

# MEETING & CONFERENCE CLASSIFICATION

## CRITERIAS

Valid from 1 January 2021

**H<sup>o</sup>RESTA**

HOTEL, RESTAURANT & TOURISM INDUSTRY

## Why should one be classified?

Conference stars at your business are the starting point for good customer experience. With stars on the door, your guests know exactly what level of service and facilities they can expect. This security may be the factor, which makes the guest choose between your or your competitor's meeting and conference venue.

## Terms and validity

HORESTA's Meeting & Conference Classification is a voluntary scheme. All Danish, Greenlandic and Faroese meeting and conference businesses, with or without accommodation facilities, have the opportunity to be classified. No separate HORESTA membership is required.

The classification of the participating meeting and conference venues takes place by means of an assessment of the businesses based on 74 objective criteria established in the Classification Board. The Classification Board consists of representatives appointed by VisitDenmark and HORESTA. The participating companies are inspected at approx. 24 months' intervals, where it is ensured that each business meets the applicable criteria. The inspection is carried out by HORESTA's classification secretariat.

The present classification criteria are valid for classification inspections carried out after 1 January 2021. However, pre-classifications will take place from 1 October 2020.

The criteria texts do not distinguish between "course", "meeting" and "conference". The terms are used interchangeably.

## Stars

In the Meeting & Conference classification, a meeting and conference venue can be awarded 3, 4 or 5 stars.

After the classification, the business receives a diploma with the number of stars that has been given by the classification. This diploma must be displayed in full visibility where the business finds it relevant for the sake of the conference guests.

If an inspection visit results in a change in the number of stars, the issued diploma will be replaced with a new one with the relevant stars, just as the change will immediately be registered in HORESTA's database and associated websites.



## Exemption and appeal option

In very special cases, e.g. where the interior design of the building etc. requires it, exemptions from some of the criteria overleaf may be granted. Exemption must be applied for each individual criterion. However, this will always require the approval of the Classification Board, which is why any application for exemption and as far as possible necessary documentation in the form of e.g. preservation regulations or drawings must be submitted to the board.


































All decisions made by HORESTA's classification secretariat may be appealed to the Classification Board. If there is a reduction in relation to the current number of stars, the business may submit an appeal to the Classification Board.

CLASSIFICATION CRITERIA

Here’s how to read the colour codes of the points:

-  Must be met
-  Not relevant for the star category

CONFERENCE ROOMS

		3	4	5
1	Plenary rooms equipped for the purpose “Equipped for the purpose” is to be understood in the way that the rooms are characterized by being rooms for courses and not only assembly halls used for conferences on an ad-hoc basis			
2	Seminar rooms/areas equipped for the purpose			
3	Chairs suitable for the purpose			
4	Chairs suitable for the purpose with padding and movable, padded back support			
5	Laying for meetings must be available in the room, consisting as a minimum of a pad and a pencil or ballpoint pen			
6	Seminar rooms/areas shall be offered with the option for equipment in seminar rooms			
7	Projector, screen or the like is available			
8	High standard projector, screen or the like is available			
9	It is possible to have very high standard double projector, screen or the like available in the room			
10	Video-mixer is a possibility			
11	Wireless headset and microphone, 3 as a minimum (available at the conference site)			

CONFERENCE ROOMS - CONTINUED

		3	4	5
12	Wireless headset and microphone, 5 as a minimum (available at the conference site)	■	■	■
13	GoBo-equipment, LED floor/wall/ceiling spots or similar is available	■	■	■
14	Lighting package is offered	■	■	■
15	All equipment must be compatible with both Microsoft and Apple/MAC	■	■	■
16	Projection screen, screen or similar of a size that corresponds to the maximum viewing distance of the room	■	■	■
17	Whiteboard with pens with penwiper as well as flip-over with pens and paper must be available in plenary room	■	■	■
18	Wall rails or the like to enable fastening of paper sheets	■	■	■
19	Laser pointer	■	■	■
20	Café table, desk, rostrum or the like	■	■	■
21	Café table, desk, rostrum or the like w/light and microphone, if the largest room holds more than 50 persons	■	■	■
22	Café table, desk, rostrum or the like that can be elevated. Alternatively, a podium that is elevated above the level of the participants	■	■	■
23	Up-to-date panel-microphones, if the largest room holds more than 50 persons (exist in the room)	■	■	■
24	Tele/Skype conference, streaming or the like is possible	■	■	■
25	Pre-ordering of various technical utilities is possible	■	■	■
26	Audio system with amplifiers and loudspeakers	■	■	■
27	Up-to-date Audio system with amplifiers and loudspeakers	■	■	■

CONFERENCE ROOMS - CONTINUED

		3	4	5
28	Up-to-date Audio system with amplifiers and loudspeakers, which is able to handle singing and music (concert conditions)			
29	Socket outlets installed to enable charging of telephones, equipment, etc.			
30	Charging of cell phones, IT equipment etc., in the form of socket outlets, power banks etc. In the conference room relative to the number of participants			
31	Wireless internet access			
32	Wireless internet access (fibre or the like)/streaming as well as possible access to cabled, secure connection			
33	Clock (possibly only for the chairman)			
34	Mechanical ventilation in all conference rooms			
35	Space cooling in the form of air-conditioning installation or climate control systems or the like in all conference rooms			
36	Optimum sound-proofing, alternatively the room must be situated in isolation from other rooms with activities			
37	Targeted ceiling illumination in all conference rooms at min. 200 lux on table surfaces			
38	Regulation of the luminosity of the ceiling illumination in the largest conference rooms			
39	Regulation of the luminosity of the ceiling illumination in all the conference rooms			
40	Shielding against daylight in all conference rooms			
41	Lockable conference rooms			
42	Wardrobe available by all conference rooms			
43	Toilet facilities in immediate vicinity of all conference rooms			
44	Areas for coffee breaks etc. by the conference rooms			

### SERVICE

		3	4	5
45	It shall be possible to contact the staff from the conference rooms, via telephone, Intercom, service system, button, or bell			
46	On-site presence of a knowledgeable employee, who may assist and offer guidance in the use of AV-technical equipment at short notice			
47	Access to scanning and copying of documents			
48	Separate conference secretariat with regular, easily identifiable crew			

### PROVISIONING

		3	4	5
49	Coffee/tea buffet/or the like may be served			
50	Permanent access to coffee/tea buffet/or the like during meeting			
51	Breakfast may be served			
52	Lunch may be served			
53	Dinner may be served			
54	Bar service from the start of the meeting until 23.00 (11 p.m.)			

THE MEETING AND CONFERENCE SITE

		3	4	5
55	Satisfactory quality of furniture and equipment corresponding to the number of stars. “Satisfactory quality” is understood as well-preserved furniture in good condition and of a quality that you would normally expect in other companies with the same classification			
56	Satisfactory cleaning standard. “Satisfactory cleaning standard” is understood as: There is no visible dirt. Nor is there any in corners, drawers, or behind radiators, etc.			
57	Visible displaying of signs in lobby/reception of meetings and conference rooms			
58	Displaying of signs outside conference rooms with company/group			
59	Receptionist or other service staff			
60	Front staff must be easily identifiable			
61	Signs and relevant instructions conc. facilities must be in Danish and as a minimum one principle language or use pictograms			
62	Wireless internet access in all common areas			
63	Common room/lounge			
64	First aid kit in reception/common area			
65	Heartstart			
66	Lift or escalator to all floors with conference rooms (exemption is possible)			
67	The accessibility of the meeting and conference site shall be described on the homepage as well as in the marketing material			
68	Parking facilities			



THE MEETING AND CONFERENCE SITE - CONTINUED

69	Parking facilities for passenger cars and charging facility for electrical vehicles			
79	Information/guidance about the recreative areas of the site, including the possibility to rent/lend bicycles, equipment, etc.			
71	Guest satisfaction surveys			
72	Relevant photos and description of conference rooms and conference site on homepage and in marketing material			
73	Possibility of undisturbed room/area for computer + print			
74	The meeting/conference site shall be comparable to others in the same category			

## NOTES

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