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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 43467-2023

**Guidelines for commercial conference organization and
management**

商业会议组织管理指南

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Foreword

This document complies with the provisions of GB/T 1:1-2020 "Standardization Work Guidelines Part 1: Structure and Drafting Rules of Standardization Documents" Drafting:

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A guide to organizing and managing business meetings

1 Scope

This document provides general principles, guarantee elements, and process management

recommendations for business meeting organization and management:

This document is applicable to the organization and management of business meetings by conference organizers:

2 Normative reference documents

GB 3096

GB/T 18883

GB/T 30520

GB/T 33489

GB/T 33497

GB 37487

GB/T 38209

3 Terms and definitions

The terms and definitions defined in GB/T 30520 and the following apply to this document:

3:1 business conferencecommercialconference A conference on creating economic benefits and social value through marketing: 3:2 conference organizerconferenceorganizer Responsible for topic selection, project establishment, operation, summary and evaluation, and selecting service providers to organize related services: 3:3 service providerserviceprovider An organization or individual entrusted by the conference organizer to provide supporting services for the conference:

4 General principles

4:1 Forward-looking Follow the sustainable concepts of breakthrough innovation and environmental friendliness, comply with the industry development trends covered in the conference content, and use advanced technological means It is very important to implement conference organization and management: