a supporting service to governments, enterprises, bodies, and organizations.

And according to the Joint International Council on the Meetings Industry, the meetings industry consists of a diverse range of organizers, suppliers, and facilities associated with the development, planning, and execution of business events held to achieve a set of professional, commercial, cultural, academic, and medical goals.

- **Business Tourism**

Business tourism is defined by the United Nations World Tourism Organization as tourism journeys taken by persons to attend or participate in business activities conducted outside of their typical setting.

Business Events Terminology:

- **Meeting**

A gathering organized by individuals or particular institutions in a specified location outside the organizer's offices, in which ten or more people attend for at least four hours to discuss a specific issue and the meeting is not accompanied by other activities.

- **Corporate Meetings**

If a meeting is organized by a public or private agency for the goal of promoting their business and interacting with their personnel or clients, it is classified as a "corporate meeting" or institutional meeting.

- **Association Meeting**

An "association meeting" is arranged by a specific civil association, federation, or organization (local or international) for its members at a given location and time. These meetings are distinguished by a large number of attendees and may run for days, and venues compete to attract these meetings. The gathering may include the organization of an associated exhibit for sponsors only.



- **International Association Meeting**
According to the International Congress and Convention Association (ICCA) guidelines, an association meeting is defined as an international meeting if it is held on a regular basis, moves between at least three countries, and has fifty or more participants.
- **Symposium**
A symposium is a gathering of professionals on a given subject to discuss a specific issue. The symposium may be a part of a larger event, such as a specific week or a national campaign, and it usually involves media coverage.
- **Conference**
A scientific gathering in which a given issue is explored across several dimensions. The specialist participants present research and working papers that have been authorized by the conference's scientific committee. The conference comes to an end with recommendations. And the conference's arrangement doesn't require continuity, yearly regularity, or specifying a set time during the year. It may include the organization of an accompanying exhibition for sponsors, supporters, and collaborators exclusively, and it usually involves media coverage.
- **Summit \ Forum**
A meeting in which a certain subject is examined from several perspectives. where participants may discuss ideas through sessions and workshops Its organization also does not necessitate continuity, yearly regularity, or identifying a specific time of year. It may include the organization of an accompanying exhibition for sponsors, supporters, and collaborators exclusively, and it usually involves media coverage.
- **International Conference \ Forum**
A conference or forum is considered "international" if 15% or more of the attendees are from outside the Kingdom, or if the attendees are from three or more countries.
- **Seminar**
A group of people at which one speaker gives a presentation or a working paper on a certain topic, and the lecture may be part of a larger event, such as a specific week or a national campaign.
- **Workshop**
A meeting attended by a group of individuals to discuss a given issue, solve a problem or develop a product.
- **Training Course**
A meeting organized by verified training agencies that provide information and skills to participants to increase their capabilities.
- **Trade Exhibition**
A business event organized by an institution or company licensed to hold exhibitions to facilitate meetings of buyers with sellers effectively and its visitors are business owners and specialists. In which direct sales are prohibited. The event may include organizing accompanying specialized workshops and lectures.



- **International Trade Exhibition**
A trade exhibition is considered "international" if 10% or more of the exhibitors are from outside the Kingdom.
- **Solo Country Show**
A trade exhibition organized by one country to showcase its products and services, which may include cultural, artistic, or artisan performances from the same country.
- **Consumer Exhibition**
A business event organized by a licensed institution or company to facilitate connecting buyers and sellers, and its visitors are from the public. in which direct selling is permitted, and participation is local through the presentation of national or non-national products; the event may also include organizing workshops and accompanying activities.
- **Product Launch\ Introductory Exhibition**
A business event organized by a commercial institution or a company to introduce an existing product or service or launch new ones. In which direct sales are prohibited. The event may include organizing accompanying specialized workshops.
- **Charity Exhibition\ Charity Fair**
A business event organized by specialized institutions under the umbrella of a charity association, the objective and revenues of which are charitable, and in which direct selling of the association's products or donations provided to the association are permitted. The event may include organizing accompanying specialized workshops.
- **Career Exhibition**
A business event organized by a specialized institution or company to facilitate the meeting of employers and candidates, and its attendees are mostly young fresh graduated people, these exhibits serve to promote Emiratisation initiatives.
- **Convention \ Forum**
An event that combines a trade or consumer expo with a conference, forum, or symposium.

Business Events Destinations terminology \Business Events Venues Terminology

- **Exhibition Center**
A distinct building specifically designed to provide public service areas and accommodations for exhibits and other events.
- **Conference Center**
A distinct building specifically designed to hold meetings, conferences, and similar events, with at least one major hall equipped with lighting and sound systems, and several side halls for workshops, meetings, exhibits, and public service facilities.



- **Convention Center**
A distinct building specifically designed to hold meetings, conferences, and similar events, with at least one major hall equipped with lighting and sound systems, several side halls for workshops, meetings, and exhibits, and public service facilities, and it's not part of another facility.
- **Exhibition & Conference Hall**
A dedicated hall at a hotel to host the purpose of hosting meetings, lectures, seminars, and training courses.
- **Meeting Room**
Dedicated rooms in a hotel that are designed to host meetings, lectures, workshops, and training courses.
- **Events Hall**
A hall in a building dedicated to events provides space for meetings, exhibits, and conferences. The building may stand alone or be part of a government facility, museum, university, cultural center, or mall.
- **Fair Ground**
Open area with infrastructure capable of hosting exhibits and other activities.

Business Events Owners, Organizers, and Suppliers Terminology\ Terms of Business Events Owners, Organizers, and Suppliers

- **Business Event Owner**
A public or private entity, or a professional, academic, or charity organization or association, that is in charge of arranging a business event.
- **Business Event Buyer**
A term is given to those looking for venues and support services for business events (the buyer is the business event owner, and the seller is the city that sells its services for the event)
- **Business Event Organizer**
An institution or company that is licensed to organize exhibits and conferences which are self-owned or are owned by others.
- **Professional Exhibition Organizer**
An institution or company that is licensed to organize conferences that are self-owned or owned by others, and in line with the approved classification standards.
- **Professional Conference Organizer**
An institution or company that is licensed to organize exhibits that are self-owned or owned by others, and in line with the approved classification standards.
- **Convention Center Operator**
An institution or company that operates exhibitions and conference centers, including facility administration, maintenance, and marketing.



- **Business Event Supplier**
An institution or company that provides essential products and services to support exhibition and conference organization, such as equipping exhibition and conference halls, providing lighting and sound systems, designing and executing marketing campaigns, printing materials and marketing guides, marketing and attracting sponsors, sending invitations and tracking, photography and television documentation, translation, maintenance and cleaning, shipping, Security and safety, and other services.
- **Tourism Services Providers**
An institution or company that provides services and accompanying programs for visitors and participants in exhibitions and conferences, such as booking arrival and departure flights, booking accommodation, introducing restaurants and cafes, car rental, entertainment venues, and organizing tours throughout the Kingdom.
- **Destination Management Company**
A specialist local institution or company with the expertise, skills, and resources to design and implement business events, activities, and supportive services.
- **Professional Meeting Planner**
A person who has obtained an advanced international license from an authorized international organization after taking specialized courses and examinations, to become a certified professional meeting planner.
- **Professional Meeting Manager**
A person who has obtained an advanced international license from an authorized international organization after taking specialized courses and examinations, to become a certified professional meeting manager.
- **Professional Exhibition Manager**
A person who has obtained an advanced international license from an authorized international organization after taking specialized courses and examinations, to become a certified professional exhibition manager.