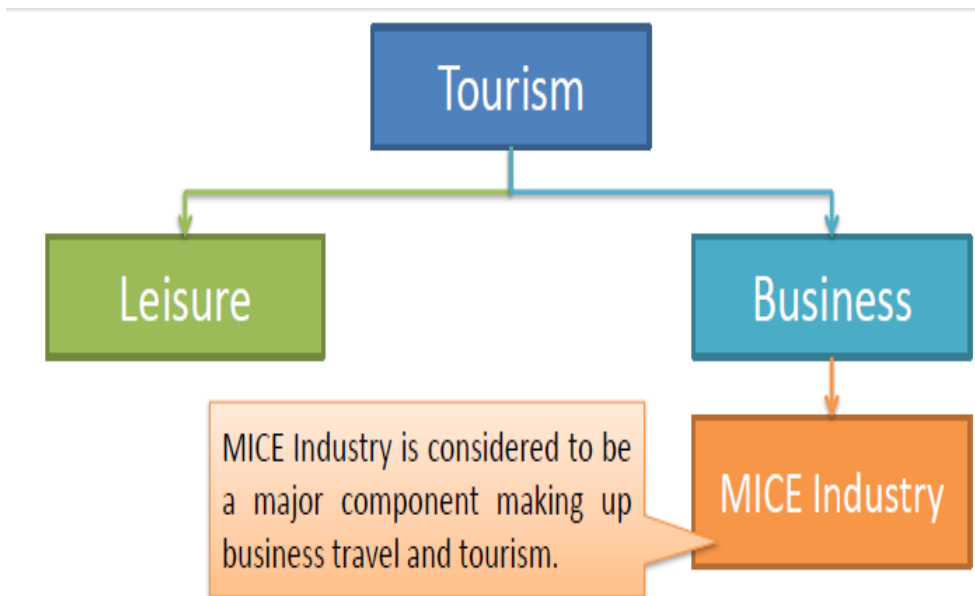


1.1 Introduction to MICE Industry



What is MICE?

Meeting

Corporate conferences

Ex. Board meetings for corporate groups, financial seminars for overseas investors

Incentive (Travel)

Trips planned by companies as a reward or training for employees
Also called corporate incentive/training tour

Ex. Awarding ceremony or reception are conducted by the head office directors for high-performing employees

Convention

General assemblies, academic conferences hosted by international and academic Organizations/associations.

Ex. APEC, COP10, World Congress of Architecture, IBA Annual Conference

Event/Exhibition

Cultural and sporting events, as well as trade shows and exhibitions

Ex. Tokyo International Film Festival, IAAF World Championship in Athletics, Asia Basketball League, Tokyo Motor Show, International Jewellery Tokyo

- **MEETING:** Coming together of a number of people in one place to carry out a particular discussion activity.
- **INCENTIVES:** it is tool for motivating people involved in an organization success– employees, dealers ,distributors ,sales people, consultants & key customers .it is also means rewarding them for job well done.
- **CONVENTIONS :** are generally large meetings with some form of exposition or trade show included. A number of association have one or more conventions per year.
- **EXHIBITION :** events at which products & services are displayed. An exhibition may simply be few table top booths designed to display goods & services.

Travellers attending MICE activities have a purpose beyond leisure tourism, and are in fact business travellers.

These business travellers are connected to different sectors of the tourism and hospitality industry through their MICE activities.

(See Figure1)

Think of business travellers who travel to a city to attend an exhibition. They will need food, drinks, shopping, entertainment, transport, accommodation and more.

In general, MICE events are events and activities that involve attendees who share a common interest and gather in a place. The place for the gathering needs to be a venue arranged before and. The venue will provide space and facilities necessary to satisfy the needs of those who attend the gathering

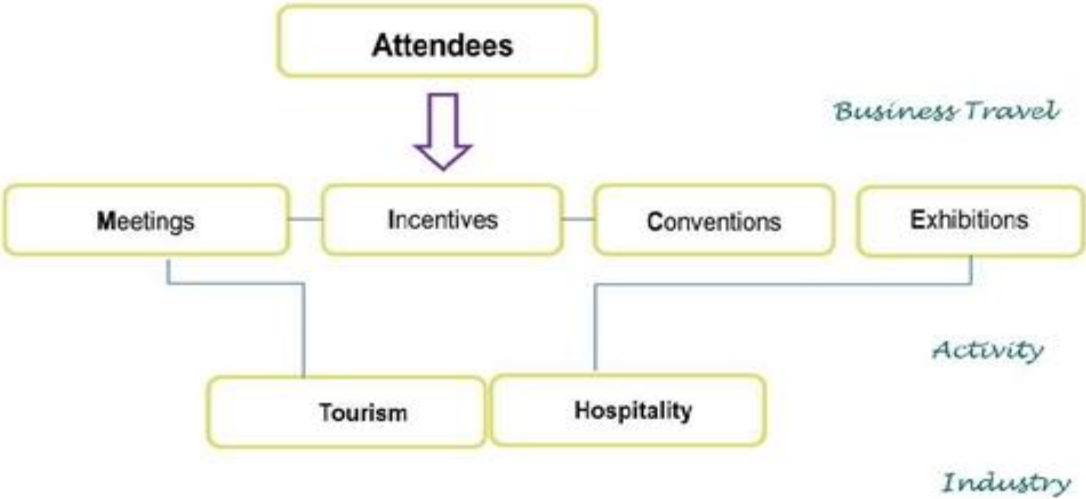
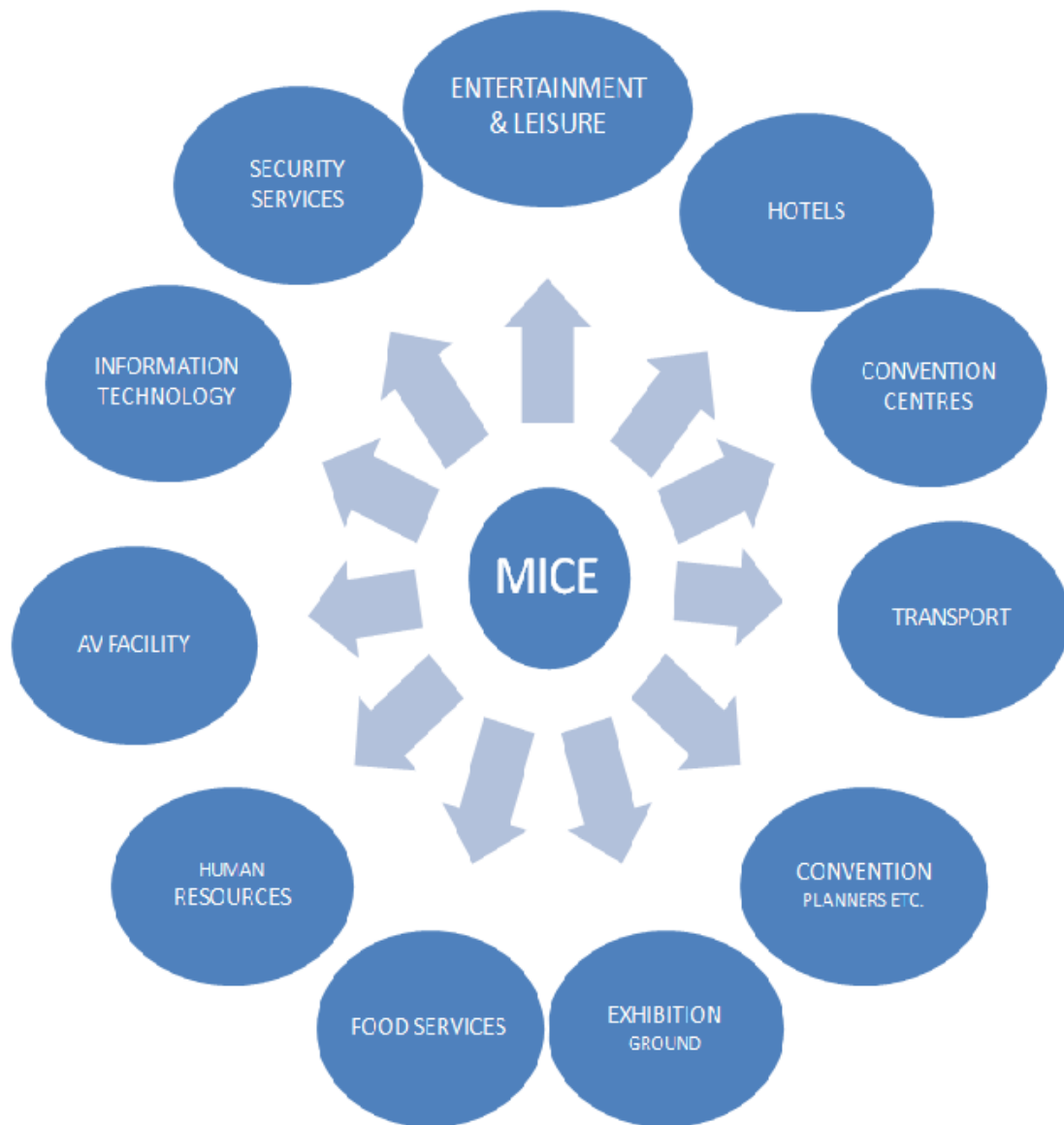


Figure 1: Nature of MICE



List of things required in a MICE

1.2 Basic terms and concepts in MICE

Meetings

Meetings bring people together in one place for the purposes of sharing information and discussing and solving problems. Meeting attendance can range from ten to thousands of people. During a meeting, there will usually be food and beverage served. Meeting times vary depending on the meeting type.

Most of the time, meetings refer to corporate meetings

which are held by companies in the following ways:

Board meetings - Meetings of the board of the directors of corporation, usually held annually

Management Meetings - The managers from different regions of a corporation meet when necessary to make decisions for the corporation

Shareholder Meetings - Investors who own a share in a company meet quarterly.

Training Seminars- A company conducts these to train the employees when needed.

Meetings with partners, suppliers and clients - A gathering to discuss business deals, usually held with little prior notice

Product launches - Usually a meeting with clients, the public, and journalists and reporters when new products are announced on the market.

Strategic planning - Managers meeting with employees discuss the future of the company

Retreats - The entire company staff spends a day or two together to participate in team-building activities, training seminars and strategic planning sessions

Incentives

Incentive travel is a management tool for rewarding and motivating sales representatives, dealers, distributors, production workers, support staff, and in some cases, customers.

The company rewards sales representatives who reach sales targets by sending them on trips.

Usually, the incentive trip comes with hotel stays, tour packages and planned activities such as dinners, parties and games. Basically, incentive travel does not have any business-related activity. The incentive travel market is mature in the U.S. and Europe, and is developing in Asia; especially in Singapore and Japan.

Factors behind Incentive Travel Decisions

Incentive budget economy - How strong is the economy in the country in which the sponsoring group is headquartered?

Buying power - Strength of the exchange rate in the countries being considered as the destination for the trip

Political climate - Travel alert for destinations with political turmoil

Safety and Security - Terrorist alert levels after the 911 incident

Value - How do facilities and services compare with other choices of destination

Uniqueness of experience - Takes into consideration whether these participants have experienced this type of trip before

Conventions

Similar to meetings, conventions are gatherings of people with common objectives, organized to exchange ideas, views and information of common interest to the group. An organization, usually an association, will organize a convention each year with a theme related to the organization's topic. Those interested in registering for the convention can pay the association a fee for all the sessions, discussions, food and beverage, dinners, and site visits.

In particular, conventions consist of a variety of events include congresses (large-scale regular trade gatherings), conferences (small scale gatherings aimed at information sharing), confexes (conferences with small exhibition attached), and one to one events (premium networking). All conventions can be organized into different levels: international, national, regional.

The major differences between a meetings and conventions is that a convention:

- Is a large event often lasting for several days and involving a social programme
- Is organized by associations: Professional and trade associations, eg the dentists

Association or Voluntary associations and societies

- Charities
- Political parties
- Usually conducted once a year
- Generates income for the association

Considerable amount of time spent on site selection of the convention

Exhibitions

Exhibitions are activities organized to show new products, services and information to people who have an interest in them, such as potential customers or buyers. The company showing their new products, the exhibitor, typically rents an area from the organizer and sets up a booth to meet with potential buyers. The buyers or the public need an invitation or a ticket to be allowed into the exhibition.

Purpose:

- Get sales leads
- New product introduction
- Build a network for influential contacts
- Gather latest information about the competitors or
- Build the company's image

Industry Associations:

International Association for Exhibition Management (IAEM)

Depending on the size and type, exhibitions could be categorized into:

For the public namely business-to-consumer (B2C):

- Trade Shows - e.g. Car Shows
- Fair - e.g. Book Fairs
- Exposition or expo - e.g. Food Expo

Open only to business buyers namely business-to-business (B2B):

- Trade show - e.g. Global Sources Gifts & Home
- Trade fair - e.g. Fashion Access
- Trade expo - e.g. International Outdoor and Tech Light Expo

A combined or mixed show

- It is an exhibition that combines both trade and public and is open to both corporate and public attendees. Most combined or mixed shows will have different specific visiting time for each group of attendees

1.3 Definitions of different types of meeting

Congress : An international meeting /event ,generally referred by Americans.



- **Seminars**: Face to face groups sharing experiences in a particular field under guidance of an expert discussion leader.



- **Workshops**: Usually a session with groups participants training each other to gain new knowledge , skill , or insight into a problem. Generally 30-35 pax.



- **Forum**: A panel discussion taking opposite sides of a issue by experts in presence of audience.



Symposium: A panel discussion in a given field in presence of large audience.



- **Panel:** Two or more people in a discussion ,supported by moderator.



- **Lecture:** A formal presentation by expert followed by question answer



1.4 Product knowledge of MICE

Business travel is a major source of revenue for airlines, taxis and car hire service providers as well as hotels. A tourism product, including MICE product is “a combination of heterogeneous elements separated in time and space, assembling interrelated services and products. MICE also has a significant positive economic impact on individuals, smaller specialist suppliers such as florists, audio-visual companies and photographers etc

Knowledge and innovative solutions are required in order to offer products from the MICE industry, which will provide both professional and memorable experiences which will turn into many benefits for both participants, organisers and destination.

The creation of a high quality MICE product requires the cooperation of diversified entities which include : meeting planners, venue-finding agencies, accommodation owners, PR agencies and event management companies, associations organising conferences, catering companies, suppliers of exhibition services (furniture, flowers, stand constructors), interpreters, telecommunications facilities, conference/exhibition centres owners just to name a few of them. Some of these entities identify themselves with the local tourism industry only to a small extent. These cooperating entities create a kind of MICE network

In line with the value chain definition, a tourism product consists of “its production, distribution and marketing being configured along a value chain involving many activities which are vertically, horizontally and diagonally related and integrated in varying degrees

MICE Products

- Provision of travel information, reservation and booking
- Transport to the destination
- Provision of information at the destination
- Location of accommodation and food
- Provision of manmade tourism attractions
- Return transport to sending region
- After sales services
- Hospitality,
- Freedom of choice
- Involvement
- Program handling ability
- Responsiveness to participants' needs
- Language fluency of convention staff
- Service attitude of convention staff
- Technology
- Comfort & convenience of transportation service
- Size of meeting, exhibition, banquet room
- Speed of follow up by convention staff
- Accessibility; central location; air and road connections
- Amenities (nightlife, food and beverage services, other attractions)
- Image as a desirable place to visit
- Reputation for hosting successful events, for tourism in general
- Safety and comfort of visitors
- Support services to events
- Number and type of local organisations and business capable of hosting