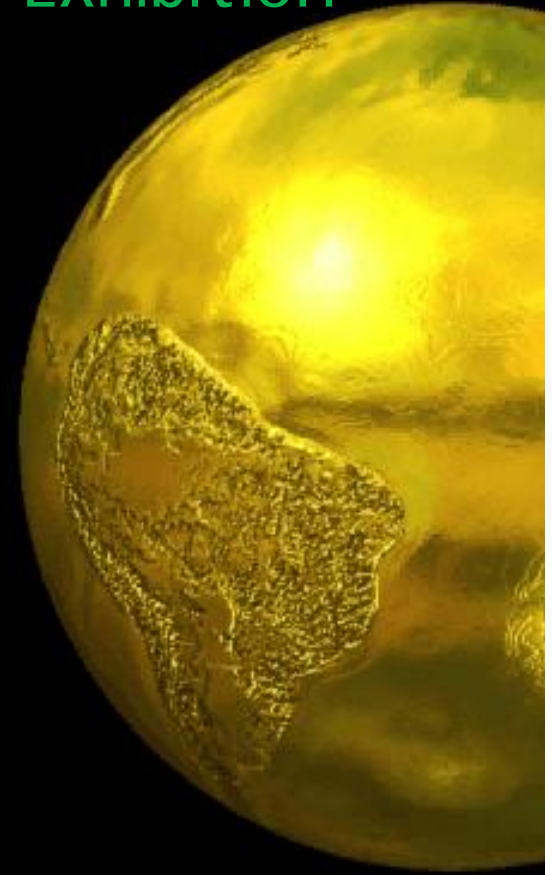


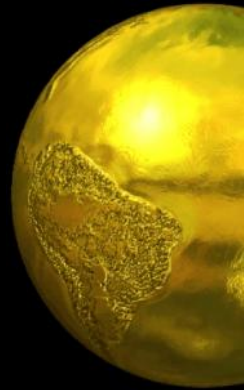
Media Humas

Meeting, Insentive, Conference, Exhibition



Dian S. Purwanty, S.Sos., M.M.
Program Studi Ilmu Komunikasi – Humas
Universitas Komputer Indonesia
Bandung, 17 Mei 2010

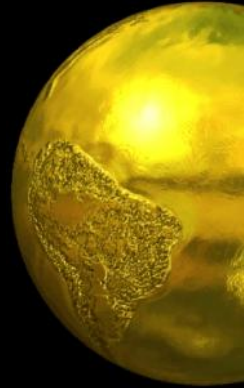
Definition of Meeting



Menurut International Association of Professional Congress Organizers (IAOPCC)

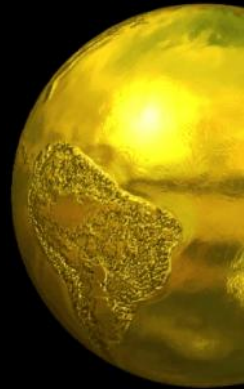
- *General term indicating the coming together of a number of people in one place, to confer or carry out a particular activity. Frequency : can be on an ad hoc basis or according to a set pattern, as for instance annual general meetings, committee meetings, etc.*
- *Meetings aims are to share ideas, discuss, motivate, minimum of ten participants in a venue where there is payment for usage for a minimum of a half day.*

Type Meeting



- Diskusi
- Corporate Meeting
- Seminar
- Workshop
- Simposium
- Forum
- Program Training
- Press conference
- Assembly
- Retreat
- Kuliah Umum
- Class

International Meeting



International

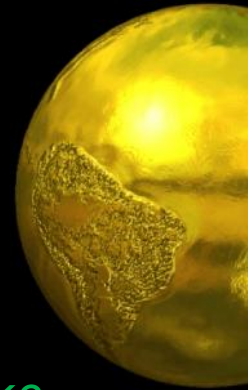
Congress & Convention Association

- Peserta dihadiri sedikitnya 50 partisipan
- Diorganisir dalam sebuah pertemuan bergilir (regular)
- Diikuti setidaknya 3 negara yang berbeda

Union of International Association

- Minimum partisipan 300 orang
- Minimum partisipan asing 40%
- Diikuti minimum 5 negara
- Lama durasi penyelenggaraan 3 hari

Definition of Incentive



- Merupakan pemberian penghargaan berupa perjalanan wisata ke suatu destinasi sebagai bagian dari upaya peningkatan kapasitas maupun kapabilitas SDM perusahaan.

International Association of Professional Congress Organizers

- Meeting event as part of a program which is offered to its participants to reward a previous performance.

Society of Incentive Performance

- A global management tool that uses an exceptional travel experience to motivate and/or recognize participant for increased levels of performance in support of the organizational goals.

Jenis-jenis Incentive

1. Financial Incentive
2. Non Financial Incentive
3. Social Incentive

