

# ICESAP Agency Accreditation Scheme



# Contents

1. Introduction
  - 1.1 Background
  - 1.2 Objectives
  - 1.3 Benefits
  - 1.4 Accreditation Application Process Overview
  
2. Accreditation Components
  - 2.1 Probity & Due Diligence
  - 2.2 Managers & Staff Competency Record
  - 2.3 Code of Conduct
  - 2.4 Best Practices
  - 2.5 Notice of Variation to Code of Conduct and/or Best Practices
  
3. Management of ICESAP Agency Accreditation Scheme
  - 3.1 Structure
  - 3.2 ICESAP Accreditation Compliance Panel
  - 3.3 Non-Compliance & Complaint Management
  - 3.4 Non-Compliance Rectification Process
  - 3.5 ICESAP Accreditation Marketing Panel
  - 3.6 Annual Scheme Review
  
4. Terms & Conditions
  - 4.1 General
  - 4.2 Significance of Accreditation
  - 4.3 Obligations of Accredited Agency
  - 4.4 Limitation of Liability
  - 4.5 Indemnity
  - 4.6 Applicable Law
  
5. Application for Agency Accreditation
  - 5.1 Application Process
  - 5.2 Fees Applicable & Payment Process
  - 5.3 Yearly Renewal
  
6. Definitions
  
7. Addendums
  - 7.1 Accreditation Application Forms
  - 7.2 Referees
  
8. Enquiries & Contact Information
  
9. ICESAP Style Guide and Logo

## 1. Introduction

### 1.1 Background

The Incentive Conference & Event Society Asia Pacific (ICESAP) has from its inception in 2014 believed that one of its key objectives was to strengthen the role of intermediary agencies operating across Asia Pacific. This approach is viewed as far more effective and desirable than having each country/legal jurisdiction having their own scheme.

ICESAP sought and received the support of APEC's Tourism Working Group to present the scheme to them for input and comment. This step was started in 2014 at their Macau meeting and was completed with the submission of a white paper detailing the scheme to the APEC TWG meeting held in the Philippines in May 2015.

A strong intermediary agency community across Asia Pacific will significantly strengthen the industry, protect the current investment companies are making in the Incentive, Conference and Event (IC&E) sector and gives the assurance the corporate sector needs to increase their future investment in IC&E projects. An accredited agency community is also the basis for a sustainable future.

ICESAP has taken the approach to keep the application process as simple as possible to encourage as many agencies as possible to apply. One of the few criteria APEC did stipulate is this must be a scheme that is accessible and affordable for small to medium enterprises.

ICESAP has engaged a significant number of its own members across the corporate, agency and partner member categories in the major markets across Asia Pacific to ensure the agency accreditation scheme meets its stated objectives. A review of the scheme started with a meeting of major agency owners and senior managers in March 2016 and has since been reviewed with multiple audiences to ensure it is fit-for-purpose.

## 1.2 Objectives

- a. To establish a single well regarded and recognised Agency Accreditation Scheme for those engaged in the Incentive Travel, Conference, Meetings and Business Events businesses in Asia Pacific.
- b. Require ICESAP Accredited Agencies to operate at the highest possible standards of professionalism by meeting or exceeding the Code of Conduct & prescribed Best Practices guidelines stipulated in the scheme.
- c. Take all reasonable steps to ensure ICESAP Accredited Agencies are financially sound businesses by meeting entry & biennial renewal probity tests incorporated in the scheme.
- d. Give customers engaging an agency to manage their Incentive Travel, Conference, Meetings & Business Events projects a clear distinction between ICESAP accredited and non-accredited agencies, in the knowledge that the former have met a set of industry quality measures & ethical standards.
- e. Grow the use of IC&E programs as a communications, education and motivation tool for business by promoting accredited agencies offering value-add services beyond pure fulfilment.
- f. Enhance economic opportunities in the IC&E sector by raising standards and improving the quality and volume of business within the whole supply chain.

### 1.3 Benefits

#### To Customers:

- a. Confidence in the competency of accredited agencies engaged
- b. Confidence that an accredited agency is financially and legally sound
- c. Knowledge that the accredited agency commits to a Code of Conduct
- d. Ability to differentiate intermediary agencies on more than price
- e. Assurance that an accredited agency has the skills and experience to add tangible value to any IC&E project

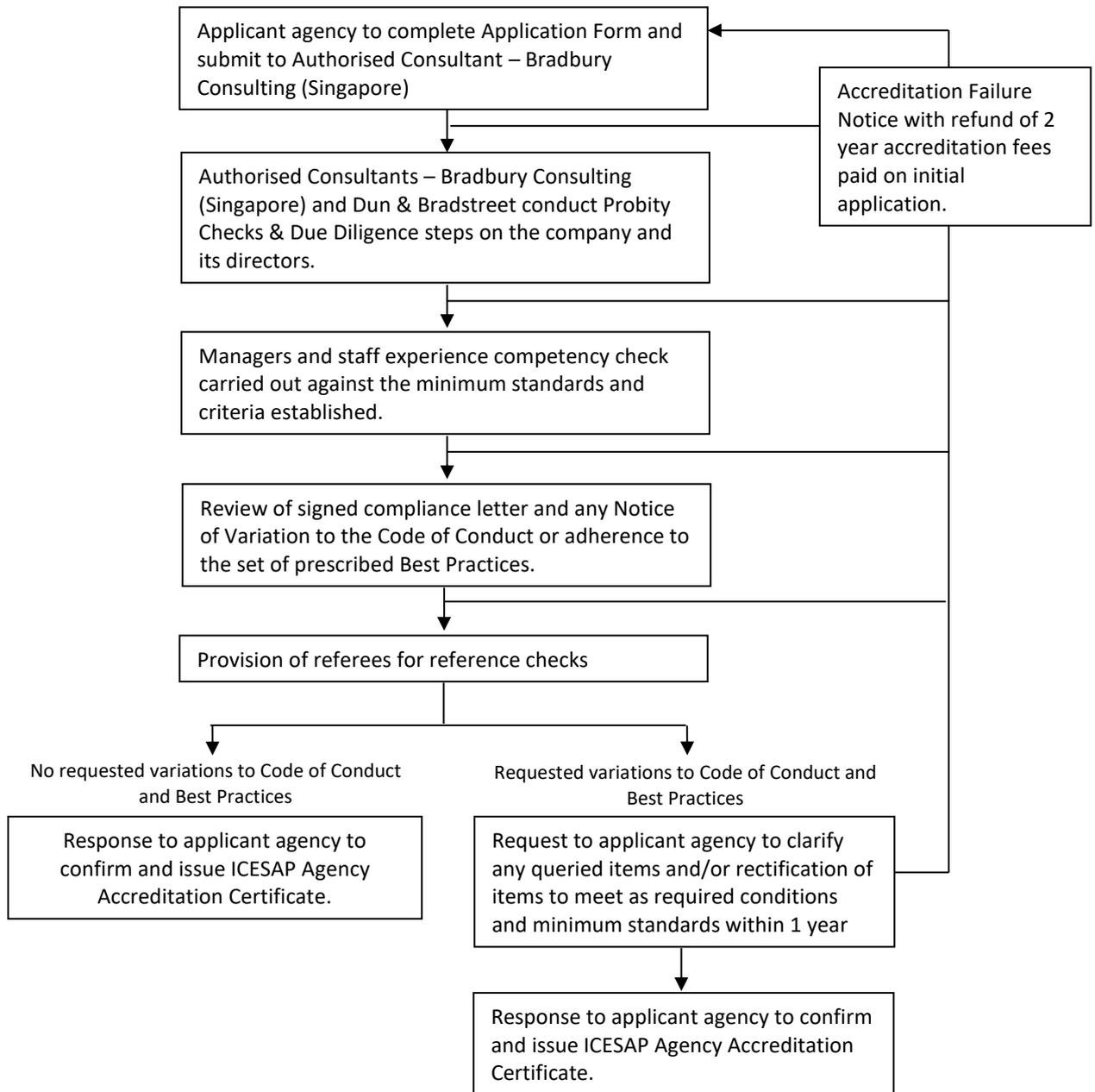
#### To Agencies:

- a. Promote accreditation as a clear point of differentiation
- b. Improved trading terms with emphasis shifting away from price alone as a determining factor for winning and retaining business
- c. Ability to recruit more qualified management and staff

#### To Goods and Service Providers:

- a. More stable pipeline of higher quality projects
- b. Reduce doubtful debts and need for indiscriminate offering of commissions
- c. Benefit from accredited agencies' compliance to a Code of Conduct and Best Practices

## 1.4 Accreditation Application Process



## 2. Accreditation Components

### 2.1 Probity & Due Diligence

As an integral part of the Agency Accreditation Scheme, ICESAP must undertake an investigation of the background of a company and the owners & directors to see they are fit to hold the ICESAP Agency Accreditation Certificate which is been applied for.

As part of this process ICESAP's authorised consultants Dun & Bradstreet (Singapore) Pte. Ltd. Shall investigate the history and activities of organisations and individuals, especially financial records and legal matters. Arguably the most onerous element of the Agency Accreditation Scheme, it is the most critical element ICESAP must carry out in a diligent manner.

Any applicant that is a start-up company or in business less than two years will have to satisfy some increased scrutiny.

ICESAP has intentionally distanced its executives and Advisory Board members from having access to any of the legal and financial information disclosed by the applicant agency and its owners through the appointment of third party business consultants.

In the third and each successive 2-year renewal there will be a streamlined due diligence process which ensures to the degree possible there have been no significant changes to company structure or shareholders and no legal actions taken or pending against the company or its directors that will prevent renewal of the Agency Accreditation Certificate in a timely manner.

Dun & Bradstreet (Singapore) Pte Ltd is Singapore's leading source of business information and commercial insights. Established in 2001, Dun & Bradstreet (Singapore) Pte Ltd is a joint venture between Infocredit Holdings Pte Ltd and Dun & Bradstreet (NYSE:DNB). Dun & Bradstreet (NYSE:DNB) is a Fortune 500 company and the world's leading provider of global, decision-ready business insights for over 170 years.

A Probity check requires disclosure of the following;

- a. Copy of registered Company Certificate (issued by the respective local, state or federal government body).
- b. A copy of the registered business name/s the agency operates under
- c. Copies of any current business licences. This should include Travel Agent Licence, if applicable.
- d. Copies of company annual Income tax returns for past two financial years.
- e. Copies of Profit & Loss Statement and Balance Sheet for the past two completed financial years.
- f. Copy of current Profit & Loss statement up to the last completed quarter of the current tax year.

For start-up companies, or companies less than two years old, the following additional information is required in place of items d. & e. above;

- g. Forecast budget for first 12 months of operation
- h. Statement of available working capital from shareholders to support the operation of the agency in the first year
- i. A business plan for the agency business for the next 12 months
- j. In the case of an agency that has completed one full year of operation, a copy of the Profit & Loss Statement for that year. .

Where an accredited agency is insolvent, meaning where the agency is no longer able to meet its current debts or does not expect to meet its future debts the agency will immediately give notice of such to the ICESAP Compliance Panel chairman. On receipt of such notice the Agency will immediately lose its Accreditation. ICESAP may also at its sole discretion and without

recourse by the agency issue a notice of termination of accreditation to all ICESAP members and all ICESAP Accredited Agencies.

## 2.2 Competency of Managers and Staff

This requirement allows the agency to demonstrate it has the appropriate human resources to manage the type of projects the agency is expecting to manage on behalf of its clients. Where an agency is only involved in, for example, Conferences & Meetings, then the staff need not necessarily have Incentive Travel or Business Event experience. The form supplied allows the applicant to indicate whether the individual has experience and/or qualifications across all or one or two of these areas.

A complete list of all managers and staff who are engaged in the planning and execution of Incentive Travel Programs, Conferences, Corporate Meetings & Business Events should contain names, positions and years of experience with the current agency, plus years of experience at previous agencies or other non-agency roles that provided relevant experience..

As a guideline, the following minimum years of experience should be met:

- a. Managing Directors, Chief Executive Officers and/or General Managers (or similar) – 5 years
- b. Department and Project Managers (or similar) - 2 years
- c. Staff employees and contractors working on IC&E projects – 1 year

Staff with lesser experience should be able to demonstrate they have worked in a related field or completed an industry training program which covers Incentive Travel, Conference, Meetings & Business Events project management discipline.

Agencies should be able to demonstrate they have a process in place to ensure any inexperienced staff are under the direct supervision of experienced managers and/or staff.

Excluded from this competency check requirement are non-operational staff such as finance, administration, secretarial & sales positions.

An experience and competency report must be submitted using the form provided with the Agency Accreditation Scheme Application.

### 2.3 Code of Conduct

The ICESAP Code of Conduct for Accredited Agencies is an important element in building an enduring trust between the agency, its employees, customers and suppliers. Compliance creates trust in the business. We have endeavoured to keep the Code of Conduct as simple and brief as possible so it can be readily understood and represents a recognised standard for the agency and its managers and staff to operate by on a day-to-day basis. It is expected that agency owners, managers and staff are familiar of the Code and abide by it in all respects.

- a. Abide by all laws including but not limited to annual reporting, taxation and labour laws governing the conduct of a business in the applicable jurisdiction where the agency business is based and operates offices from.
- b. Hold current business licenses which may include travel agents' licence if the sale of travel services forms part of the business' service deliverables.
- c. Hold current insurances for the business including, but not limited to, professional indemnity insurance, Public Liability insurance and employee and contractor insurances.
- d. Where commissions and other monetary and non-monetary benefit are extended to the agency by a third-party supplier, such commissions and benefits must be declared to the client and agreed that they form a legitimate part of the agency remuneration model and may be retained by the agency as part of their overall project fee income.
- e. Agencies agree to treat as confidential and not to use or

disclose to any third party any confidential information derived from the disclosing party without the consent of the disclosing party except where such use or disclosure is reasonably necessary for the proper conduct of business in accordance with requirements of the project and consented to by the disclosing party.

- f. Agency owners, managers and staff always act in a lawful manner both in their usual place of business and when their business activities necessitate them to carry out business in a foreign jurisdiction.

## 2.4 Best Practices

In addition to the values prescribed in the Code of Conduct, ICESAP has also created a set of operating standards referred to as Best Practices that all accredited agencies are expected to adopt in their normal course of business. ICESAP recognises that in the first year of an agency being accredited it may not be conforming to all operating standards, but should use their best endeavours to adopt the prescribed best practices described below in their first year of accreditation. A Notice of Variation is required to be filed as part of the application process to detail those areas not being complied with at time of application. This will assist the agency in the process of adopting the prescribed best practices during their first year of accreditation.

- a. Prepare a written scope of work for each project which is submitted to the agency's customer for approval to ensure there is a clear understanding of the roles and responsibilities to be fulfilled by the agency and the applicable fees to be charged either on fixed and/or variable basis for the services and work being carried out.
- b. Prepare written briefs to all suppliers and sub-contractors and execute an agreement which outlines the services for which they are responsible and the applicable costs they will charge.
- c. Prepare project budgets that clearly detail all costs incurred, including but not limited to agency head hours, creative fees

and other in-house charges, plus all external/third-party costs which form part of the project component costs.

- d. To protect both the agency and their clients, a record of project changes that have budget ramifications (increase or decrease) should be maintained and can be disclosed at any time to the client so they can manage their own budgets. The record should be submitted by the agency with their final project reconciliation and client billing. It is suggested agencies should adopt a “Change Order” procedure that tracks project changes and related costs that vary from the original quoted scope of works.
- e. Inform clients of all booking conditions imposed by all third-party suppliers, especially those conditions relating to cancellation, minimum numbers, participant number guarantees and any shrinkage terms which relate to same.
- f. Obtain permits that may be required for travel services, the service of food and beverage including alcohol, event permits, use of public space permits, health and safety permits, entertainment permits and music royalty approvals, local police, emergency services and any other authority approvals where applicable for each project.
- g. Adopt a set of internal guidelines which address how an agency’s managers and staff enter into contracts on behalf of clients and recognise the liabilities it will incur on the agency itself and its client in doing so.
- h. Agencies should operate a separate bank account or have an internal control system to enable segregation of client funds paid as deposits in advance from the agencies operating funds used to meet the agency’s overhead expenses.
- i. Prepare a participant and staff safety plan, including but not limited to emergency contingency plans for medical emergencies, natural and other events impacting human safety. A minimum of one agency person on duty on-site should be trained in first aid, including CPR.

- j. Be aware of and take all necessary steps to comply with the Sale of Goods Act (Chapter 393), the Consumer Protection (Fair Trading) Act (Chapter 52A) in Singapore and similar laws for the provision of services in other jurisdictions. This applies to where the intermediary agency business is based and operates offices from, in addition to conforming to all regulations applicable to the conduct of Incentive Travel programs, Conference & Meetings management and staging of Business Events as may be required by local regulations and local laws which apply in the venue/destination where these activities will be taking place.

## 2.5 Notice of Variation to Code of Conduct and/or Best Practices

It is expected most agencies applying for accreditation across Asia Pacific will already be complying with all of the Code of Conduct and prescribed Best Practices guidelines provided. Importantly ICESAP recognised that elements of the Managers and Staff Competency, Code of Conduct and Best Practices criteria may require a year to implement in some agencies. Rather than reject an application on these measures, we have devised a “Notice of Variation” allowing accredited agencies one full year to make changes necessary to comply in successive years.

Using the forms provided as Addendums A - E to the Agency Accreditation Application Form, the submitting agency should list those Code of Conduct items listed (a.) to (f.) and those prescribed Best Practices listed (a.) to (j.) that at time of application may not be fully complied with. This gives agency owners and managers the opportunity over 12 months to make the necessary changes to ensure they will be complied with in the second year of accreditation. In some circumstances, there can be an extension granted for up to a further year in which to comply with both the Code of Conduct & the Best Practices. ICESAP’s objective is to have all ICESAP Accredited Agencies fully compliant with all Codes of Conduct and Best Practices after their second year of accreditation.

### 3. Management of ICESAP Agency Accreditation Scheme

#### 3.1 Structure

The Incentive Conference & Event Society Asia Pacific through its management company PCMA ICESAP Pte Ltd has overall responsibility for the proper implementation & operation of the ICESAP Agency Accreditation Scheme. The following elements summarises the structure and resources allocated;

- a. The ICESAP President and the ICESAP Executive Director – Compliance shall oversee every element of the scheme and report to the Chairman of the ICESAP Advisory Board.
- b. Dun & Bradstreet (Singapore) Pte Ltd have been engaged to manage the Probity Check portion of the scheme.
- c. Members of the ICESAP Advisory Board have an ongoing role to oversee various elements of the design & implementation of the scheme.
- d. A Compliance Panel chaired by the Executive Director – Compliance and made up of ICESAP members from various markets and representing Agencies, Customers and Suppliers has been formed to represent the interests of all parties.
- e. A group of ICESAP members will be convened at the earliest opportunity post-launch to increase the number of Compliance Panel members.

#### 3.2 ICESAP Compliance Panel

The Compliance Panel is made up of members of ICESAP, including but not limited to members of the ICESAP Advisory Board and is chaired by the ICESAP Executive Director - Compliance.

Compliance Panel members will comprise 10 members of which 6 will be owners and/or senior managers of ICESAP accredited agencies, 2 will be Corporate Members of ICESAP and 2 Partner

Members of ICESAP. As the scheme participation increases the number of panel may be increased accordingly, but the balance of 60% being from the agency community will be retained.

#### Role of Compliance Panel:

- a. To give advice to the ICESAP Executive Director - Compliance, ICESAP President, and Advisory Board Chairman on the conduct of the Agency Accreditation Scheme.
- b. To provide advice on any application which falls outside the base criteria for accreditation to be granted. This includes areas of Probity and Due Diligence and Competency Check.
- c. To review and amend from time to time the Code of Conduct and Best Practices clauses as may be deemed necessary to meet the changing needs of the agency business model. (Such changes will be communicated to all accredited agencies and new applicants within 7 days of being promulgated.)
- d. To liaise with kindred bodies across Asia Pacific to seek feedback on the scheme and formulate revisions to meet specific market needs.
- e. Review & resolution of any disputes or complaints and any sanctions arising from valid complaints against an accredited agency
- f. Any Compliance Panel member who finds themselves in a situation where they are called upon to give an opinion on a matter relating to a competitor will declare a conflict of interest to the Chairman of the Compliance Panel and withdraw from any involvement in that matter. The Compliance Panel comprises of members from various markets and disciplines in order to ensure conflicts of interests when they arise can be dealt with by substituting any conflicted Compliance Panel member with another Compliance Panel member. It is the responsibility of the Compliance Panel members to clearly identify any conflicts of interest and where uncertainty exists, seek the advice of the Chairman of the Compliance Panel.

- g. The Chairman of the Compliance Panel and ICESAP President will determine at their discretion when a Compliance Panel meeting will be convened to review matters arising from Accredited Agency Application or from matters arising an Accredited Agency. No less than 14 days notice will be given to Compliance Panel Members and a quorum of the Compliance Panel Chairman and no less than 4 Compliance Panel members shall be convened. Meetings may be face-to-face or by a video conference link or a combination thereof.

### 3.3 Non-Compliance & Complaint Reporting & Management

An accredited agency which becomes aware that their company is insolvent, meaning it is unable to meet its ongoing financial obligations is required to immediately communicate this fact to the ICESAP Compliance Panel chairman. Any accredited agency which is deemed insolvent after consultation with the Compliance Panel chairman will automatically be non-compliant and accreditation withdrawn. In cases where the agency has a change of ownership or recapitalisation returning it to solvency, the agency may apply for re-accreditation after submitting a new set of financial information.

A roster of Compliance Panel members under the Chairmanship of the Compliance Panel will act in an unbiased manner taking into account all known facts and other evidentiary material available to it in the course of investigating any matter. The roster of Compliance Panel members acting on a matter will be varied to take account of both the need for a non-competitive situation and relevant experience in the market and matter requiring investigation.

Any person or organisation lodging a complaint against an accredited agency or an applicant agency during the accreditation process will be required to submit a written complaint to the chairman of the Compliance Panel. Such complaint will be dealt with in a timely fashion and investigated by the Chairman of the Compliance Panel and no less than 4 members of the Compliance

Panel together with external consultants as may be deemed necessary.

The Panel will be responsible to manage a range of issues including the following;

- a. A complaint lodged against an Agency Applicant prior to or during the Accreditation process
- b. A complaint by an Accredited Agency in respect of any issues arising in regard to the Accreditation Scheme once a participant is in the scheme.
- c. A complaint against an Accredited Agency by a third party in regard to non-compliance with the Code of Conduct or Best Practices as prescribed, excluding any areas which are listed in a current Notice of Variation.
- d. A complaint against an Accredited Agency by a third party regarding any matter of gross misconduct outside those areas covered in item c. above.

### 3.4 Non-Compliance Rectification Process

The ICESAP Compliance Chairman & Compliance Panel members shall be responsible for issuing of clear written instructions to any agency identified as breaching the ICESAP Agency Accreditation Scheme guidelines. Such instructions will identify the reported breach (but not the source) & the required rectification process and timeline for achieving same. Should an Accredited Agency be found to have breached the Code of Conduct or Best Practices on more than one occasion the Chairman of the Compliance Panel or one of the Compliance Panel Members in the country or region will at the Agency's expense require a face to face meeting to take place with the Authorised Agency Representative of the Agency in order to issue a formal warning and to reach agreement on permanent rectification steps to be taken and agree requirements for quarterly monitoring for the following 12 months.

In cases of extreme and/or repeated non-compliance of the ICESAP Agency Accreditation Scheme the Chairman of the Compliance Panel and no less than 4 Compliance Panel Members shall convene and may at their sole discretion rule an agency barred from being re-accredited by ICESAP for a period of up to 5 years.

### 3.5 ICESAP Marketing Panel

The Marketing Panel is made up of members of ICESAP, including but not limited to the four Regional Vice Presidents of ICESAP and a representative of the major sponsor and principle partner of the scheme, AccorHotels and is chaired by the ICESAP President.

Additional Marketing Panel Members will be appointed comprising owners and senior managers of ICESAP accredited agencies during the first year of the accreditation scheme.

Role of the Marketing Panel:

- a. To give advice on the formulation the advertising and marketing campaigns to effectively promote the scheme to the corporate sector which constitutes the customers of the industry.
- b. To work with industry bodies, trade and consumer media to grow awareness of the scheme across the markets of Asia Pacific.
- c. To determine the distribution of the marketing funds available and their best use to enhance the understanding, benefits and awareness of the scheme.

### 3.6 Annual Scheme Review

On the first anniversary of the ICESAP Agency Accreditation Scheme and each year thereafter, an annual review of the scheme will be carried out by the ICESAP Executive Director - Compliance, Chairman of the Advisory Board, and members of the Compliance Panel. This annual review is designed to manage a process of amendments to the scheme as may be deemed necessary with due

regard to input from the current accredited agencies. Submissions from accredited agencies will be invited to ensure that any matters requiring consideration as part of the annual review are dealt with appropriately. After the second anniversary of the commencement of the ICESAP Agency Accreditation Scheme, reviews will be biennial.

The review process and all matters arising will be compiled in a report and circulated to all current accredited agencies.

## 4. Terms and Conditions

### 4.1 General

ICESAP reserves the right to revise the Code of Conduct, Best Practices and other terms of the Scheme from time to time. Amendments will be reflected on the ICESAP website and will also be sent by email as an update to all accredited agencies and new applicant agencies within 7 days of being promulgated.

The terms and conditions will be in the English language and shall be provided to the ICESAP Accredited Agencies and the new applicant agencies on request.

The particulars and information provided by the ICESAP Accredited Agencies or the new applicant agencies including the financial details in the financial statements such as income, expenses, tax, company's profiles, capital, banking information (e.g. account numbers and banking transactions), should be used for the purpose of the Scheme, including but not limited to surveys and data analysis, generating financial, regulatory, management or other related reports so as to strengthen and perfect the Scheme in the Asia Pacific region. The ICESAP Accredited Agencies or the new applicant agencies represent and warrant that the consent of the relevant individual(s), including the shareholders, beneficial owners, directors, employees and authorised representatives, has been obtained for the collection, use and disclosure of the Personal Data of the relevant individual(s) provided to ICESAP for the purposes stated above. If the relevant individual withdraws the aforesaid consent, notice in writing shall be given to ICESAP immediately. Such Personal Data shall not be further processed or disclosed without the consent of the ICESAP Accredited Agencies or the new applicant agencies. "Personal Data" shall have the same meaning as from time to time set forth in the Personal Data Protection Act 2012 of Singapore and the privacy law in the applicable jurisdiction where the agency business is based and operates office from.

In addition to the above, ICESAP has a general duty of confidentiality towards the ICESAP Accredited Agencies and the

new applicant agencies, except in the following circumstances:

- a. where ICESAP is required by law to disclose information about the ICESAP Accredited Agency or the new applicant agency;
- b. where the ICESAP Accredited Agency or the new applicant agency give ICESAP express or implied consent to disclose that information;
- c. such confidential information is used or disclosed with prior written consent;
- d. such confidential information has become public knowledge other than as a result of unauthorised disclosure arising from a breach of this section; or
- e. such confidential information is required to be disclosed pursuant to any applicable laws or to any requirement of any competent governmental or statutory authority or rules or regulations of any relevant regulatory, administrative or supervisory body or otherwise required to be disclosed by law or pursuant to an order of court of competent jurisdiction.

By submitting an application for accreditation under this Scheme, the new applicant agency and the ICESAP Accredited Agent are bound by the Terms and Conditions of the Scheme and such variations, which may be from time to time made by ICESAP.

#### 4.2 Significance of Accreditation

Accreditation should not be regarded as in any way diminishing the normal contractual responsibilities between the ICESAP Accredited Agency and its customers. While accreditation is an indication of the integrity and competence of the ICESAP Accredited Agency, it does not constitute a guarantee by ICESAP and PCMA ICESAP Pte Ltd of the competence of the ICESAP Accredited Agency in any particular case.

ICESAP and PCMA ICESAP Pte Ltd are in no way responsible for the charging arrangement between an ICESAP Accredited Agency and its customers and suppliers.

The ICESAP Agency Accreditation Scheme welcomes the active participation of the relevant intermediary agencies so as to make the scheme a success in the Incentive, Conference and Event sectors in Asia Pacific and by no means does it seek to prevent, restrict or distort competition or to restrain trade in these sectors.

#### 4.3 Obligations of Accredited Agency

The Authorised Agency Representative shall notify the Chairman of the Compliance Panel in advance should their position with the agency cease. Simultaneously, the Authorised Agency Representative must advise the details of their replacement person.

The Authorised Agency Representative is responsible to ensure the agency complies with all in respect of all matters relating to accreditation of the agency, in particular the following,

- a. The Authorised Agency Representative is responsible for indicating the necessary where required on Addendum A the services the agency currently provides or intends to provide in the first year of accreditation.
- b. That all employees in the agency are aware of and in compliance with the Code of Conduct and adhere to the Best Practices as prescribed.
- c. The Authorised Agency Representative is also obliged to manage the process of biennial re-accreditation including submission of the required financial and other requested information ensuring it is submitted on a timely basis. This applies to the primary and any additional locations.
- d. The Authorised Agency Representative is responsible for management of the Notice of Variation to the Code of Conduct and Best Practices including but not limited to the Professional Development of employees and amendments to the agency's

process and procedures in order to be compliant with the Code of Conduct and Best Practices outlined in the scheme.

- e. It is the obligation of the Authorised Agency Representative to verify the true and accurate nature of all submissions including but not limited to financial statements of the agency.
- f. The Authorised Agency Representative is responsible to furnish the documents requested by the Chairman of the Compliance Panel noting that ICESAP is entitled to receive whatever information or material it deems necessary in any matter arising as a consequence of an agency application for accreditation or as part of the biennial re-accreditation process.

#### 4.4 Limitation of Liability

ICESAP and PCMA ICESAP Pte Ltd shall not be liable to the ICESAP Accredited Agency for any losses, damages or expenses including injury to reputation suffered by the ICESAP Accredited Agency and/or third parties, arising directly or indirectly from the accreditation of the ICESAP Accredited Agency, use of the ICESAP accreditation Certificate, assessment activities carried out by ICESAP and PCMA ICESAP Pte Ltd, its representatives, employees and/or agents or ICESAP's exercise or performance of its rights, powers, duties or obligations under these Terms and Conditions.

Without prejudice to clause 4.2 in the event that ICESAP or PCMA ICESAP Pte Ltd is found liable for any losses, damages or expenses howsoever caused, whether by operation of law or otherwise, the maximum amount of such liability shall be limited to the fees paid by the ICESAP Accredited Agency for the period of the accreditation cycle or \$5,000.00 whichever is the lower. The ICESAP Accredited Agency agrees that under no circumstances shall ICESAP or PCMA ICESAP Pte Ltd be liable for any special, indirect, incidental or consequential loss, damages or expense, however caused including without limitation any loss of profits or prospective profits.

#### 4.5 Indemnity

The ICESAP Accredited Agency and applicant agency agree and shall indemnify ICESAP fully against all losses, damage and expenses suffered by ICESAP or PCMA ICESAP Pte Ltd including but not limited to legal costs on a full indemnity basis and all claims by any third parties against ICESAP or PCMA ICESAP Pte Ltd, arising directly or indirectly from the accreditation of the ICESAP Accredited Agency, use of the ICESAP Accreditation Certificate, assessment activities carried out on the ICESAP Accredited Agency or applicant agency by ICESAP, its representatives, employees and/or agents or ICESAP's exercise or performance of its rights, powers, duties or obligations under these Terms and Conditions.

#### 4.6 Applicable Law

This terms and conditions shall be construed in accordance with and governed by the Laws of Singapore and the parties hereby agree to submit to the exclusive jurisdiction of the Singapore Courts irrespective of the place the agency business is based and operates office from.

## 5. Application for Agency Accreditation

### 5.1 Application Process

Applications for ICESAP Agency Accreditation are open to all agencies, not just those owned or managed by ICESAP members.

Step One: Review the entire application form prior to commencing completion.

Step Two: Assemble the following required addendums;

- a. Copy of registered Company Certificate (issued by the respective local, state or federal government body).
- b. Copies of any current business licences. This should include Travel Agent Licence, if applicable.
- c. Copies of company annual Income tax returns for past two financial years.
- d. Copies of Profit & Loss Statement and Balance Sheet for the past two completed financial years. For agencies with a Gross Margin (Gross Revenue less Cost of Sales) above US\$2,000,000.00, audited Profit & Loss and Balance Sheets are required.
- e. Copy of current Profit & Loss statement up to the last completed quarter.
- f. A completed list of managers and staff working at the agency including their job titles, qualifications and years of experience.
- g. A signed compliance letter in relation to the Code of Conduct and Best Practices.
- h. Notice of variation (if applicable) for Code of Conduct and/or Best Practices for one or more office locations.

Step Three: Proceed to the dedicated ICESAP Agency Accreditation page on the ICESAP Website at [www.icesap.org/accredited](http://www.icesap.org/accredited) for online application.

Step Four: Make payment of the accreditation application fee and two-year accreditation fee of US\$2,500.00 plus additional entity fees (if any) as detailed in Section 17.2.

Step Five: Applicants must provide the contact details of two customer references and two supplier or trade references.

ICESAP's consultants will email the referees with a standard format reference check which simply asks the referee if they have a relationship with the agency of good standing. It is not intended to have a telephone conversation with the referee unless the referee fails to respond to the email request. If a nominated referee chooses not to participate as a referee for the applicant a supplementary referee will be requested to be supplied by the agency.

Step Six: Agencies receive notice of acceptance of their accreditation application including permission to commence advertising their status as an Accredited Agency and permission to use the ICESAP Accredited Agency logo on their marketing and communication materials. During which, the agency will also receive the certificate of accreditation from ICESAP and have their agency information listed on the ICESAP website under the Accredited Agencies Directory.

In the event an agency application is rejected, grounds for the rejection will be supplied in writing to the Authorised Agency Representative. This will include wherever possible suggestions for rectification of the application as may relate to the probity or competency checks or in the unlikely event, the negative report is submitted by a referee or a complaint is received in regard to the agency.

Every effort will be made for ICESAP to work with the authorised agency representative to rectify the matter and enable re-application at the earliest opportunity.

## 5.2 Fees Applicable & Payment Process

Each legal entity making an application for accreditation needs to apply separately. However, where the applicants are part of a group of companies sharing the same management structure and trading name, a reduced rate applies to the second and all subsequent applications.

Fees include a non-refundable portion which in the case of a failed application is non-refundable.

<b>Lead Entity</b>	<b>US\$</b>
Initial Application Fee (non-refundable)	1,000.00
Two-year Accreditation Fee (24 months from date of approval)	1,500.00
Subsequent Two-year Accreditation Renewal Fee	1,250.00

<b>Additional Entity</b> (for second and subsequent applications)	<b>US\$</b>
Initial Application Fee (non-refundable)	750.00
Two-year Accreditation Fee (24 months from date of approval)	750.00
Subsequent Two-year Accreditation Renewal Fee	750.00

The initial application fee is non-refundable irrespective of whether the application for accreditation is successful, but the two-year accreditation fee is refundable where an application is rejected.

An ICESAP Accredited Agency and new applicant agency shall indemnify and pay ICESAP and PCMA ICESAP Pte Ltd all taxes, levies, and duties including, but not limited to, goods and services tax or withholding tax which ICESAP and PCMA ICESAP Pte Ltd may be liable to pay as a result of providing the services to the ICESAP Accredited Agency or the applicant agency.

### 5.3 Biennial Renewal

Accredited agencies will be subject to the same accreditation criteria upon each two-year renewal. This will include the following;

- a. Probity and Due Diligence Check
- b. Update of Competency of Managers and Staff
- c. Agency renewal of Code of Conduct

d. Agency renewal of Best Practices

e. Any Notice of Variation (if applicable)

## 6. Definitions

The following definitions apply unless the context requires otherwise:

**ADDITIONAL ENTITY** means excluding the lead entity, the company within a group of companies sharing the same management structure and trading name

**AGENCIES** include ICESAP Accredited Agencies and the new applicant agencies.

**AUTHORISED AGENCY REPRESENTATIVE** means the representative from the ICESAP Accredited Agency who is the owner or senior manager who is duly authorised by such agent's letter of authority duly stamped and signed by its owner or director.

**BEST PRACTICES** means the practice criteria as contained in section 2.4 of this Scheme.

**CODE OF CONDUCT** means the code as contained in section 2.3 of this Scheme.

**COMPLAINT** means an expression of dissatisfaction by a customer relating to the services provided by the ICESAP Accredited Agency or new applicant agency.

**CUSTOMERS** means individuals or corporate entities that purchase goods and services from the accredited agency or applicant agency. The term 'customer' will also apply to individuals or corporate entities which may purchase additional services from the agency in connection to their participation in a program.

**ICESAP** means Incentive Conference and Event Society Asia Pacific.

**IC&E SECTOR** means Incentive Conference and Event Sector.

**PCMA ICESAP PTE LTD** (UEN No. 201720811E) is a private limited company Incorporated in the Republic of Singapore under the Companies Act (Chapter 50) and has its registered office at 302 Tanglin Road

Singapore 247971.

**ICESAP WEBSITE** means the website <http://www.icesap.org>

**ICESAP ACCREDITED AGENCY** means an intermediary agency which has been accredited by ICESAP.

**ICESAP ADVISORY BOARD** comprises the President, Advisory Board, Chairman, Executive Directors and ICESAP Members appointed by ICESAP Pte Ltd to review and advise ICESAP in order to ensure the Scheme meets its objectives.

**ICESAP COMPLIANCE PANEL** comprises the Executive Director - Compliance of ICESAP Pte Ltd and ICESAP's appointed Members to give advice on queries from the intermediary agencies regarding the Scheme and to oversee compliance of every element of the Scheme and report for the compliance to the Chairman of the Advisory Board etc in accordance with sections 3.2, 3.3 and 3.4 in this Scheme.

**ICESAP MARKETING PANEL** comprises the President of ICESAP, Regional Vice Presidents of ICESAP, ICESAP Members, Representative of Accor Hotels to promote and grow awareness of the Scheme, Owners and Senior Managers of ICESAP Accredited Agencies.

**ICESAP MEMBER** means an individual who has joined ICESAP under the Corporate, Agency, Partner or Student member category

**INTERMEDIARY AGENCIES** means agencies that specialise in organising incentive travel programs, conferences, meetings and events, and act on behalf of their clients in the organisation of projects and contracting the supply of goods & services necessary to execute their duties for the provision of the agreed services on behalf of their clients.

**LEAD ENTITY** means the primary entity from a group of companies sharing the same management structure and trading name

**NOTICE OF VARIATION** means a Notice submitted by the ICESAP Accredited Agency requesting for time to comply with the requirements under the Scheme.

**PARTIES** means ICESAP (or PCMA ICESAP Pte Ltd) on the one hand and the Agency accredited by ICESAP (or the Applicant Agency) on the other.

**SCHEME** means ICESAP Agency Accreditation Scheme.

**TERMS AND CONDITIONS** mean the Code of Conduct and Best Practices referred to in Sections 2.3 and 2.4 herein respectively and other conditions as stated in the Scheme, as may be amended from time to time.

## 7. Addendums

### 7.1 Accreditation Application Form

The following details the online application form to be completed by the agency owner or manager who will be the “key contact” regarding all matters relating to the ICESAP Agency Accreditation Scheme. We require one online application form to be completed for each Agency Accreditation Application.

The online application form can be viewed at:

<http://www.icesap.org/accredited-form>

Addendum A.

Lead Entity/Additional Entity Application Form – (Not included in this document)

Addendum B.

Probity Check Documents – (Not included in this document)

Addendum C.

Manager’s and Staff Competency Record – (Not included in this document)

Addendum D.

Notice of Variation – (Not included in this document)

Addendum E.

Referees - (Not included in this document)

### 7.2 Referees

Any negative or adverse responses to a reference check will be given consideration by ICESAP and Dun & Bradstreet (Singapore). Where they may be deemed serious, the matter will be referred to the Compliance Panel for further consideration and possible consultation with the authorised person of the applicant.

## 8. Enquiries & Contact Information:

ICESAP Secretariat:

Thomas Monahan, Executive Director - Compliance

Philip Pang, Marketing & Membership Manager

Email: [accreditation@icesap.org](mailto:accreditation@icesap.org)

Phone: +65 6305 7949

## 9. ICESAP Style Guide and Logo

Accredited agencies are granted permission to use the ICESAP Accredited Agency logo on their marketing and communication materials. Please follow the following guidelines when reproducing the ICESAP Accredited Agency logo on any collateral.

- a. The logo can only be scaled proportionally and adjusted to fit various media and/or collateral
- b. The entire logo is one image with fixed dimensions between the various elements
- c. To ensure clarity, the logo should be represented with a diameter of no less than 20mm

## ICESAP Logo



## ICESAP Accredited Agency Logo



## Colour



<b>CMYK</b>	C100 M55	C100 M44 Y10 K0	C100	C100 M100 K100
<b>RGB</b>	0 100 173	0 56 130	0 157 224	8 0 13
<b>Web</b>	0064ad	003882	009de0	08000d

