IACC Quality Standards

Exceptional meetings. Powerful connections.
Quality Standards
EXCLUSIVE MEETING VENUES, BY DESIGN

It’s a clear, distinct point of differentiation—IACC standards are the benchmark for a meeting venue should aspire to.

IACC elevates the meeting experience by creating a unique point of entry that is inclusive of only the best-in-class meeting venues from around the world. Quite simply, IACC membership is a badge of honour, a seal of exceptional connections and a sense of universal pride. This exclusiveness makes IACC’s members part of an elite group representing the most innovative, forward-thinking and results-driven meeting venues in the industry. And the bar for our standards continues to be raised as we look to the future.

To be a IACC certified venue, members must demonstrate a commitment to the highest standards in design, facilities and services, as well as technology and sustainability. Our members understand the importance of each of these elements in a successful meeting - and those who use the venue expect them.

IACC member properties are designed and operated to ensure their clients have the most productive environment, supported by the best staff, with a commitment to help the client achieve the outcomes they are seeking.

Only IACC member properties can claim the best global meeting environments, and an unmatched commitment to client outcomes.
IACC recognises that best practice is sometimes viewed through a different lens dependent upon where you are in the world. The IACC Quality Standards have been designed to enable local interpretation of what constitutes best practice in a particular country, without changing the general tenets of the standards. While every venue won’t look, operate or be the same, they all share a common commitment to creating the best meeting environments.

IACC is, by definition, the future of the meeting industry, realised. IACC is creating—and implementing—the trends that are shaping the way we connect, network and learn from each other.

Through IACC, we bring together some of the brightest, most creative and innovative minds from across the globe who are continuously applying their intellect, insights, high standard of service and passion to perpetually drive the industry forward.

IACC members continue to learn from one another and shine a light on innovations, which help create the most effective meeting spaces in the world, where planners and participants alike can confidently conduct their business meetings.
Quality Standards: Conference & meeting venue design

One of the core beliefs of IACC is that the venues which become members must be designed and operated for small to medium sized meetings and conferences.

Acceptable

- The venue should have at least one flat-floored main conference room which contains a minimum 93m² (or 1,000 sq ft) of floor space with unobstructed views.
- A dedicated main conference room should have the capacity to provide flexible seating to enable a variety of learning environments.
- The venue must provide at least three (3) additional breakout spaces in addition to and in proximity to the main conference room.
- The venue must have sufficient inventory to set the majority of its meeting and conference spaces using ergonomically designed chairs.
- All conference and meeting rooms should provide access to high speed Internet, either through a wired or Wi-Fi connection, as part of the meeting package, as well as in-room climate controls.
- All dedicated conference and meeting rooms have in-room control of lighting which when at maximum is between 500 & 700 lux (50 & 70 foot candles) at table-top.
- Dedicated conference and meeting rooms larger than 93m² (1,000 sq ft) should have zoned lighting and controls which permit dimming from full power to off.

- Acoustic ratings for sound transmission between dedicated conference and meeting rooms exceed 45 NIC (Noise Isolation Class) for all adjoining walls.
- Ambient sound levels within all dedicated conference and meeting rooms exceed 35 BNC (Background Noise Criteria) and Reverberation Time (RT) of lower than 1.2 seconds at mid frequency.
- Built-in sound systems are required for any room greater than 93m² (1,000 sq ft)
Design is of extreme importance, as it establishes the venue’s core intended purpose. This does not mean that hotels cannot be members or committed to meetings, provided they apply the core principle – that dedicated meeting rooms are separated from the living and leisure spaces.

Not Acceptable

- Any venue, including a hotel, where meeting rooms are at all times multi-purpose, and the set-up is determined by the type of event.
- A banquet or function venue which also holds meetings, regardless of the quality of the meeting facilities provided within the venue.
- A museum, art gallery or other exhibition space which provides meetings, regardless of the quality of those meetings.
- Any venue, including a dedicated conference venue, which does not provide at least 3 conference or meeting rooms, with one being at least 93m² (1,000 sq ft).
- A venue that is unable to set the majority of its meeting space utilising ergonomic chairs.
- A venue that uses padded tables, or tables with linen overlay as conference tables, instead of non-reflective tables with a hard-writing surface.
- Conference tables which provide less than .76 metre (30 inch) of space per person.
- Any venue, including a dedicated conference venue, which does not have sufficient separation of meeting spaces from food and beverage and leisure or social space.
- Any venue, including a dedicated conference venue which does not provide appropriate acoustic and lighting levels to conduct professional meetings.
- Any venue, including a conference venue, which has pillars or other obstructions within its meeting rooms, thus preventing uninterrupted sight-lines for all corners of the room.
- A venue where light and noise transfers easily from the outside to inside the conference room, causing disruption to the smooth running of a meeting.
- A venue with no zoned lighting in meeting rooms greater than 93m² (1,000sq foot), or no capacity for dimming lights across the full spectrum of full power to off.
- A venue which has no communication ports, or insufficient power/data points, or Wi-Fi access in its meeting rooms.
- A venue which does not provide high-speed Internet connectivity within its guest rooms, its meeting rooms and its public areas.
Quality Standards: Priority of business

An IACC venue must demonstrate that it is a bona-fide Conference venue through many different measures, one of which is its Priority of Business. This doesn’t exclude the venue from hosting non-meetings-related events, but it does mean that the majority of their operation is in running meetings and the majority of their income is derived from meetings.

The application process for IACC membership requires disclosure of the percentages of business across various market segments. A potential member may be admitted whilst under construction, but the prime intent of the venue must be disclosed at the time of application.

Acceptable

- The majority of conference space, based on net area within the venue, must be dedicated, single purpose meeting/conference space.

- A majority of total revenue derived from guest rooms, meeting space, food and beverage, meeting technology (IT/AV) and conference services is derived from meetings.

- If the venue is non-residential or non-marketed, the majority of business must be generated from internal or external conferences and meetings.

- The venue must offer and actively promote the benefits of an all-inclusive, flexible package plan.

- Flexible, all-inclusive meeting packages – both residential and day-meeting packages, can be modified to suit a customer’s specific requirements as necessary.

- IACC venues cater to the small to medium sized meetings and therefore members must demonstrate that their average group size is no greater than 125.

Not Acceptable

- A hotel or other venue which frequently converts existing meeting spaces into temporary dining spaces, regardless of the quality of the space.

- A town hall, banquet or function venue, regardless of the quality of its infrastructure and services.

- A hotel or casino, which operates a conference venue within the building, where the prime purpose is filling guest rooms and selling food and beverage or gambling and not meetings.

- A dedicated conference venue may be accepted into membership if it is operated separately from the primary, non-related portion of the business.

- A convention or large meetings venue where the average meeting is greater than 125 delegates, and which is often supported by large exhibitions.

- Any venue not designed and operated for the sole purpose of meetings, where the infrastructure and technology is mobile and supplied on an as-required basis. Any venue where the primary purpose is for exhibitions and trade shows.
Quality Standards: Conference & Business Services

IACC believes that its members must be capable of supporting conference and meeting planners in every aspect of the meeting delivery.

We believe this extends to being there to provide emergency materials and support whenever a planner or facilitator needs it, or to make his or her life that little bit easier.

IACC therefore sees the provision of a dedicated venue contact who can be immediately called upon for assistance and support and who can provide a range of business services to manage “the little things”. It is these little things that set our members apart from our competitors. Being the best meeting venues in the world means we must have the best support services as well.

Acceptable

- A designated and skilled conference planner will be assigned to each conference group.
- A range of equipment will be available to assist the delivery of a successful meeting, such as printers, laptops, digital media and copying services.
- Staff are trained to respond to business services related requests with ease.
- The venue will offer professionally administered business services, which may include a fully staffed business centre, able to assist facilitators and attendees.
- The business centre will provide a range of products, materials and services, consistent with expectations in a professional office and meeting environment.
- Venue staff includes skilled conference planners who are thoroughly proficient in effective meeting room setups, menu and special event planning, conference technology (IT/AV) equipment and services, and any other special needs of the client.

Not Acceptable

- No dedicated in-house meeting planners are available.
- Equipment such as printers, laptops and copiers need to be prearranged to enable delivery from an outside provider.
- No business services staff available to support conference groups.
- Limited or no professionally administered business services are available to conference planners and attendees.
- Conference planners are required to bring their own materials, as none are available at the venue.
- Internal conference planners are utilised across other divisions within the venue, or are drawn from other areas to manage conference groups. Conference planners have little or no experience in meeting planning and are not conversant with conference technology or menu planning.
Quality Standards: Technology

Technology continues to drive the way people collaborate and interact – this is certainly true of a growing number of events which are no longer content driven from a presenter at the front of the room.

IACC takes the view that technology enhances the meeting experience only when it is specifically designed and integrated into appropriate meeting spaces.

We created the industry leading Design for Great Technology guidelines to assist owners and developers in understanding the importance of this critical component in an effective meeting environment.

It is vital that technology be supported at all times by skilled on-site staff, to best assist customers with their technology needs.

**Acceptable**

- Learning spaces that have sufficient power, signal infrastructure, design elements and physical arrangements.
- The meeting package offered is inclusive of basic presentation equipment such as digital projectors and devices used for computer/video image display.
- The venue has skilled technicians who are thoroughly proficient in creative program consultation, equipment set up, operation and instruction.
- Dedicated conference rooms larger than 93m² (1,000 sq ft), have at least one built in remote-input computer video image display.
- The venue has a program in place to consistently remain current in its technology and services offerings.
- Meeting facilitators are provided with a means of direct communication to the conference planner, from within the dedicated conference and meeting rooms.

**Not Acceptable**

- Venues with insufficient on-site technology to support a successful meeting.
- A conference venue which applies a separate charge for the use of basic technologies such as digital projectors and computer/video image displays.
- No technicians are available on site for consultation during the planning stages, or for support during the meetings.
- All conference rooms require equipment to be brought in for each meeting and no rooms have integrated technologies.
- The venue has aged technology and has no formal program of replacement in place.
- Meeting facilitators are required to go to a central desk or to search for assistance when needed, causing unnecessary inconvenience, negative impact and unsuccessful meeting outcomes.
Quality Standards: Guest rooms

Not all venues are residential however those that are should provide their guests with a workspace with hard writing surface and the capacity for hard-wired or Wi-Fi connectivity. Members of IACC ensure that the guest rooms have good quality design and physical attributes and are typically fit-for-purpose to enhance the overall meeting attendee experience.

Venues are designed and operated for meetings and business events. This extends to the guest rooms, where the design qualities reflect the expectations of the business communities we serve.

Acceptable

- Guest rooms are separate from conference and leisure areas to allow maximum privacy and comfort.
- Guest rooms contain workspace with hard-writing surfaces and sufficient power and controllable lighting, separate from overhead lighting, which provides adequate illumination for reading.
- Guest rooms contain a suitable chair to enable the guest to sit properly at the work desk in a comfortable and ergonomic manner whilst working.
- Guest rooms are inclusive of en-suite bathrooms in all rooms.
- Guest rooms have individual climate control to enable a guest to set his or her own level of comfort.
- Guest room bedding is modern and in superior condition for appearance and comfort. Property has green initiatives in place, which encourage guests to choose environmentally friendly alternatives in relation to linen, water and other natural resources.

Not Acceptable

- Guest rooms do not provide privacy and comfort and are not located away from leisure areas.
- No workspace exists with the guest room, thus preventing a guest from being productive whilst in the room.
- No comfortable and ergonomic chair is provided to the workspace, preventing productive work from being undertaken.
- Guest rooms do not have en-suite bathrooms, instead utilising shared bathroom facilities.
- Guest room does not have individual climate control, thus guest comfort is reliant on the broader hotel energy settings.
- Bedding is tired and poorly presented.
- No environmentally-friendly initiatives are evident. No guest options are in place to best preserve natural resources.
Quality Standards: Day Centres

Not all venues are residential, many are non-residential or “day” centres. IACC recognises that a quality conference or meeting venue does not need to have guest rooms on-site to offer the same high standards of meetings experience.

IACC Day centres are an important and growing opportunity for meeting planners seeking high quality and exacting standards, without the need for overnight hotel rooms. IACC members in this category are every bit as committed to providing the world’s best meeting experiences.

Acceptable

► The venue provides a conference reception and lobby within the venue.
► The venue has at least one set of restrooms located within the venue itself, not separated into a larger building.
► The venue has at least one public entrance with a door that clearly separates the conference and meeting venue from the remainder of the facility.
► The venue has at least one conference planner dedicated exclusively to the venue, whose office or work station is located on site within the venue.
► The venue is designed and equipped to specialise in small to medium size meetings, training courses and conferences. The meeting environment in the conference venue is not adversely affected by large groups from any neighbouring facilities.

Not Acceptable

► No separate reception or lobby within the venue, causing confusion as to the purpose of the venue.
► Restrooms are provided within another part of the building and are shared by the people whose purpose is not related to the conference venue – e.g. within a convention centre.
► Access to the conference venue is only through a hotel lobby or a casino or other operation within the building.
► No dedicated conference planner is available and/or other staff members fulfil multiple work roles, one of which is meeting planning.
► The name of the venue is not reflective of the meetings-focused purpose.
► The conference venue is part of a casino, hotel or convention centre where the core purpose is non-conference business and the conference venue is only one aspect of services provided.
Quality Standards: Staffing structures & professional development

IACC believes that professionally trained staff are as fundamentally important to the success of a conference as the physical environment.

The IACC meetings experience is effective only when all aspects of a meeting, such as; service, facilities and product are successfully blended and delivered on a high level.

Skilled and well-resourced staff will create the support structure required by meeting planners and meeting delegates, and they will be committed to continually improving the service they provide.

IACC members continually enhance the skills of their staff through a range of learning and training activities.

Acceptable

- The venue will have an organisational structure, which clearly identifies the conference planner role.
- The venue will be able to demonstrate a commitment to the professional development of its staff through internal and external education programs.
- The venue will encourage and support staff to undertake IACC endorsed learning and training.
- Planners employed have achieved the Certified Meeting Professional (CMP) designation or its equivalent.
- Staff employed to support the technology needs of customers have achieved the Certified Technology Specialist (CTS) designation or its equivalent.

Not Acceptable

- The venue will not be able to demonstrate that its staff is dedicated to certain key services, such as AV support, Conference Planning and Conference Services.
- Staff who are not trained and developed to deliver meetings-focused services and instead work only to set generic procedures.
- The venue leadership cannot demonstrate a culture where its staff are developed both academically, as well as through attending industry events and conferences where training is conducted.
- Venues not being able to demonstrate a clear understanding of the needs of a meeting planner.
- Venues relying on the remote support of a third party organisation to provide common AV and technical related support to meeting organisers.
Quality Standards: Corporate social responsibility & sustainability

IACC is a leader in promoting the importance of a commitment to environmentally friendly practices among IACC member properties and their clients.

We do this by communicating the initiatives we have researched and identified as having a better environmental impact; by encouraging IACC members to adopt these environmentally responsible practices into their business operations; and by continuous improvement to our own management efforts; all with the goal of reducing our carbon footprint and environmental impact.

IACC has a rigorous Code of Sustainability, Green Star Certification, which includes 40+ tenets.

Acceptable

- In addition to doing what’s right for the environment, the venue leadership team realises the three-fold benefits of being a sustainable property: environmental, social and economic.
- The venue undertakes environmental benefits ranging from; reducing a member’s carbon footprint... to creating a better work environment... to improving the air and water quality of the property and the surrounding community.
- The venue has a program of sustainability, delivering economic benefits such as increased productivity; cost savings in energy, water and supplies; attracting new business and building greater customer loyalty.

Not Acceptable

- A venue that has no commitment to sustainability and cannot demonstrate sustainable practices in all areas of the business.
- The venue does not undertake environmental initiatives, including reducing a member’s carbon footprint, creating a better work environment, or supporting the surrounding community.
- The venue has no clear program of sustainability, leading to poor productivity; lack of cost savings in energy, water and supplies; not attracting new business and not building greater customer loyalty.
Quality Standards: General conduct

Acceptable

- IACC members will maintain the highest standard of honesty, integrity and professional conduct across all business practices.

- IACC members and their appointed representatives will honestly and fairly represent themselves and act within the areas of expertise and skill that they possess, and with professional competency.

- IACC members refuse to engage in or encourage activities for personal gain at the expense of IACC.

- IACC members will attempt to eliminate all practices which could be damaging to the public or bring discredit to our industry or IACC.

- IACC members use only legal and ethical means for all IACC related activities, including in their own business dealings.

- IACC members will not engage in any activity that is or could create a conflict of interest, but instead will seek to remove themselves from such situations.
Quality Standards: Allowances & dispensations

To ensure we deliver an equitable and fair system of measuring the quality of our member properties, IACC makes some allowance, taking into consideration periods of refurbishment or development – as well as the geographical location, or the uniqueness of the venue – such as one created in an historic building, like a castle or Chateau.

These member properties are still required to satisfy

Acceptable

- Renovations in-process, or planned to occur within the 12-months following the application for membership.

- Properties located in a region of a country where broadband or Wi-Fi connectivity is limited through the infrastructure provided by local carriers.

- Properties which are seasonal in nature, or may close during periods of low activity – thus requiring reduced services during this timeframe.

- Properties whose physical meeting room environment is not compliant to IACC standards, due to purpose-built meeting spaces created for specialised technical training.

- When Government legislation or other binding restriction is placed upon a venue, preventing it from meeting a specific aspect of the standards - provided all other standards are met.

- Venues with unique heritage or cultural design, which may prevent them from meeting all of the required standards, provided they are able to demonstrate the specific heritage or cultural environment restriction.

- Venues to apply local customs and accepted practices, when it can be demonstrated that the IACC standard applicable to a particular service, or piece of furniture or equipment, conflicts with what is deemed best practice in that country or region.

- Venues which provide a training environment where experiential learning programs determine a specialised training and meeting room configuration.

In respect of any allowance it is up to the owner/manager of the venue to provide any documentation or materials to satisfy the Board.

The IACC Board will be the sole arbiter. The IACC Board will be the sole arbiter.
IACC Conference Venues Can Be Found Globally

- Europe
- Africa
- Asia
- North America (Canada)
- South America
- Australia
- New Zealand
- Asia (China, Singapore, Hong Kong, Philippines)
- South America (China, Japan, Canada, Canada, China, Japan)
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