



Membership Code of Practice

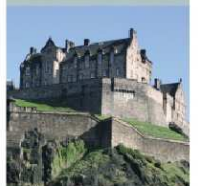




Membership Code of Practice

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1. EDINBURGH CONVENTION BUREAU

Edinburgh Convention Bureau Ltd (ECB) is the lead organisation for business tourism in Edinburgh.

The ECB's mission is to position Edinburgh as a world-class business tourism destination providing substantial economic benefit for the city, through effective and innovative marketing and collaboration with the industry to develop the quality of the city's business tourism facilities, skills and services.

The ECB works closely with its main funding partners, the City of Edinburgh Council and VisitScotland, and with Scottish Enterprise (East) to ensure a co-ordinated and focused approach to the marketing of the city as a conference destination.

The ECB represents the interests of over 140 members across a range of conference venues and services, including conference centres, academic venues, major international chain hotels as well as boutique hotels and a wide variety of 'venues with a difference' such as museums, galleries and castles.

In addition, ECB members offer a range of conference services to help organise an event and support the conference organisers with transport, catering, accommodation and conference production as well as tours, whisky tastings and other activities for pre and post conference programming.

2. MEMBERSHIP CATEGORIES

Membership of Edinburgh Convention Bureau is open to the following categories:

- Conference centres
- Academic institutions (universities, colleges)
- Venues with accommodation (hotels)
- Venues with a difference (visitor attractions, castles, sports stadia etc)
- Conference organisation
 - Professional Conference Organisers
 - Destination Management Companies
- Conference support - including
 - Restaurants
 - Retailers
 - Caterers
 - Event management companies
 - Entertainment companies
 - Car hire/chauffeur drive
 - Tours
 - Whisky tasting
 - Conference production (audio-visual, translation, insurance etc)

3. CONDITIONS OF MEMBERSHIP

To qualify for membership of Edinburgh Convention Bureau (ECB), a company should:

- 3.1 Have been engaged principally and continuously in the organisation of all services required for the preparation and running of conferences, seminars and / or other services for a minimum of 2 years
- 3.2 If appropriate, meet the quality criteria for their membership category (section 6)
- 3.3 Comply with the ECB's Code of Conduct (section 5)
- 3.4 Pay their membership subscriptions and any other appropriate fees as requested and on time

The ECB is keen to support Members to retain their membership. If any Member has difficulty complying with any of the necessary criteria, the ECB will work with them closely, using knowledge sharing and a range of support activities, to enable them to comply.

If, after sustained efforts to comply, a Member still fails to meet the criteria, the ECB will consider withdrawal of their membership. Details of review procedures and arbitration are available from the ECB.

4. MEMBERSHIP APPLICATION

On applying for membership the applicant for membership will be required to complete their application form in full and submit in a timely manner to the ECB sufficient background information and images as may be required (a) to ensure compliance and (b) for marketing purposes.

5. CODE OF CONDUCT

As a member of the BestCities Global Alliance, the Edinburgh Convention Bureau is committed to meeting the needs of our clients by ensuring that we deliver a consistent level of service, built around reliability, assurance, best practice, innovation, empathy and responsiveness.

We have therefore developed a Code of Conduct for our members, to help ensure that, as a city, we deliver quality, expertise and professionalism to our clients. The Code of Conduct aims to:

- promote high standards of practice and governance
 - provide a benchmark for members to use for self-evaluation
1. ECB members have a general duty of fair dealing toward their past and present clients, fellow members and the public
 2. Members will strive continually to improve their delivery of client services and aim for the highest quality standards
 3. Members will conduct their business with integrity and comply with all prevailing legislation, health & safety guidelines and any other legislation pertaining to their business
 4. Members will represent their capabilities and services to potential clients in an honest and professional manner, avoiding exaggeration, misrepresentation or concealment of pertinent facts
 5. Members will negotiate and agree terms with a client in a transparent manner, and will strive to deliver all agreed facilities, products and services
 6. Members will not engage in any practice nor be seen to conduct themselves in any manner detrimental to the reputation of ECB, fellow members or the reputation and interests of the City of Edinburgh
 7. Members will adopt any appropriate ECB standards or codes of practice (eg. guidelines on tenders, meetingedinburgh.com conference accommodation booking service)
 8. Members will respond to requests for information from the ECB or from clients as promptly as possible and within the agreed timeframe
 9. Members will keep the ECB informed of all new developments of their products, facilities or services
 10. Members, where appropriate, may adopt the ECB corporate brand for use in their own marketing materials but only with strict adherence to the ECB corporate brand guidelines
 11. If a Member has a complaint about the ECB, its staff or services, the Member will make contact with the ECB first to allow for a thorough exploration of the issues before taking the complaint to a third party

6. MEMBERSHIP CATEGORY CRITERIA

6A PROFESSIONAL CONFERENCE ORGANISERS

Membership of the ECB is open to Professional Conference Organisations who are:

1. Principally engaged in the preparation, organisation and running of meetings and conferences and have been operating for a minimum of 2 years.
2. The company must either:
 - 2a: Have been responsible for the entire organisation of at least 10 conferences, each with an attendance of at least 300 delegates with representatives from 4 different countries and lasting for 2 days or more.

or

 - 2b: Have been responsible for the entire organisation of at least 20 smaller conferences all of which shall have been attended by at least 100 delegates and lasting for two days or more.
3. A company applying for membership shall complete and submit to the Convention Bureau, on a form issued by ECB, full information on at least 5 conferences from 2a or 10 conferences from 2b. the company has organised.
4. The company must have a minimum of 4 full time employees.
5. The company or a representative must be a member of a recognised industry association eg. IAPCO, ABPCO, ICCA.
6. The company must be of a financially sound background and provide company accounts if requested.
7. If the company is based outside Edinburgh and Lothians region, it must be able to demonstrate a record of having influenced conference business into Edinburgh.
8. Members will adopt any appropriate ECB standards or codes of practice (eg. guidelines on tenders, meetingedinburgh.com conference accommodation booking service).
9. Members must comply with The Conference Accommodation Booking Service Policy and Procedures when undertaking conference accommodation bookings originating from the ECB's Conference Accommodation Booking Service.
10. When the ECB has been responsible for originating an event, the PCO will acknowledge the ECB's involvement by citing them as a sponsor – where appropriate using the ECB's corporate branding – in all conference print and online marketing materials including delegate programmes and conference websites.

6B DESTINATION MANAGEMENT COMPANIES

Membership of the Edinburgh Convention Bureau is open to Destination Management Companies who are:

1. Principally engaged in the preparation, organisation and running of incentive programmes, groups, corporate hospitality meetings and/or conferences and have been operating for a minimum of 2 years.
2. The company must be able to offer as a minimum the following services:
 - Social programme organisation
 - Pre & post conference tour organisation
 - Delegate travel arrangements
 - Accompanying partners programme organisation
 - Delegate accommodation booking service
 - Incentive travel package co-ordination
3. The company must have been responsible for the entire organisation of at least 15 incentive programmes, groups, events or conferences, each with an attendance of a least 50 delegates with representatives and lasting for 2 days or more.
4. A company applying for membership shall complete and submit to the Edinburgh Convention Bureau, on a form issued by ECB, full information on at least 5 incentive programmes, groups, events or conferences that the company has organised.

The company must have a minimum of 2 full time employees.

5. The company or senior must be a member of a recognised industry association eg SITE, Eventia, ICCA
6. The company must be of a financially sound background and provide company accounts if requested.
7. If the company is based outside Edinburgh and Lothians region, it must be able to demonstrate a record of having influenced incentives, events, conference business into Edinburgh.
8. Members will adopt any appropriate ECB standards or codes of practice (eg. guidelines on tenders, meetingedinburgh.com conference accommodation booking service).

6C EVENT MANAGEMENT COMPANIES

Membership of the Edinburgh Convention Bureau is open to Event Management Companies who are:

1. Principally engaged in the preparation, organisation and running of events, corporate hospitality, meetings and/or conferences for a minimum of 2 years.
2. The company must: have been responsible for the entire organisation of at least 10 business tourism events, each with an attendance of a least 100 delegates
3. A company applying for membership shall complete and submit to the Edinburgh Convention Bureau, on a form issued by ECB, full information on at least 5 business tourism events.
4. The company must have a minimum of 4 full time employees.
5. The company must be a member of a recognised industry association eg. Eventia
6. The company must be of a financially sound background and provide company accounts if requested.
7. If the company is based outside Edinburgh and Lothians region, it must be able to demonstrate a record of having influenced conference business into Edinburgh.
8. Members will adopt any appropriate ECB standards or codes of practice (eg. guidelines on tenders, meetingedinburgh.com conference accommodation booking service).