Industry Standards: Accepted Practices Exchange (APEX)

The Convention Industry Council (CIC) created the Accepted Practices Exchange (APEX) in an effort to define common terminology and lay the foundation for technology companies to implement these standards.

The APEX group has defined numerous standards that include:
- ✓ RFP
- ✓ Housing and Registration
- ✓ Event Specification Guide
- ✓ Post Event
- ✓ Contracts
- ✓ Glossary

This workshop reviews what these standards look like, what technology solutions have deployed them, how these standards are being used, and how you can play a part in increasing awareness of industry standards.

Industry standards are critical to the growth of the hospitality industry and to leveraging technology to improve efficiencies and provide the ability to consolidate data for true meeting spend reporting.

Learner outcomes
- What are the industry standards for the hospitality industry as defined by the Convention Industry Council?
- How are the industry standards being used today?
- Where to find more information about the industry standards and get involved in using them when planning your events.
- The importance of the industry standards provide the foundation for the growth of the hospitality industry as it relates to 'big data' and consolidated reporting.

Presenter
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