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## ABC Business Events Reporting Standards

A change has been agreed to the ABC Business Events Standards. We have updated the latest Reporting Standards to incorporate this change and you can now view or download these from our Standards website [www.abcstandards.org.uk](http://www.abcstandards.org.uk).

### Have a suggestion or a query about a rule?

As an ABC member you can ask us to look at any aspect of the information we publish or the rules behind them. If you have any suggestions or comments please contact your ABC Account Manager, Marcus Pathan ([marcus.pathan@abc.org.uk](mailto:marcus.pathan@abc.org.uk)).

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## **Certificate of Attendance with Demographics**

You may currently breakout demographics for your attendance on a Profile Certificate, which requires a minimum of three analyses (Geo, Job Title/Function and Company Activity).

This change means you now have an additional option to report up to three single or multiple response demographic tables of your choice on a Certificate of Attendance with Demographics.

If you would like to discuss reporting demographics for your event please contact Marcus Pathan ([marcus.pathan@abc.org.uk](mailto:marcus.pathan@abc.org.uk)).

### **Amendment.**

Shading below indicates text has been added and struck-through text that text has been removed.

## CERTIFICATE TYPES

### 1. You must report using a mandatory Certificate type

- a) The mandatory Certificate may be either:
  - i) A Certificate of Attendance
  - ii) A Certificate of Attendance with Demographics
  - iii) A Profile Certificate of Attendance

Setting the standard



# DEMOGRAPHIC ANALYSIS

## DEFINITION

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

## PRINCIPLES

- ~~1. There are mandatory and optional demographic analyses~~ You can optionally report demographic analyses
2. Visitors' demographic data analysed must be collected for the event

## REQUIREMENTS

- ~~1. There are mandatory and optional demographic analyses~~ You can optionally report demographic analyses

There are two types of certificate for reporting demographics:

a) A Certificate of Attendance with Demographics which can include up to three tables that analyse single or multiple responses per attendee.

i) If you wish to report more tables, a cross-analysis table or graphics you will need to use a Profile Certificate (see section 1b below).

ii) We will calculate and report percentages against analysed demographics based on the total visitor attendance (i.e. exhibitor attendance is not included in the breakdowns).

b) A Profile Certificate of attendance:

i) ~~there are~~ Which will include three mandatory tables:

- Geographical Analysis
- Job Title/Function analysis
- Company Activity analysis

ii) You may optionally include other analyses including graphics.

iii) We will calculate and report percentages against analysed demographics based on the total visitor attendance (i.e. exhibitor attendance is not included in the breakdowns).

2. Visitors' demographic data analysed must be collected for the event

a) You can only analyse demographics that the visitor attendee has provided whilst registering to attend either:

i) The show being certified; or

ii) A show running concurrently at the same venue from which the attendee has transferred into the show being certified.

b) Each demographic analysis is a census of the analysed data for the visitor attendees (i.e. not sample based or extrapolated).

- c) When completing demographic information during the registration process, the visitor must not be led to particular answers through a lack of choice. This can be achieved by the use of opt-outs such as 'Other' or 'None of the above'.
- d) Demographics captured during the registration process for a Profile certificate must include the information required for the mandatory tables (i.e. geographical, job title/function, company activity).
- e) Demographic information must be provided by the visitor and not pre-populated by the organiser or their bureau.
- f) If analysing a particular demographic table, you must include all the data provided by visitor attendees when registering (i.e. you cannot be selective in what you include).
- g) If no demographic has been collected for any particular visitor attendee (either because they have not responded or not been asked) then this must be claimed as 'unspecified' in the analysis.
- h) The attendance list containing a record of all individuals that attended the event must also include appropriate coding to identify and reconcile the demographics claimed for each individual visitor attendee against the event claim.

## REPORTED DATA [extract]

### 8. Demographic data

- a) You may opt to report Demographic analyses by reporting a Certificate of Attendance with Demographics or a Profile Certificate of Attendance.