**1.0 DEFINITIONS:**

1.1~~.~~ **DESTINATION EVENTS** are defined as planning, marketing, coordinating, and executing events, including weddings, by either a 'Local Event Management Company’ or a 'Destination Wedding Planning Company' in Sri Lanka.' These events cater to both foreign and local participants and are aimed at enhancing the attractiveness and competitiveness of Sri Lanka as a destination.

1.2. **A VIRTUAL EVENT** is one where individuals experience the event & its content online rather than gathering in-person.

1.3. **HYBRID EVENTS** are the events that take place in both a physical and virtual setting. This is achieved by broadcasting a conventional event online through techniques like live streaming, webinar broadcasting, or setting up a virtual space that mirrors the ongoing physical event. The ability of these events to cater to physical and remote audiences in a live event.

1.4. **PHYSICAL EVENTS** are the events take place in a physical setting where people meet at a physical location.

1.5. **DESTINATION EVENT MANAGEMENT COMPANIES (DEMC)** are the organizations that coordinate the entire process of a large, medium, or small-scale event (physical, virtual or hybrid events) including planning, organizing, directing and managing people and other resources to execute a successful event in Sri Lanka.

1.6**. MEETINGS & INCENTIVES MANAGEMENT COMPANIES (MIMC)** are specialized event planning organizations that assist businesses in organizing and managing meetings, incentive events. They handle various aspects, such as venue selection, logistics, program development, budgeting, and execution, to ensure successful and impactful events that meet the clients' objectives and reward participants for their achievements.

**1.7. CONFERENCE MANAGEMENT COMPANIES(CMC)** are professional organizations that provide comprehensive services to plan, organize, and execute conferences and similar large-scale events. They handle logistics, venue selection, registration, audio-visual setups, catering, and other aspects to ensure seamless operations. Their expertise ensures that conferences run efficiently, leaving participants with a positive experience, and meeting the event's objectives. Eg: summits, political events, Symposium etc.

**1.8. TRADE-FAIRS/EXHIBITIONS/SEMINARS MANAGEMENT COMPANIES (TESMC)** are specialized event organizers that handle the planning, coordination, and execution of trade shows, exhibitions, and seminars for businesses and organizations. They manage various aspects, including booth allocation, logistics, marketing, attendee registration, and program development, to create successful and engaging events that promote networking, showcase products/services, and disseminate knowledge.

**1.9. DESTINATION WEDDING MANAGEMENT COMPANIES (DWMC)** are entities hired by the couple or their family to organize some or all of the events surrounding the wedding and associated celebrations. This may include planning, hiring of vendors, travel arrangements, coordinating with the venue, people management, coordination with wedding officiators and advising the couple on the legal requirements needed to officially get married in Sri Lanka. The responsibility of a Destination Wedding Management Company also includes managing all resources required to ensure a successful wedding celebration in Sri Lanka. Eg: Weddings & Celebrations

**1.10. CORPORATE BUSINESS EVENT MANAGEMENT COMPANIES(CBEMC)** are professional organizations that offer comprehensive services to plan, coordinate, and execute various types of business events for corporations and companies. They handle event logistics, venue selection, budgeting, marketing, and program development to ensure successful gatherings, such as conferences, roadshows, product launches, award ceremonies, amateur/professional events, VIP visits, team-building activities, and corporate retreats etc. Their expertise ensures seamless execution and positive outcomes for clients' corporate events.

**1.11. SPRINT /STAGE RACES MANAGEMENT COMPANIES (SSRMC) are** specialized adventure event organizers that handle the planning, organization, and execution of sprint and stage racing events. These events involve participants competing in timed sections or stages, often in cycling, running, or other endurance sports. The management companies handle logistics, route planning, participant registration, safety measures, and overall coordination to ensure successful and thrilling racing experiences for participants and spectators.

Eg: Adventure Races (Rade Amazon, Iron Man, Amazon Race etc.), Treasure hunt & orienteering etc.

**1.12. INTERNATIONAL SPORT EVENT MANAGEMENT COMPANIES (ISEMC)** are professional organizations that provide comprehensive services for planning, organizing, and executing sports events on a global scale. These companies handle various aspects, including venue selection, logistics, marketing, athlete management, media coverage, and security, to ensure successful and memorable international sporting competitions that attract participants and spectators from around the world.

Eg: LPL, Commonwealth, Asian Games, Olympics Etc.

**1.13. OTHER EVENT OPERATORS (EO)** are professionals or companies responsible for managing and executing various types of events. They handle all aspects of event planning, coordination, and execution, including logistics, venue management, participant registration, catering, entertainment, and overall event production. Event operators ensure smooth operations and create memorable experiences for attendees, musical events, recruitment drives, corporate incentive trips, clinics, sports events, cultural events, theatre, entertainment events, reality shows, or any other gathering.

\*\*\* This definition may NOT be extended to include events that are executed in Sri Lanka, for (or on behalf of) foreign clients **WHO ARE RESIDING OUT OF SRI LANKA&**

**ALSO,** the events that are coordinated & held **OUT OF SRI LANKA** by a foreign **OR LOCAL EVENT MANAGEMENT COMPANY**. Events which are held in Sri Lanka

shall be managed and executed by a **SLTDA LICENSED** “Local Destination Event Management Company” \*\*\*

1. **OBJECTIVE:**

* To recognize the DEMC/s in Sri Lanka and provide an opportunity for them to register with the Sri Lanka Tourism Development Authority (SLTDA) as per the Tourism Act No 38 of 2005.
* To elevate Sri Lanka’s brand image as a destination offering memorable, authentic, and diverse niche tourism experiences in line with current traveler expectations thereby enabling Sri Lanka to reach its full tourism potential.

1. **PURPOSES:**
   1. Ensure Exceptional Client Experience: Ensure top-quality services for clients, resulting in positive and memorable event experiences, including weddings and destination gatherings.
   2. Safeguard Client Funds: Establish measures to safeguard client funds, ensuring transparency and financial security during event planning and execution.
   3. Formalize Services and Registration: Register and license all DEMCs to formalize services within Sri Lanka's regulatory framework, fostering trust among clients and stakeholders.
   4. Promote Sri Lanka as a Preferred Destination: Attract more travelers and event organizers by promoting Sri Lanka's unique offerings, cultural heritage, and scenic beauty for hosting diverse events.
   5. Boost Destination Events Tourism: Position Sri Lanka as a preferred choice for destination events attracting travelers for meetings, incentives, conferences, exhibition, events and weddings with event planning services~~.~~
   6. Retain Local Income and Ensure Tax Compliance: Regulate the event management industry to retain local income and ensure tax compliance, preventing foreign transactions without paying appropriate taxes by non- Sri Lankans.
   7. Increase Foreign Currency Inflow: Attract more international events and destination weddings to increase foreign currency inflow, bolstering Sri Lanka's economy and supporting local businesses.
   8. License Coverage: License coverage should include events involving foreign visitors or both foreign and local participants, ensuring regulatory compliance and quality service delivery by partnering with SLTDA licensed local event management companies for foreign companies organizing events for local visitors.
2. **TYPES OF EVENTS:**

The DEMC/s should be an entity involved in organizing;

* 1. Meetings & Incentives
  2. Conferences (summits, political events, Symposium etc.)
  3. Trade Fairs/Exhibitions & Seminars
  4. Weddings & Celebrations
  5. Corporate events (Roadshows, product launches, award ceremonies, amateur/professional events. VIP visits etc.)
  6. Sprint /Stage Races (Adventure Races, Treasure hunt & orienteering etc.)
  7. International sports Events (LPL, Commonwealth,)
  8. Other events (musical events, recruitment drives, corporate incentive trips, Outbound Training Programs (OBT), clinics etc.) cultural events, theatre, entertainment events, reality shows,

1. **SERVICES OF DEMC/s**

The services of DEMC/s should include areas related to;

* 1. **Facilitating and creating planned events which include**:
     1. Bidding for an International event
     2. Design & concept creation
     3. Planning & budgeting all aspects of the event
     4. Coordination and/or sourcing of sponsors/ clients (local/Foreign)
     5. Coordination and sourcing of vendors for the event/s
     6. Coordinate & planning of all marketing activities, locally & globally
     7. Assisting with logistics of Guests hospitality Services from airport to airport and everything in-between
     8. Handling legal matters for the registration of marriage/ other event related clearance
     9. Overall smooth management of the entire event participants/service providers from inception to closure post event completion
  2. **Production, management & execution of planned events which include:**
     1. Managing Event Roll out (activities, marketing, promotions, advertising etc)
     2. Managing event Logistics
     3. Onsite management and execution
     4. Coordination and management of all stakeholders and vendors
     5. Coordination and delivery of print collateral etc
     6. Providing IT & communications support
     7. Contracting & liaising with catering services, interpreters
     8. Sourcing and/or managing key personnel, presenters, celebrants/priests, support parties for religious needs, and other resource persons
     9. Curating Menus as per guest dietary requirements and religious requirements
     10. Handling/coordinating invitees and guest arrangements
     11. Communicating with delegates, setting up websites and apps to communicate and keep track of guest lists, feedback, pre and post arrival.
     12. Event closedown and dissemination
     13. Handling/coordinating of ticketing & registration services
     14. Registration services & Secretarial services
  3. **Managing Destination Assets:**
     1. Coordination and sourcing of accommodations for guests, hosts, and participants.
     2. Coordinating guests' travel arrangements, transports, and logistics
     3. Facilitating and assisting in travel related paperwork
     4. Coordinating experiences, excursions, destination visits, sightseeing etc.
     5. Arranging honeymoon packages pre-shoots and guests’ travel packages.