

Embargoed until 7am ET, 25 February 2021

## **IACC DETAILS THE FUTURE OF BUSINESS EVENT BREAKS AND LUNCHES**

[IACC](#) has published two guides which define new approaches to serving food and beverages at business events, conferences and meetings.

The IACC Guide to Re-Imagining Refreshment Breaks and the IACC Guide to Re-Imagining Conference Breaks were developed from research and insights from global IACC certified venues. The guides look beyond short-term measures and instead look to imaginative approaches that can positively change the way attendees experience dining.

IACC worked with food and beverage experts, many of which have been operating venues for events successfully over the last eight months, exploring the key differences starting with the sales and planning process, exploring service styles, attendee flows, waste and pricing strategies. Both of the guides can be viewed and downloaded from the [IACC website](#).

Commenting on the guides, IACC CEO Mark Cooper said: "These two guides offer such rich advice, because they are the perspectives of those experts who have already experienced serving groups again and can see the change in behaviours that can shape the way we serve our attendees for years to come".

Cooper continued: "When I see solutions that will improve the experience for our clients even when compared to pre-pandemic, that is when I get very excited about these innovations".

IACC wishes to thank all those F&B experts who participated in the development of these guides and numerous online sessions attended by IACC leaders worldwide.

IACC has also published a [critical pathway to re-opening conference, meeting and training venues](#) and shares other important insights from its 400 member meeting venues located in 26 countries, all certified to exacting standards.

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### **Notes to Editors:**

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### **About IACC:**

Founded in 1981, IACC is dedicated to representing the best meeting venues globally and is, by definition, the future of the meetings industry realised. The association brings together the brightest, most innovative minds from around the globe. IACC elevates the meeting experience by creating a unique point of entry that is inclusive of the best-in-class meeting venues internationally. IACC membership is a symbol of meeting excellence and exceptional connections amongst the best in the meeting industry. This exclusiveness makes IACC's members part of an elite group representing the most innovative, forward-thinking and results-driven meeting venues globally.

All members meet a set of stringent Quality Standards and agree to a Code of Ethics. IACC includes over 400 member conference venues from Australia, Hong Kong, Japan, New Zealand, Philippines, Russia, Singapore, Malaysia, Belgium, Denmark, England, France, Germany, Hungary, Italy, Netherlands, Scotland, Spain, Sweden, Switzerland, Ukraine, Wales, Canada, Costa Rica, Mexico and the United States.

The IACC Mission Statement: "To bring together the brightest industry minds to promote the best meeting venues, which deliver exceptional meeting experiences. There are meetings... And then there are IACC Meetings".

The IACC Vision: "IACC is a global community of passionate people and organisations delivering innovative and exceptional meeting experiences.