

Module Title: MICE

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- ✓ **Researcher in Hospitality and Tourism (three publication for now)**
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Lecture 5: Oversee the Execution of MICE Event



Hong Kong Disneyland 10K Weekend 2023 - Presented by AIA Vitality,
<https://secure.cdn2.wdpromedia.com/resize/mwImage/1/900/360/90/wdpromedia.disney.go.com/media/wdpro-hkdl-assets/prod/en-intl/system/images/10k-23-kv-5x2.jpg>

Continual Financial Analysis

- On-going financial analysis during planning and implementation of the event can help the organization:
 - identify potential problems;
 - make required changes or corrections; and
 - better inform facilities and vendors on the status of the event well in advance

Post-Event Financial Analysis

- After the event, it is important to review and analyze financial performance.
- By comparing actual income and expenses with the budget once the event is over and after income and expenses have been reconciled, organizers can analyze budget item variances and determine the reasons behind them.
- The post-event financial analysis also allows improved understanding as to why actual financial performance differed from anticipated performance.

- As a result, the organization may formulate new policies, from site selection and contract negotiation to speaker guidelines and future pricing.
- The emphasis here is an analysis of the overall financial records to confirm or change the financial viewpoint, based on actual performance

Negotiation



Web zebro (2019), Hotel Amenities: What Today's Guests Look For When Booking Accommodation, <https://webrezpro.com/wp-content/uploads/2019/02/HotelAmenities.jpg>

- One key responsibility that affects planning and budgeting is negotiation.
- This process helps to control costs and communicate needs to the suppliers.
- The major negotiation items at MICE events include hotel guestrooms, meeting spaces and other services.

Guestrooms - Items to Negotiate

- Rates (discount off published prices)
- Increased complimentary room ratio (ensure a cumulative rather than a per-night basis)
- Complimentary guestrooms for move-in
- Complimentary presidential or executive suites during the event for the host

- Complimentary rooms for event professionals during the scheduled event
- VIP room upgrades at the group rate
- Speaker and staff rooms discounted during the event

- Room blocks – a guaranteed minimum number of rooms to be paid by the client.
- Reservation cut-off closer to the meeting date than the typical 30 days and rooms sold after cut-off date sold at the group rate

- Ability to reduce room blocks without penalty
- Optional or reduced service charges for bell service and housekeeping
- VIP amenities
- Satellite check-in with extra bell staff available

- Free or reduced parking fees or valet service
- Complimentary rundown service
- Complementary daily newspapers
- Pre- and post-conference guestroom rates at the conference rate
- Toll-free access, free local calls

Meeting Space - Items to Negotiate

- A waiver or reduction in meeting rentals in return for guaranteed food and beverage expenses
- A waiver or reduction in exhibit space rental fees in return for an adequate guest room block
- House telephone at registration within a secured meeting office

- Pads, pencils, candies, easels, corkboards, chalkboards, whiteboards
- Complimentary or discounted on-site services
- 24-hour meeting space rates
- Additional utility charges (electrical, cleaning)

Other Services – Items to Negotiate

- Children's programming and child care services
- House limousine or shuttle service to nearby attractions
- Guaranteed service levels for all food outlets and functions
- Free self-mail registration and pre-printed promotional brochures

- Reduced or complimentary corkage charges
- Clear access to fire exits, fire hose cabinets, fire extinguishers and pull stations

- Exit pathways from large sessions and activities
- Informational displays and registration equipment in lobbies
- What is considered exit pathways and not function space
- Types and concentration of exhibits in the exhibit hall

- Potential obstructions caused by A/V requirements
- Drapery or cabling across entrance or exit doorways, pyrotechnics, mobile microphone and camera cables

What Is Not Negotiable? – Items To Negotiate



Glaiza Galo (2022), The Consequences of Leaving Drugs in a Hotel Room - Hotel Chantelle, <https://hotelchantelle.com/wp-content/uploads/2023/05/what-happens-when-you-leave-drugs-in-a-hotel-room.jpg>

- **Not all items are negotiable, including:**
 - Items that are related to safety
 - Items that are illegal
 - Items that may cause harm to the host and attendees

Programming Planning and Design

What is a Program?

- Program:
- Includes the flow of the performers, speakers, catering and the other elements of the event
- Includes the schedule for all the elements.

- Depends on:
- The expectations of the audience
- The constraints of the venue and infrastructure
- The culture of the client and main sponsors
- The availability of elements for staging, and their mutual relationships
- Logistics

Program Planning and Design

- Programming for events is both a technical and creative process.
- Program planning starts with the concept and leads to considerations on how to manage and market it.
- Ideally, programming ideas and decisions form part of the ongoing planning strategy.

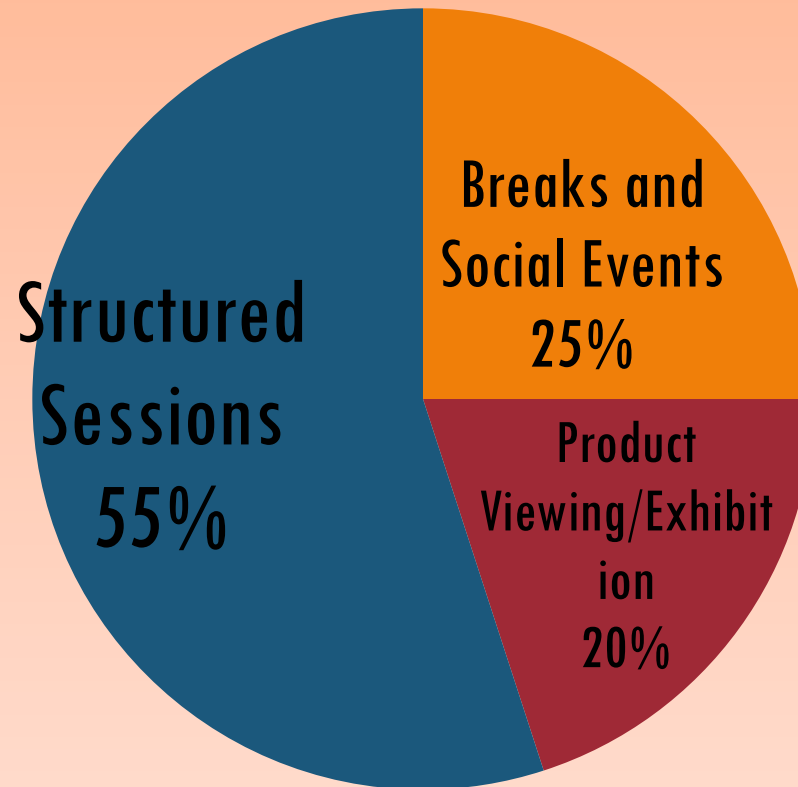
- Program design involves planning and coordinating every aspect of a MICE event.
- The planning starts with the set-up of the program committee.
- The key issues are program schedule and inclusion.
- The design and planning process also concern the speakers and accompanying persons' (AP) program, for those who travel with the MICE event attendees.

Factors Affecting Program Design

- The type of MICE event
 - To instruct
 - To share information or knowledge
 - To market a particular product

- Objectives
 - To earn money
 - To enhance the organizer's image
 - To serve its membership
- Implications for
 - Attendee profile
 - Length of the convention
 - Convention location/venue

Session Structure



General Program Outline

- Categorizes the meeting into its various activities
- Combines the appropriate number of professional development hours with social and recreational activities

➤ Should include the time for registration, opening ceremonies or general session, exhibition hours, meal and social functions, breaks, and a formal closing session, if appropriate for the type of MICE event.

- To start with, always have an outline in mind (see table below).
- The planner can then fill in the different elements to the program.
- All other details can then fit into the schedule.

Day 1	Morning :	<ul style="list-style-type: none">•Office and press room set-up begins•Registration set-up begins•Exhibition set-up begins
	Afternoon :	<ul style="list-style-type: none">•Meeting room set-up begins

Day 2

Morning :

- **Governance and/or committee meetings**
- **Registration opens**
- **Office and press room open**
- **Exhibition and meeting room set-up continue**

Afternoon:

- **Pre-meeting workshops**

Evening :

- **Opening reception**

Days 3-5	Morning:	<ul style="list-style-type: none"> • General session • Exhibition opens • Registration, office, press room open
	Afternoon:	<ul style="list-style-type: none"> • Concurrent sessions • Annual business meeting (Day 4 only)
	Evening:	<ul style="list-style-type: none"> • Annual reception and banquet (Day 4 only)
Day 6	Morning:	<ul style="list-style-type: none"> • Exhibition move-out begins • Closing general session
	Afternoon:	<ul style="list-style-type: none"> • Move-out of registration area, office, press room

Good Program Design

- You can achieve structure, balance and pacing for the program by combining major topics and sub-topics, passive and active sessions, formal and informal times to provide professional and personal growth and networking among practitioners. (Price, 1989)

Session Format

- **Breakout:** small group sessions within a meeting, organized to discuss specific subjects.
- **Concurrent Sessions:** Multiple simultaneous topics covering a wide range of interests.

- **Exhibit/trade show:** event at which products and services are displayed.
- **General/plenary:** general assembly for all persons actively involved in a meeting.

- **Labs:** a replicated working environment with equipment to practice or to learn new skills.
- **Workshops:** seminars emphasizing free discussion, exchange of ideas, demonstration of methods and practical application of skills and principles. They also involve meeting in small groups for intensive discussions.

- **Keynote:** opening remarks or presentation at a meeting that sets the tone or theme of the event and motivates the attendees.
- **Symposium:** a meeting of a number of experts in a particular field, at which papers are presented and discussed by specialists on particular subjects with a view to making recommendations concerning the topic under discussion.

- **Keynotes address:** a session that opens or highlights the show, meeting or event.
- **Tour/site visit:** trips to related sites or industry venues.

MICE REGISTRATION

- ❑ The registration process gives attendees a first impression of the event.
- ❑ It therefore needs to be quick and easy.
- ❑ In order to achieve this, the registration data needs to be accurate, comprehensive and relevant to the needs of the organizer, sponsors and exhibitors.
- ❑ The whole process concerns logistics more than design.

Advance Registration

Most of the MICE event can be registered in advance. The advantages of advance registration include:

- Simplifying on-site traffic
- Generating cash flow prior to the event
- An early indication of marketing strengths and weaknesses

- A guaranteed number of reserved tickets for special functions
- Allowing all materials to be ready for immediate and convenient pick-up at the event

Registration Methods

- ❑ There are many methods of registration: **on site, mail, phone, fax and Internet** (online).
- ❑ Registration methods and payment methods are interlinked.
- ❑ For mail registration, payment has to be settled by cheque.

- ❑ For fax/Internet registration, payment has to be settled by credit card.
- ❑ However, both cheque and credit card payments carry the risk of being rejected due to insufficient funds.

Registration forms:

Can be either part of the brochure or a separate insert

Include such details as:

- o Personal information
- o Registration fees and dates
- o Payment options
- o Cancellation and refund policies
- o Contact information

- The use of **bold** and *italics* should be reserved for important information only
- AVOID THE USE OF CAPITAL LETTERS
- Fill in blank spaces and offer alternatives

Registration Information

When processing a registration, the registrant will process the personal information of the attendees as well.

Therefore, please bear in mind that:

- Data security and privacy protection are critical in conference registration
- Privacy laws in effect in many countries make organizers liable to legal action if attendee privacy is violated

- Registrants have to be aware of the use of their personal information and give consent to it
- Measures must be taken to ensure the safety of personal information
- The sale of registration lists to third parties is prohibited

SAMPLE OF ONLINE REGISTRATION FORMS

General Admission Registration

Name

Email

Gender

Male

Female

Phone

Emergency Contact

Do you require parking?

Yes

No

What is your room preference?

Single Room

Shared Room

No Room Needed

Do you have dietary restrictions?

None

Vegetarian

Gluten Allergy

Lactose Allergy

Nut Allergy

Shellfish Allergy

What activities will you attend?

Awards Gala Dinner

Luncheon

Town Hall

Do you want to see the list of other attendees and their profiles on the official event app?

Yes

No

Speaker Registration

Prefix

Name

Email

Work Phone

Job Title

Affiliation/Company/Organization

Location

Do you need assistance with your flight reservation?

Yes

No

What is your presentation type?

- Lecture
- Case study
- Group Discussion
- Product Demo

Please share the title of your presentation / speech

Do you have any needs from a moderator?

Exhibitor Registration

Prefix

Name

Preferred Pronouns

Email

Work Phone

Cell Phone

Job Title

Company

Full Business Address

Company Website

Company Description

Product/Services to exhibit

What type of booth do you like?

- In-person booth only
- Virtual booth only
- Virtual & In-person booth

List your staff (name, email, phone)

Competitors you don't want be near

Sponsor Registration

Prefix

Name

First Name

Last Name

Preferred Pronouns

Email

sample@example.com

Work Phone

Cell Phone

Job Title

Company

Full Business Address

Company Website

Company Description

Company Facebook Page

Company Twitter Handle

Company LinkedIn Handle

Sponsorship Level

Gold

Diamond

Platinum

Additional Guests (name, email)

VIP Registration

Prefix

Name

First Name

Last Name

Preferred Pronouns

Email

sample@example.com

Work Phone

Cell Phone

Job Title

Company

Flight arrival time (to be picked up)

Flight departure time (to be dropped off)

Where do you want to be picked up?

Where do you want to be dropped off?

Will your spouse attend? Leave name and contact info if so.

Are you interested in attending the VIP Networking event?

Yes

No

Would you like to be sent event gifts?

Yes

No

Virtual Attendee Registration

Name

Email

Gender Male Female

Phone

Time Zone

Preferred Shipping Address

Do you require ADA accommodations (closed captioning, etc) to attend this virtual meeting? Please describe.

Do you like to volunteer as a session moderator?

Yes No

Please share the name who will attend with you virtually together

References

[1] Ms Chloe Lau (2021), Meetings, Incentives, Conventions and Exhibitions (MICE), p79-88 ,

https://www.academia.edu/6643997/Manual_on_Elective_I_Meetings_Incentives_Conventions_and_Exhibitions_MICE

[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 5

Thank you for Following the course!

Next lecture: Performing Marketing and Risk Management

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