



Setting the standard

# Executive Summary

# Reporting Standards

## Business Events

Version 1 2017

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## **Introduction:**

This is an executive summary of the Reporting Standards for Business Events. For those who do not need a detailed knowledge of all the requirements it highlights the definition and principles for each attendance type and other information found in the full Reporting Standards. If you do need a more detailed version then please visit [www.abcstandards.org.uk](http://www.abcstandards.org.uk) where you can access the online interactive version or download a copy.

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## CERTIFICATE TYPES

### DEFINITION

The ABC Certificate is published by ABC for a specific event and contains the data and information that is subject to audit

### PRINCIPLES

1. You must report using a mandatory Certificate type
  2. You may choose to report using an optional Certificate type
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## UNIQUE ATTENDANCE

### DEFINITION

Individuals who have attended the event.

### PRINCIPLES

1. Individuals have attended the event
  2. Reported by type
  3. Optional reporting
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## DEMOGRAPHIC ANALYSIS

### DEFINITION

You can choose to report demographic information about your Visitor Attendance on a Profile Certificate of Attendance.

### PRINCIPLES

1. You can optionally report demographic analyses
  2. Visitors' demographic data analysed must be collected for the event
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## **EXHIBITING COMPANY DATA**

### **DEFINITION**

You can choose to report, as an option, the number of stands and/or total net stand space occupied.

### **PRINCIPLES**

1. **You can optionally report the number of stands**
  2. **You can optionally report total net stand space occupied**
- 

## **RETURN FORM SUBMISSION, AUDIT, CERTIFICATION**

### **DEFINITION**

The Return Form is a submission in which the event claim is reported to ABC for certification. Each attendance claim is subject to audit.

### **PRINCIPLES**

1. **You must submit a Return Form by the Submission Deadline**
  2. **ABC will issue a Certificate based on the Return Form**
  3. **Each claim is audited to verify it is in accordance with the applicable Reporting Standards**
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