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Module Title: MICE



Lecture 1: DESCRIBING MICE INDUSTRY COMPONENTS



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45TH ORDINARY
GENERAL
ASSEMBLY

45TH ORDINARY
GENERAL
ASSEMBLY

Geoff Berkeley (2023), Draw for African 2026 FIFA World Cup qualifiers made after CAF General Assembly, <https://www.cafonline.com/media/mwinqxxr/ttw7742bssuzura6tgdg.webp>



FOLA FOLAYAN (2022), Kwita Izina: Rwanda's gorilla naming ceremony drawing global attention - Peoples Gazette, https://gazettengr.com/wp-content/uploads/Screenshot_20220912-090601_Gmail.jpg



Henry Ridgwell (2022), Rwanda Hosts Showcase Commonwealth Summit, Dimmed by Rights Concerns, https://gdb.voanews.com/10070000-0aff-0242-bd2e-08da55096419_cx0_cy15_cw96_w1023_r1_s.jpg

SECTOR OVERVIEW

- Events are:

- Organized occasions such as meetings, conventions, exhibitions, special events, gala dinners etc.

- An event is **the coming together of a number of people in one place, to confer or carry out a particular activity.**

- Events are a unique blend of **management, programming, setting and people.**
- Events are **temporary or transient** occurrences.
- Events are usually **fixed and publicized.**

- ❑ In Tourism and Hospitality industry, events are known in one acronym “ **MICE**”. The attendees for MICE should share a **common interest and gather in a place.**
- ❑ The place for the gathering needs to be a **venue** arranged before hand.

□ The venue will provide **space and facilities** necessary to satisfy the needs of those who attend the gathering.

□ We can further MICE in the following formats:

M = Meetings (Corporate)

I = Incentives

C = Conferences/Conventions

E = Exhibitions

What is MICE Travel?

M

Meeting Travel - Any number of people coming together in one place for a particular activity, which can be a one-time event or recur regularly

I

Incentive Travel - Typically given to employees as a reward. A non-business vacation with the aim of continued motivation for performance.

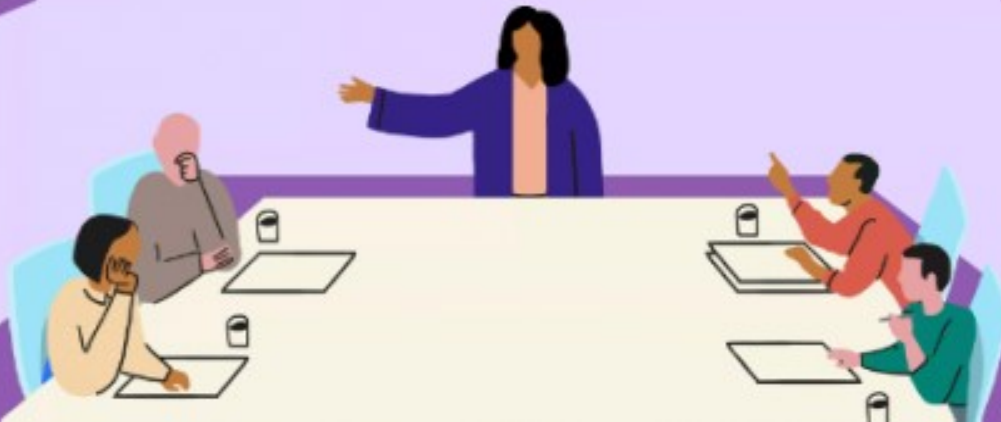
C

Conference Travel - Have specific objectives and exchanges of information. Organizing itineraries, meetings, and events for people from the same profession or field.

E

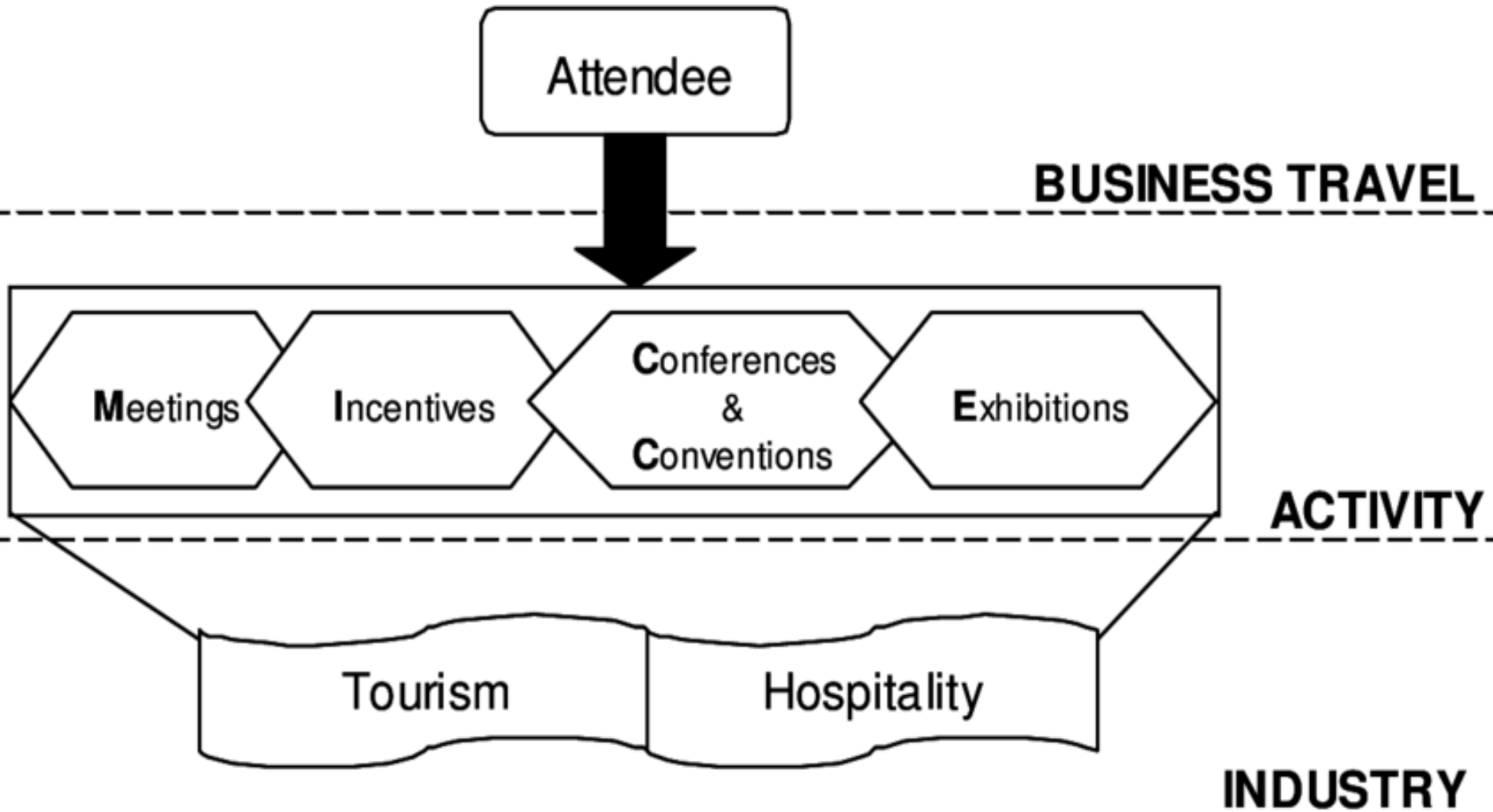
Exhibition Travel - Products or services are displayed, and are the primary focus of the event.

tripsavvy



The European market potential for MICE tourism | CBI, Molgo and ETFI (2021), https://www.cbi.eu/sites/default/files/styles/image_middle/public/2021-09/MICE-tourism-figure-1.png

Nature of MICE Tourism



Meetings



UNESCO (2023), Japan-UNESCO strategic dialogue 2023: sharing lessons learned on crisis and transition response,
https://www.unesco.org/sites/default/files/styles/paragraph_medium_desktop/article/2023-03/Copie%20de%20JPN-ARM-2023%20%284%29.webp?itok=aqxjoUiP

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.

Types of Meeting

1. **Association Meeting**, which are usually of a practical or technical nature and are related to individual trade association, professional societies or academic institutions.

2. Government Meeting, which the governors from all over the world are participated. For example UNWTO, UN, UNECA, and IMF conference

3. Corporate Meeting, which are held by companies in the following ways:

- **Board meetings** – Meetings of the board of the directors of a 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 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 to 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



TBrooke Thio (2017), TOP 10 Incentive Travel Ideas | Meetings & Conventions Asia, https://ik.imgkit.net/3vlqs5axxjf/MC-Asia/uploadedImages/Features/Ideas_and_Planning/20-01.jpg?tr=w-390%2Cfo-auto

Incentives

- Is a management tool for rewarding and motivating:
 - sales representatives,
 - dealers,
 - distributors,
 - production workers,
 - support staff, and
 - in some cases, customers.

- Usually, will last three days, with:
 - hotel stays,
 - tour packages and
 - planned activities such as dinners, parties and games.
- Its 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** – 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

CONFERENCES/CONVENTIONS



WTO (2022), WTO response to the pandemic, trade and food security take centre stage at MC12, https://www.wto.org/images/img_index/photos/round_up_13june22_lg.jpg

CONVENTIONS

- ❑ Similar to meetings, Conferences/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.
- 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:

o Professional and trade associations

o Voluntary associations and societies

o Political parties

- ❑ **Usually conducted once a year**
- ❑ **Generates income for the association**
- ❑ **A long time is spent on selecting the site of the convention**
- ❑ **Conventions are also known as conferences or congresses.**
- ❑ **Because conventions are usually held by an association, they can be organized in different Levels: international, national, regional, etc**

Exhibitions



RBA (2020), Abasaga 2000 ni bo bitabira EXPO ku muni, imiziki yarahagaritswe!,
https://www.rba.co.rw/admin/media_data/cover_photo/EXPOj3a901.jpg

- Organized to show new:

- ❖ products,

- ❖ services and

- ❖ provide information

- 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
- Build a network for influential contacts
- Gather new information on the competition
- Build the company's image

- Depending on the size and type, exhibitions may also be called:

- **For the public:**

- Show – e.g. Aerospace Show 2023 in USA
- Fair – e.g. Comic Fair
- Exposition or expo – e.g. Food Expo, World Expo 2010 at Shanghai

- **Open only to business buyers:**

- Trade show – business-to-business where companies in specific industry gather to showcase and demonstrate new products and services. Not open for public.
- Trade fair – business-to-client or customer. Companies gather not only to showcase but also to sell and market their products and services
- Trade expo – open to the public but very much on business networking as well, especially export opportunities

Types of Event in Tourism and Hospitality industry

- Categories of event based on their form or content:
 - **Personal events** are weddings, birthdays, anniversaries
 - **Cultural events** are activities that contribute to social and cultural life.

ex:East African Party

- **Sporting events** are tests of sporting skill through competition for the purpose of spectator entertainment and enjoyment.

Ex:Rwanda Cycling Tour

- **Business events** are meetings, incentive travel, conferences and exhibitions

- Events according to size
 - **Mega Events: ex: World cup**
 - Largest events that can be organized.
 - Generally targeted at international markets.
 - These events have specific yield in terms of increased tourism, media coverage and economic impact.

- **Hallmark Events: ex: Gorilla naming ceremony**
 - Designed to increase the **appeal** of a specific tourism destination or region.

- **Major Events: ex: Domestic tourism compain**
 - Attract significant local interest and large numbers of participants .
 - Generates significant tourism revenue.

- **Minor Events:ex: karoyoke**

- This is where most event managers gain experience
- These events include **one-off** events like historical, cultural, musical and dance performances.
- Meetings, Parties, Celebrations, awarding ceremonies and sporting finals fit in this category.

Characteristics of Events as a service

- Uniqueness
- Personal interactions
- Perishability
- Ambience and service
- Labor-intensive
- Fixed time scale
- Intangible
- Ritual or ceremony

Key Players or components of MICE

1. Clients (planners)

- **These are the decision makers who hold different activities.**

- Clients are mainly:
 - **Associations** – Non-profit professional, trade or industry organizations formed by their members
 - **Corporations** – Companies, entrepreneurial or business organizations
 - **Event planners** – Professional agents hired by organizations to plan their business activities

2. Suppliers

- These are the organizations and enterprises which provide services to MICE activities.
- Major suppliers include:
 - **National Trade Organization** – The organization that promotes trade for the country.

- **Convention and Visitors Bureau (CVB)**
 - The organization or government department that promotes MICE activities to attendees and clients while regulating and supporting MICE clients and other suppliers.

- Some countries, such as the United States, not only have CVBs at a national level but on provincial and municipal (city) levels.
- Some **states** only have tourism boards to handle CVB responsibilities.

- **Airlines** – Provides transportation services for attendees of MICE activities.
- **Cruise lines** – Provides transportation services, accommodation and venues for attendees of MICE activities
- **Venues** – Provides spaces where MICE activities can be held, such as:

- **Convention and Exhibition Centers, built specifically for MICE activities**
- **Hotel Ballrooms, Conference Rooms or Meeting Rooms**
- **Alternatives venues include universities, castles and heritage homes**

- **Restaurants** – Provides food and beverage for MICE activities and at times can even be used as venues
- **Accommodations** –Hotels, motels and hostels where housing is provided for attendees during MICE activities

- **Professional Convention Organizers (PCO)** help international conventions clients take care of the professional:

- planning,

- organizing and

- management of conventions, including bank account set-up, delivery and site selection

- **Destination Management Companies** – Takes care of MICE clients when they reach their destination cities
- **Entertainment** – Includes performers, venues and performance, which can be part of the programme of MICE activities

- **Technical specialists** – Supports MICE activities by providing professional technology or equipment set-up and operating services, e.g. audio/visual or lighting

- **Intermediaries** – Agencies working as middlemen to book various services, e.g. tour or travel agencies

3. Other Players

- **Government organizations** – Public organizations, agencies and departments at different levels that **provide funding and ideas** for various MICE activities:
 - Federal (national)
 - State (provincial)
 - Local (municipal)

- **Convention industry associations** – Organizations whose members are from the industry, including clients and suppliers, for example:
 - ICCA – International Convention and Congress Association
 - PCMA – Professional Conference Management Association

- MPI – Meeting Professional Institute
- **Commercial sponsors** – Companies who provide funding or resources for the MICE activities in return for promoting their brand and products

References

[1] Ms Chloe Lau (2021), Meetings, Incentives, Conventions and Exhibitions (MICE), p1-35

https://www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe/references-and-resources/tourism/MICE_English_2016.pdf

[2] Ms Chloe Lau (2009) Manual on Elective I – Meetings, Incentives, Conventions and Exhibitions (MICE),

<https://www.coursehero.com/file/86801355/Manual-on-Elective-I-Meetings-Incentivespdf/>

End of Lecture 1

Thank you for Following the course!

Next lecture: Rwanda MICE Strategy

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