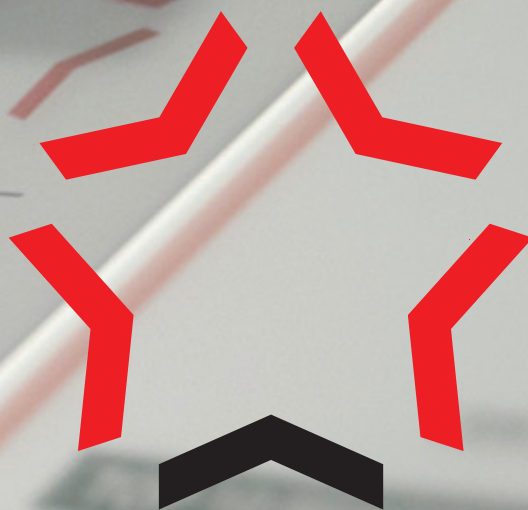




TOLERANCA



KONGRESNA ZVEZDA
MEETINGS STAR

MEETINGS STAR CERTIFICATE

A GUIDE TO CERTIFICATION



MEETINGS STAR CERTIFICATE

SO GOOD THAT WE COULDN'T IGNORE IT!

Confirm your standard with the only certificate of quality in the meetings industry that is based on real ratings by mystery congress shoppers

Congress guests are demanding, whilst at the same time they have the greatest buying power – this is a long-known fact. As a rule they stay in hotels for a longer time, they have more contact with employees and they make use of more hotel services. They usually expect a higher level of service and therefore they deserve the best of attention.

Meetings Star is a system for assessing quality which provides a simple and clear picture of the services offered by individual providers as it is based on the evaluations of congress mystery shoppers. The methodology, which meeting planners have been trusting since 2007, has this year been upgraded through the addition of a certification system. Within the three-step process, providers of congress services can obtain one of three certifications, thus providing congress organisers with information to meet their needs and expectations.

WHAT IS THE MEETINGS STAR CERTIFICATE?

It is a certificate that demonstrates the compliance of congress capacities and services with the Meetings Star rating and certification system. It checks over 490 evaluation criteria that are key for the satisfaction of meeting planners.

WHY TRUST MEETINGS STAR?

Meetings Star is trusted due to its 10-year tradition of rating congress hotels and convention centres, during which time more than 350 have been evaluated by mystery shoppers. Due to the unbiased and transparent methodology, the system has a high reputation among event organisers.

HOW DOES CERTIFICATION TAKE PLACE?

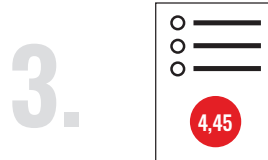
Certification takes place on a three-step basis:



Hotel or congress centre carries out a **SELF-ASSESSMENT** using an evaluation matrix, which is identical to that used by mystery congress guests



A **mystery guest** visits the hotel or congress centre unannounced and **ASSESSES THE HOTEL SERVICES** using the evaluation matrix. For certain items of the matrix, ratings can be supplemented with personal commentary and photographic or video evidence.



The results of the self-assessment and that of the mystery shopper are compared, and a **FINAL SCORE** is given in the form of a report or a workshop.

MEETINGS STAR CERTIFICATE

Certificate sample:



A minimum number of points achieved in the mystery guest evaluation to receive certificate is 3,80.

GUARANTEE OF QUALITY

Toleranca Marketing has been carrying out research constantly since 2007. Over 350 assessments have been carried out for the needs of the Meetings Star project and for individual clients. Toleranca Marketing guarantees quality through the calibre of its mystery congress guests who are objective, honest, accurate and reliable, as well as being well organised and having a sense for detail.



WHO ARE MYSTERY CONGRESS GUESTS?

Mystery congress guests are experts who have multiple years of experience in the area of congress organisation and knowledge of the hotel and catering industry. The required knowledge and competencies for ensuring objectiveness are:

- A minimum of 15 years international experience in organising congresses and events;
- Knowledge of the Slovenian and international standards of congress tourism with specific knowledge of standards control: DIN (Deutsche Industrie Norm), ICCA (International Congress and Convention Association), IAPCO (International Association of Professional Congress Organisers), APEX (Accepted Practice Exchange), AIPC (International Association of Congress Centres), MPI (Meetings Professionals International);
- Knowledge of the trends in the congress industry in the domestic and international markets;
- Recognising the specific needs and wishes of participants;
- Knowledge of the key factors that influence the choice of destination for a congress event;
- Knowledge of all the elements necessary for the successful execution of a congress (technical requirements, catering services, additional offers, safety, protocol, etc.);

In addition, all the assessors have verified references from the event organisation and congress industry, which ensures an unbiased view on behalf of the client and maximal reliability of the method.



RATINGS MATRIX FOR HOTELS

The hotel assessment matrix contains 490 measurable assessment criteria which are divided into the following categories:

ASSESSMENT CATEGORY	NUMBER OF CRITERIA
A. First online contact with the purchaser	35
B. General impression on arrival at the hotel	36
C. Entrance hall - lobby	20
D. Employee behaviour	15
E. Reception	55
F. Hotel room	40
G. Hotel bed	20
H. Bathroom and toilet	35
I. Hotel breakfast	109
J. Hotel bar	48
K. Hotel restaurant	75
L. Toilets	10
M. Congress halls	50
N. Spa and Wellness	33
O. Sales process and communication	10
P. General satisfaction of guest	8
R. Sustainable practices	20

RATINGS MATRIX FOR CONGRESS CENTRES

The assessment matrix for congress centres contains 376 measurable assessment criteria which are divided into the following categories:

ASSESSMENT CATEGORY	NUMBER OF CRITERIA
A. First impression (digital, direct)	25
B. Location and accessibility	10
C. Quality - Entrance hall lobby	19
D. Quality - Conference space	65
E. Quality - Conference inventory	15
F. Quality - Lighting	12
G. Quality - Acoustic and sound system	12
H. Quality - Multimedia system	12
I. Quality - Internet connectivity	10
J. Access to power and com lines	5
K. Employee behaviour	15
L. Business centre	10
M. Customer service	25
N. Safety	16
O. Security and emergency	20
P. Additional services	25
R. Catering	45
S. Sustainability practices	20
T. Communication and marketing	15

Each category is assessed through a share of the assessment criteria and average score which help to ensure improvements in the quality of individual criteria.

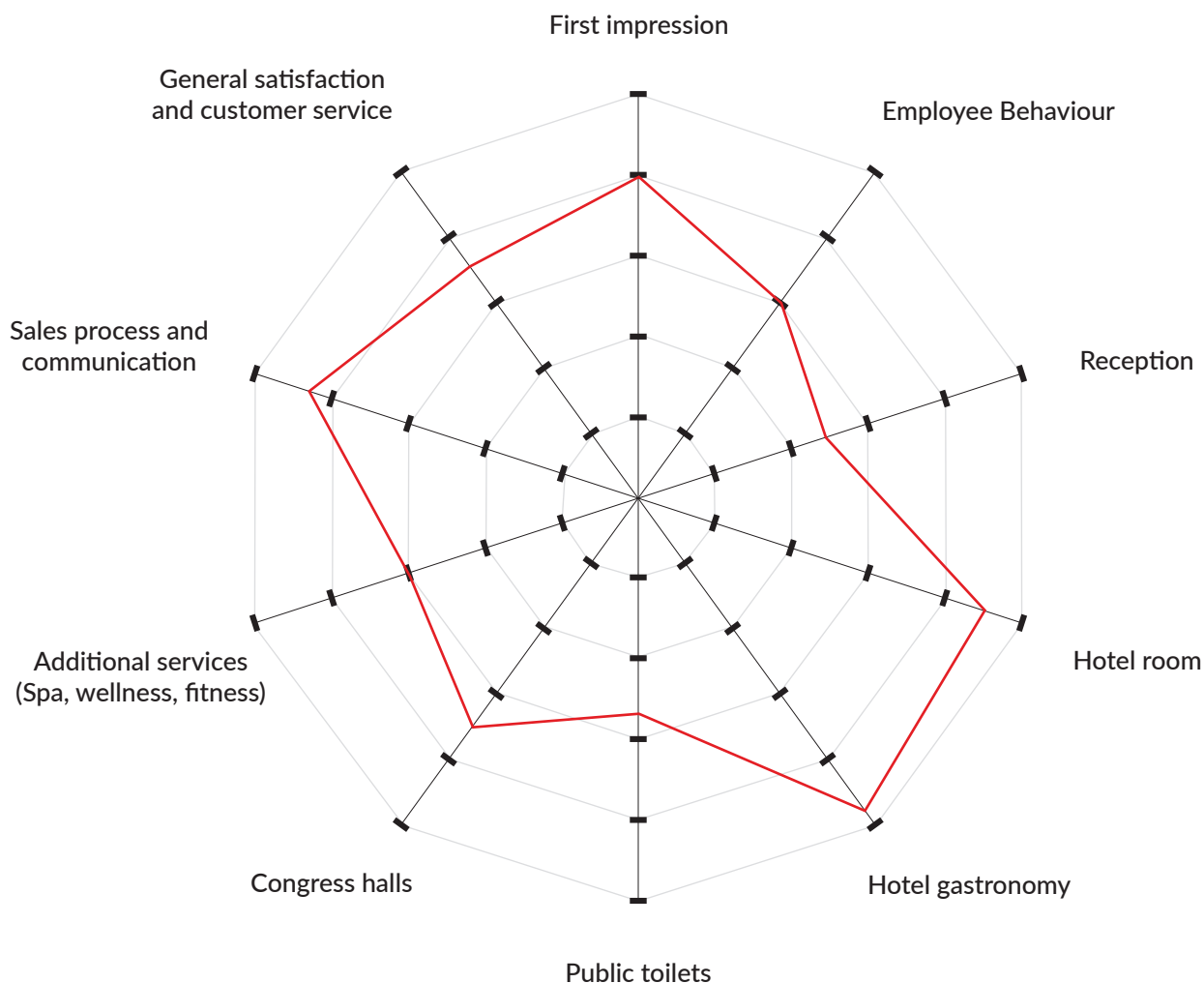
In addition, as part of the assessment matrix, the following subjective scores are also offered, which can be used to improve communication in the following areas:

- Architecture and aesthetics
- Reputation and trustworthiness
- Communication
- Price
- Additional offer
- Location
- FLOP negative surprise
- Most outstanding features

In this segment the quality of promotional activities can be controlled and improved. The results can be used quickly on social networks.

MEETINGS STAR PIE CHART

Following assessment, results are received in the form of a Meetings Star Pie Chart graph which will enable visual monitoring of the results in all four assessment categories. This will allow the monitoring of improvements in individual areas during the process of recertification.



BENEFITS FOR CERTIFIED PROVIDERS

1. Proof and a guarantee of quality of the provider
2. Clear positioning on the international market
3. Comprehensive promotion through all communication channels and Kongres magazine
4. Continuous improvements in the quality of providers
5. Increasing the satisfaction of congress clients and event participants

FORMS OF CO-OPERATION – PRICE LIST

STANDARD CERTIFICATION

This is the basic form of certification that includes the mystery shopper certification process and a report of the results, however, it does not include a workshop with the client.

The package includes access to a self-assessment form for mystery congress guests (1 night's stay), completion of an assessment matrix, preparation of an analysis, proposals for measures to be taken and presentation of results in the form of a report.

The price of the package does not include the direct costs of overnight stays and additional services, which, due to ensuring anonymity, the mystery congress shopper pays by credit card and is refunded by the client by prior arrangement.

Package price: 895 EUR (VAT not included)

EXTENDED CERTIFICATION

This is an upgrade to the standard evaluation that also includes a workshop with the client.

The package includes a visit by a mystery congress guest (1 night's stay), completion of an assessment matrix, preparation of an analysis, proposals for measures to be taken and presentation of results in the form of a 4-hour onsite workshop with the client.

The price of the package does not include the direct costs of overnight stays and additional services, which, due to ensuring anonymity, the mystery congress shopper pays by credit card and is refunded by the client by prior arrangement.

Package price: 1,415 EUR (VAT not included)

BENCHMARK SCORE

As part of this package a comparison of the performance of services with competitor companies is carried out. Using this method it is easier to find out competitors' advantages and the area in which it is necessary to better the competition.

A special offer is made for this evaluation.

CERTIFICATION PATH

CERTIFICATION IN PRACTICE





PROVE YOUR VALUE, GET CERTIFIED



www.secret-congress-guest.eu

REASON 1

Congress Standards: The Toleranca Marketing team has prepared Congress Standards that form the basis of the operation of the Slovenian Congress Bureau. The model has been based on comparable Europe models of business excellence. The Standards were first awarded in 2008. There is no comparable model in use in Europe, though numerous copies exist.

REASON 2

Origin of certification: The preparation of certification is based on existing standards and recommendations from the area of business tourism, such as those published by DIN (Deutsche Industrie Norm), ICCA (International Congress and Convention Association), IAPCO (International Association of Professional Congress Organisers), APEX (Accepted Practice Exchange), AIPC (International Association of Congress Centres), MPI (Meetings Professionals International) and other professional associations operating in the area of congress activities.

REASON 3

Since 2007: The evaluation of hotels and congress centres has been present on the market for 12 years. On the basis of field work, Toleranca Marketing is continuously upgrading the methodology which today takes the form of a sample measurement and is the only company in the world using mystery guests related specifically to the requirements of congress organisers.

REASON 4

Added value – free promotion: All certified partners are promoted intensively through the promotional channels of Kongres magazine. In the past 10 years the portal has won the trust of domestic and international events organisers. According to official statistics about the portal's reach (Alexa and Google), it is ranked among the top 5 portals with the highest reach in Europe. Every day the portal is visited by on average 250-300 various event organisers who view 800-900 pieces of content.

REASON 5

Measurable results: More than 310 assessed hotels (151 for the requirements of Meetings Star and 159 for individual clients). Each hotel is evaluated using 490 assessment criteria.

Additional information: