contact: Glenn Schutz

BPA Worldwide

203-447-2873

gschutz@bpaww.com

FOR IMMEDIATE RELEASE

VSef Standards Guide and API for Digital, In-Person, and Hybrid Event Data Now Available for Review, Implementation

Shelton, CT December 13, 2022 – Responding to the event industry's need for a standardized data structure and communications protocol for digital, in-person, and hybrid events, global assurance provider BPA Worldwide this week announced Versions 2.0 of the VSef (Virtual Standard Export Format) Standards Guide and VSef API Standards Guide are now available for organizations to download, review and implement.

VSef is a data file reporting format designed to streamline the collection and exchange of data within the events industry by establishing standard data structures and common naming conventions across event technology platforms. BPA has oversight of the VSef Standards and certifies organizations' compliance with the guidelines.

Once the VSef standards have been successfully implemented and validated, participating platforms will receive the VSef Compliance seal that can be used in sales and marketing materials, as well as a listing on the VSef website.

"The consistency that the VSef Standards provide will allow for efficient data acquisition, aggregation, processing, sharing and reporting within companies and across the industry," said BPA President and CEO Richard Murphy. "VSef establishes the standards for a range of key event metrics and engagement KPIs and how those data points should be formatted for easy transfer between systems."

VSef data is made up of three core data types:
- **Metadata:** Aggregate data about the event
- **Individual Participant Data:** Data about the event experience of individual participants of all types including (but not limited to): delegates, speakers, exhibitors, sponsors, and any other individual users present at the event
- **Individual Company Data:** Collective data about the experience of sponsors and exhibitors in relation to the event (sponsor is used to refer to both sponsoring and exhibiting companies)

Download the VSef Standards Guide 2.0 here.

In addition, the VSef API Standard provides requirements, formatting specifications, naming conventions, and a template outline for event platforms to create VSef-compliant API endpoints, as well as setting rules on how to implement these endpoints. The VSef API Standards Guide is designed to ensure efficient and consistent data access and sharing across all VSef-compliant virtual event platforms.

Download the VSef API Standards Guide 2.0 here.

# # #

About VSef. Administered by BPA Worldwide, 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).

About BPA Worldwide. BPA Worldwide is in the business of providing assurance. For 90+ 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. BPA's services have expanded with the launch of BPA iCompli to assist in the creation and assurance of external standards. BPA iCompli now includes: Technology Assurance, Sustainability, Privacy and Data Protection, and the BPA Media Exchange, an online private marketplace which offers automated media solutions for buyers and sellers of digital advertising.