

GLOSARIO DE ACRÓNIMOS

A

AMAV - Asociación Mexicana de Agencias de Viajes

AMHYM - Asociación Mexicana de Hoteles y Moteles

AMDEM - Asociación de Mercadotecnia de Destinos de México (AMDEM), es la organización que reúne a los DMO's en México (antes OCV's)

AMDEMAC - Asociación Mexicana de Destination Management Companies es la organización que reúne a los DMC's en México

AMEREF - Asociación Mexicana de Recintos Feriales

AMPROFEC - Asociación Mexicana de Profesionales en Ferias, Exposiciones y Convenciones, A.C.

ASAE - American Society of Association Executives

B

C

CASE - Certified Association Sales Executive

CCM - **Certified in Congress Management**

CEM - Certified in Exhibition Management

CIC - Convention Industry Council (ahora llamada EIC, Events Industry Council)

CITE - Certified Incentive and Travel Executive.

CMM - Certified Meetings Manager

CMP - Certified Meeting Professional

CMS - Certified Meetings Specialist

D

DMC - Destination Management Company

DMO - Destination Marketing Organization (antes OCV, OVC o Buró de Convenciones)

E

EIBTM - (ahora IBTM) Global Incentives Business Travel and Meetings Exhibition

EIC - Events Industry Council (antes CIC- Convention Industry Council)

F

G

H

I

IBTM - Global Incentives Business Travel and Meetings Exhibition (antes EIBTM).

ICCA - International Congress and Convention Association. Reúne a los profesionales interesados en los congresos mundiales.

IAHMP - International Association of Hispanic Meeting Professionals.

IMEX - Incentives and Meetings Exhibition.

J

K

L

M

MPI - Meeting Professionals International

N

O

OCV - Oficina de Convenciones y Visitantes (Ahora llamadas DMO, Destination Marketing Organization).

OVC - Oficina de Visitantes y Convenciones (Ahora llamadas DMO, Destination Marketing Organization).

P

PCMA - Professional Convention Management Association

PCO - Professional Congress Organizer

Q

R

RFP - Request for Proposal

RFI - Request for Information

ROO - Return on Objectives

ROI - Return on Investment

S

SITE - Society for Incentive Travel Excellence

T

TO - Tourism Organization

U

V

W

X

Y

Z