

Module Title: MICE

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- ✓ **Researcher in Hospitality and Tourism (three publication for now)**
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Lecture 3: Management and Planning of Mice Events



KCC (2023), Meetings & Conference Facilities,
https://www.kcc.rw/uploads/9/8/2/4/98249186/3d7a0303_1_orig.jpg

Reasons for MICE

- People who attend MICE activities are mainly there for:
 - **Stimulation** – Getting new ideas
 - **Networking** – Meeting with others: colleagues, customers, buyers and people who share the same interests
 - **Continuing their education** – Learning new skills and furthering their education

- **Product update** – Finding out about new products that are available
- **Spread new information**– Transmitting new concepts and ideas
- **Strategic planning** – Collective brainstorming for the future
- Therefore, the heart of MICE is communication!

Value of MICE



African Style (2022), The Rwandan Franc and The American Dollar,
<https://youtu.be/TgjM-OjY6cM?t=55>

- **Higher expenditures** – A business traveler usually spends on more than the average tourist, as they stay in better hotels and dine at fine restaurants since they are meeting with business clients.

- **Demand period occurs on low seasons** –the MICE event does not have to be scheduled during the peak season when most tourists tend to travel.
- **Standardized services** – All attendees for the same MICE event will have very similar requirements as to service standards while similar MICE events would usually have similar programmes and thus standardized services are required.

Management of MICE



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Batshevs(2023), Event manager on stage Royalty Free Vector Image
<https://cdn.vectorstock.com/i/1000x1000/79/26/event-manager-on-stage-vector-8597926.webp>

- Managers are responsible for the ***success*** or ***failure*** of the company;
- ***The same way in event*** organizing and management.

- Event organizers are also decision managers and makers who determine what to do and how well the event will perform.

What is management?????

- Management is the process of *accomplishing the goals* of an organization through the *effective use of resources*.

- Resources include
 - ✓ its staff,
 - ✓ money,
 - ✓ buildings,
 - ✓ materials or even skills.
- Management is the art of getting things done through & with other people

Management Functions

1. Planning.
2. Organizing
3. Directing
4. Controlling



Management Skills

- 1. Conceptual skills** –understanding the relationship of the parts of a business to one another and to the business as a whole.

2. Interpersonal skills –understanding people and being able to work well with them.

3. Technical skills –being able to perform the mechanics of a particular job

When shall MICE management takes place?

- ❖ Pre Event Management
- ❖ During Event Management
- ❖ Post Event Management

MICE Planning

- What is Planning?
 - Planning involves deciding what **needs to be done, by whom and by when.**

- It is **“the systematic arrangement of tasks to accomplish an objective”**
- It is the process which identifies aims and objectives and establishes the methods of achieving them.

Why Planning?

1. Planning provides **direction**; enabling to identify where we are going and how to get there.
2. Planning draws **attention** to the stages on the ways (how far we have accomplished objectives)

3. A plan helps to set and establish **priorities** that can assist in the scheduling of activities.
4. The plan becomes a **benchmark** against which the actual progress towards the final objective can be compared.

❑ Planning, managing and organizing a MICE event takes a great deal of:

- Time,
- Care and
- Patience

Components of Planning Process

1. What to achieve? *Mission and objectives*
2. What works? *Feasibility study*
3. Who to ask? *Stakeholders/organizational structure*
4. Deciding factors? *External/internal analysis*

5. Risk/challenges? ***Opportunities and threats***
6. Moving forward? ***Select strategy and operational plan***
7. Who is in charge? ***Roles and responsibilities***
8. Doing the right thing? ***Control system***
9. How to do it better next time? ***Evaluation and feedback***

- The planning starts with setting objectives.
- Objectives must be SMART:
 - **Specific** – focused on goal and purposes
 - **Measurable** – expressed in a way that is quantifiable
 - **Agreeable** – agreed to by all stakeholders

- **Realistic** – the needed resources must be available to achieve them (human, financial and other...)
- **Time specific** – can be completed within a particular time frame

Organizations Goals

- Different organization and their goals of organizing an event:
- **Private - for Profit:**
 - **Companies producing events on their own or under contract**

- Corporations creating events for **marketing reasons**
- Hotels, resorts, facilities using events **as attractions and image makers**

- **Not-for-profit**

- Charities and causes, **to attract revenue and support**
- Community-based societies and informal groups, **for multiple community benefits**

- **Government Agencies Or Public-private Groups**
 - Leisure and social agencies, **to foster sport, arts, or community integration**
 - Arts/cultural groups, **to foster appreciation and participation**
 - Economic development and tourism, **to create jobs and income**

The MICE Project Life Cycle

- In general, all MICE projects or functions have these four stages:
 - ❖ Stage 1: project conception or feasibility study - the need for a project is identified
 - ❖ Stage 2: project planning or design - a possible solution is developed

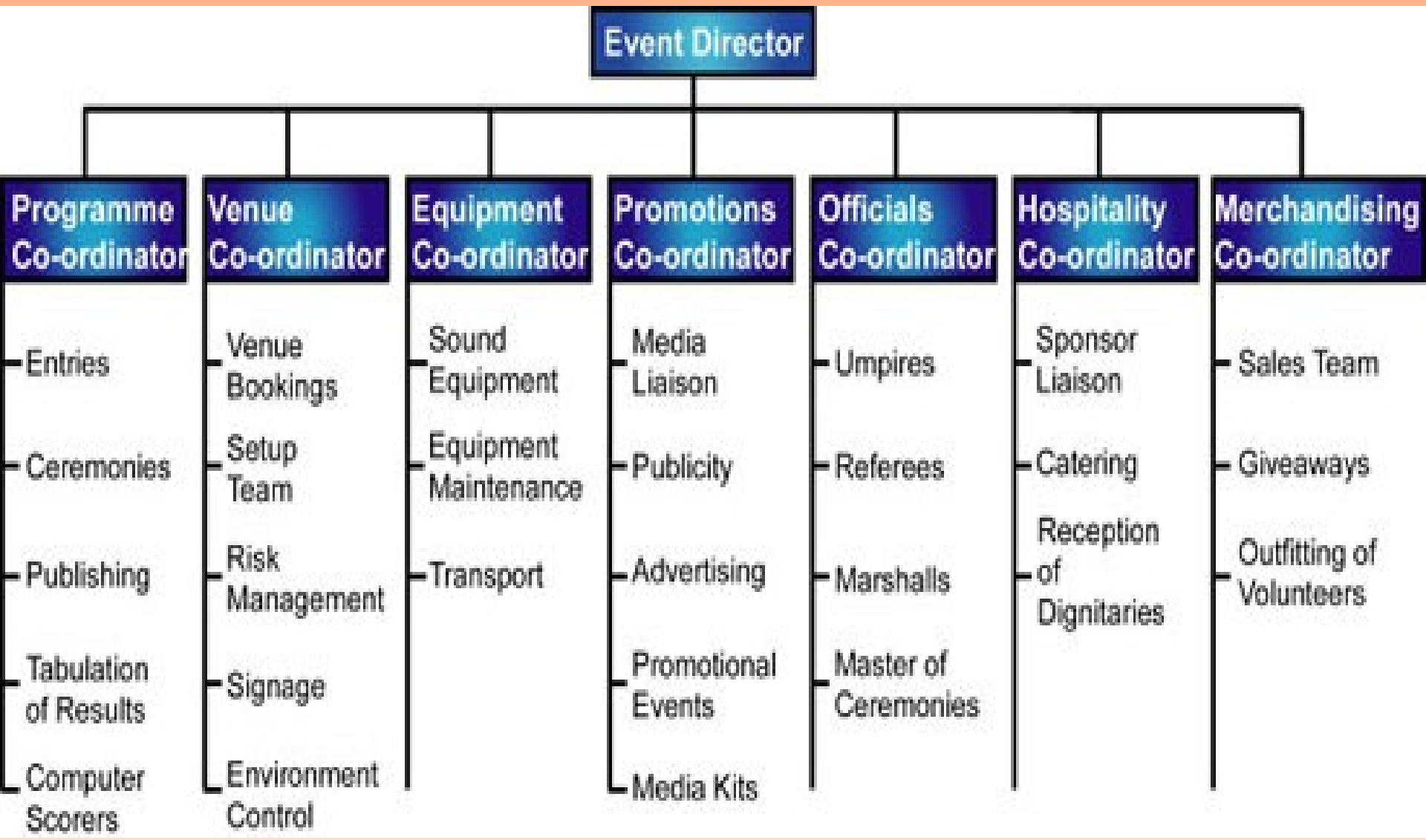
- Depending on the type of organization, these teams can be entire departments or committees.
- Regardless of organizational background, each team must perform its specific function.

- ❖ Stage 3: project implementation or execution - the project is carried out
- ❖ Stage 4: project termination and evaluation – post event management and evaluation

Organization Structure of MICE

- Planning a MICE event or any event involves different teams working on different functions.

Sample MICE Organizational Structure



Isaac (2022), Event Management: Structure of an event management team
<http://www.leoisaac.com/evt/images/structure.jpg>

How to Start a MICE Project

- Confirm members of the organizing committee
- Confirm date and venue (submit requests for proposals (RFP))
- Decide on conference theme and logo
- Appoint Professional Congress Organizer (PCO) or event planner
- Invite and confirm members of the various subcommittees

- Set up a work plan – e.g. Critical Path Method (CPM) or Flow Chart
- Set up a budget (confirm registration fees)
- Set up a bank account
- Set up a conference website and e-mail account
- Produce conference stationeries -- letterhead and envelopes

Request for Proposal (RFP)

- *The event planner needs to send out a RFP to ask hotels, restaurants, convention and exhibition centres, and other venues to draft a proposal based on the organization's requirements.*
- **By comparing different RFPs, the planner and organization representatives can then decide on their choice of suppliers.**
- **Therefore, the key of the RFP is to clearly state to suppliers the event planner's expectations.**

Organizing Committees of MICE

1. President
2. Vice president
3. Promotion and publicity committee
4. Finance and budget committee
5. Sponsorship and Fund rising committee

6. Physical and Technical committee

7. Program and Award Committee

8. Food, Venue and Transportation Committee

9. Printing and Documentation Committee

1. President and Vice Presidents

President

Roles:

- Strategic view of the MICE
- Applying the principle of management and leadership
- Liaison with the committee, over all chair of the MICE and different stakeholders

Vice president

- Support the president in need
- Work in the place of the president in his/her absence
- Liaison with the committee, over all chair and different stakeholders.

2. Program and Award Committee

- Nominate and register guest of honor and speakers / call for paper/, participants, contesters, etc.
- Follow-up speakers with bios, photos and/or abstracts
- Fix the program rundown
- Protocol

- Security
- Invitation to VIPs
- Confirm venue and stage setup, decoration and requirements (**on stage/off stage**)
- Send technical and instruction manuals to confirmed exhibitors
- Decide on the entertainment

➤ An Example of a Setup Program Structure:

- ✓ Opening ceremony
- ✓ Keynote presentation
- ✓ Plenary session
- ✓ Committee programs
- ✓ Breakout sessions
- ✓ Closing ceremony, if any

3. Food, Venue, and Transportation Committee

- Set up the type/nature/quantity of the programs
- Confirm date/time/venue
- Decide on the program rundown
- Guest of honor
 - ❖ Protocol
 - ❖ Transportation (reservation or arrangement)
 - ❖ Security

- Arrange transportation for on-site equipment
- Confirm venue set-up, decoration and A/V requirements (on stage/off stage)
- Confirm food and beverage plan
- Menu package (decide on the type of the dishes – Ethiopian or Western)
- Drink package (wine, beer, juice, soft drinks)
 - ❖ Special meal requirements (no beef/pork, vegetarian etc.)

- **Registration and Hotel & Tour Booking**
 - Prepare registration forms (on-line/hard copy)
 - Set up registration database
 - Identify and reserve hotels
 - Set up optional tour program for:
 - ✓ Accompanying persons during the conference
 - ✓ Pre/post-congress tour
 - Send confirmations to delegates as registrations arrive

4. Promotion and Publicity Committee

- Individual connections and past conference delegates
 - Direct mail - send registration brochures by mail
 - Group e-mails - organize regular e-newsletters
- Professional associations
 - Regular publications (distributing fliers, folders, etc.)
 - Event calendars
 - Group e-mails

- Event Marketing
 - Attend similar events to promote own event
- Media
 - Ad/Inserts in publications
 - Press releases
 - Audio promotion being at different populated sites
- Sales Promotions
 - Complimentary/discounted registrations

5. Printing and Documentation/Production Committee

- Registration brochures
- Invitation cards
- Conference proceedings – a book or CD that contains all written articles for presentation
- Conference program
- Delegates' list

- Badge
- Name plates
- Conference satchels
- Pens and pads
- Souvenirs - guests of honor, speakers, delegates
- Tickets
- Arrange photographer/videographer

6. Physical and Technical Committee

- Arranging the venue tailored to the program interest.
- Setting up tents and stages for the meeting, exhibition, convention, and different performing events.
- Appoint official contractors for exhibition floor plan and booth set-up

- Setting up the electrical, sound system, and other technical related tasks.
- Confirm venue set-up, decoration
- Decide on/look for solution when the program rundown.
- Undertake site selection activities

References

[1] Ms Chloe Lau (2021), Meetings, Incentives, Conventions and Exhibitions (MICE), p49-59

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 3

Thank you for Following the course!

Next lecture: Oversee preparation and Financing Eventg
Budgeting

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