



news release

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FOR IMMEDIATE RELEASE

International Association of Exhibitions and Events® (IAEE) Announces Support of Digital Events Data Standards Group VSeF/RSDE

Shelton, CT November 15, 2022 – Citing the continued value and importance of digital events within the world’s meetings and expositions industry, the [International Association of Exhibitions and Events® \(IAEE\)](#), the leading trade association for the global exhibitions and events industry, today announced its full support of VSeF (Virtual Standard Export Format), including the RSDE (Reporting Standards for Digital Events) standards.

VSeF was launched in early 2021 as a response to the rising uptake of digital event platforms and the increase in virtual event experiences. Its goal was creating a global standardized data structure and output format for digital events. VSeF is backed by many leading organizers and platforms, and supported by the event industry’s leading strategic partners, including the Events Industry Council (EIC), UFI, Society of Independent Show Organizers (SISO) and International Congress and Convention Association (ICCA).

Simultaneously, global assurance provider [BPA Worldwide](#) identified the lack of standardized data in the digital events sector and launched the Reporting Standards for Digital Events (RSDE) initiative with the support of industry leaders. In September, BPA acquired VSeF from Explori. The acquisition resulted in a collaboration that has created a single, globally recognized industry data and reporting standard for digital events.

“During the COVID-19 pandemic when organizations turned to producing virtual events, it quickly became evident there was an urgent need for a standardized data format for digital event platforms,” noted IAEE President & CEO David DuBois, CMP Fellow, CAE, FASAE, CTA. “IAEE, along with many other industry organizations were involved in creating BPA’s Reporting Standards for Digital Events. With the acquisition of VSeF by BPA, there is now one industry organization acting as the steward of the great work of both BPA and VSeF. IAEE is pleased to fully support VSeF and the Reporting Standards for Digital Events.”

Richard Murphy, President and CEO of BPA Worldwide, added, “We are thrilled to receive IAEE support of VSeF/RSDE. Digital platforms play a critical role in the events and meetings industry, and the ability to gather, process, and share data efficiently – using a single data standard and reporting format – is essential for continued industry growth.”

To find out more about VSeF/RSDE visit www.VSeF.io.

About BPA Worldwide. [BPA Worldwide](#) is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in more than 15 countries, BPA is a trusted resource for compliance and assurance services.

BPA's services have expanded with the launch of the iCompli brand to assist in the creation of standards and external assurance thereof. We do so for government and industry bodies. [BPA iCompli Technology Assurance](#) provides verification that companies are compliant with industry standards in the digital advertising ecosystem.

[BPA iCompli Sustainability](#) provides gap analysis, competitor benchmarking and external assurance for companies interested in following GRI, SASB, ASTM and ISO sustainability and corporate social responsibility guidelines and standards.

[BPA iCompli Events](#) provides verification of compliance with UFI industry standards for the measurement of trade show attendees and exhibitors.

Powered by SafeGuard Privacy technology, [BPA iCompli Data Protection & Privacy](#) enables seamless cross-organization data compliance management in a single, accountable platform.

The latest innovation to move the industry forward is the [BPA Media Exchange](#), an online private marketplace which offers automated media solutions for buyers and sellers of digital advertising.

About VSeF. [VSeF](#) is an agreed data format for event platforms and organizers. It is a not-for-profit organization administered for the benefit of the events industry. VSeF is backed by many world-leading organizers and platforms, including Informa Markets, Reed Exhibitions, Tarsus Group, Emerald Expositions, Clarion Events, Grip, Balluun, Notified, Swapcard, Accelevents, ExpoPlatform, and many more.

About IAEE. Organized in 1928 as the National Association of Exposition Managers to represent the interests of trade show and exposition managers, the [International Association of Exhibitions and Events®](#) is the leading association for the global exhibition industry. Today IAEE represents over 12,000 individuals in over 50 countries who conduct and support exhibitions around the world.

Over 50 percent of IAEE's members are directly involved in the planning, management, and production of exhibitions and buyer-seller events. The remainder of our membership consists of those who provide products and services to the industry. IAEE values and promotes diversity of membership, in terms of company size, products, and geographical area. Each active member organization is given one vote, regardless of size. Benefits of IAEE Membership include professional development, industry news and publications, industry and professional resources, service partner discounts, advocacy before government and media, leadership development and local chapter membership.