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Module Title: MICE



Lecture 6: Performing Marketing and Risk Management



FIFA WORLD CUP Qatar 2022



Outlook (2022), Cambodia: Death Toll Rises To 25 In Hotel Casino Fire Incident; Search Operation Continues, https://imgnew.outlookindia.com/uploadimage/library/16_9/16_9_5/IMAGE_1672388619.webp

MICE MARKETING

- Marketing products and services are essential every business owner. Likewise, venue operators must market their venues to target audiences who, in this case, are organizers

- Venue operators can use price incentives, additional services as methods to attract organizers to host MICE events at their venues
- Primarily, venue operators can promote venues through local CVBs

- ❑ When promoting an event, the planner may want to consider what resources are available. The planner can then identify and capitalize on the existing strengths of the event.

- Strong government support
- Financial reserves
- Good communication tools

Typically, **it will be easier to promote the event when there is :**

- Strong event history
- A good geographical cluster of members
- Loyal membership
- An energetic event committee

Event Information Sources

Usually, attendees may learn about the event from:

- Event Publicity
- Friends and colleagues
- Prior events
- Professional trade journals
- Posters

PROMOTIONAL TOOLS

Typical promotional tools include:

- Direct Mail
- Advertising
- E-Marketing

- Publicity

- Sales Promotion

- Promotional trips /convention attendance building

- Others -- Posters, Stickers and Banners

1. Direct Mailing

Direct mail includes **postcards, brochures, exhibitor prospectus, event invitations, promotional flyers and personalized letters posted directly to potential attendees.**

Number of Direct Mailings

□ Preliminary, first, second and third announcements are required to inform, attract and remind attendees. The mailing lists are often sourced from international associations, in-house lists or purchased lists.

Three or more notices may need to be sent out,
depending on the:

- Importance of the event
- The number of prospects
- Status of the recipients

Mail screening process

- Worthwhile additional information
- The program's complexity
- Price/profit per attendee
- Competition

2. Advertising

- ❑ Advertising is designed to inform, persuade, remind, add value and otherwise attract potential attendees who fit into the event's target market. It is not used a lot in the promotion of meetings because of the costs involved.

Options include:

- Print (magazines, newspapers, trade journals)
- Broadcast (network TV, radio)
- Electronic (Website banner ads, blogs and sponsored e-mail messages)
- Outdoor signage (billboards, bus boards, building banners)

3. E-Marketing

- ❑ E-marketing has become increasingly popular due to its cost-effectiveness.
- ❑ However, planners need to consider the target audience's access to fax/email/ Internet.
- ❑ The key is to reach the right people with the right message. Keep in mind that e-mails can be forwarded to others. They can also be expanded to include on-line questionnaires and surveys.

4. Publicity

- ❑ Publicity is a marketing tool that involves the public relations arm of marketing.
- ❑ It includes **press releases/coverage/editorial/advertorial**. Press releases hold be newsworthy and sent to all major press, trade journals and associations.

MICE RISK MANAGEMENT

- ❑ Risk management is the process of foreseeing, preventing or minimizing potential costs, losses or problems for the event, organization, partners and attendees

Nine Steps to Risk Management

1. UNDERSTAND CONTEXT: Consider event type, management, stakeholders and general environment

2. IDENTIFYING RISKS: Look for the hazards

3. DECISION: Decide who might be harmed and how

4. EVALUATING THE RISK: Evaluate the risks and decide whether the existing precautions are adequate or whether more should be done

5. **CONTROL:** Control problems that may arise
6. **MITIGATING ACTIONS:** Consider action that can minimize impacts
7. **SPECIFIC EVENT RISKS:** Consider risk details
8. **RECORDING:** Record your findings
9. **REVIEW:** Review your assessment and revise it if necessary

Main Areas of Risk

- **Administrative** – Organizational structure and office layout should minimize risk to employee
- **Marketing and public relations** – The promotion and image of the event

□ **Health and safety** – Risks associated with food hygiene and sanitation. Accidents, health problems, fire, social disturbances and anticipated emergencies

□ **Crowd Management** – Crowd flow, alcohol sales and noise control

Security – Crime and terrorism

□ **Transport** – Deliveries, parking and public transport carry

many

potential hazards

□ **Financial** – Loss of revenue sources, theft and loss of asse

ts; costs

that exceed projections; litigation and unanticipated costs

□

- **Management** -- Goal displacement, takeovers or management failure
- **Environmental** -- Causing a negative impact on the environment, community and economy; natural hazards (earthquakes, floods etc)

Safety and security

Emergency response plan normally include these aspects:

- Possible unexpected events
- Direct supervisors authorized to handle each issue
- Responsibility of each supervisor under each
circumstance

- Emergency contact point & location
- Transportation access in case of emergency
- Evacuation plan
- Communication plan under emergency state

Types of Common Emergencies:

- Medical emergencies
- Demonstrations and confrontations
- Severe weather
- Strikes
- Fire

- ❑ Bomb threats or terrorist activity
- ❑ Mechanical problems
- ❑ Speaker cancellation
- ❑ Meeting supplies delayed in transit
- ❑ System failure
- ❑ Transportation breakdowns

Set up an Emergency Plan

To draw up an emergency plan, the planner can start by completing a vulnerability assessment form (see Table below for an example).

Vulnerary assessment form

Type of Emergency	Probability	Human Impact	Property Impact	Business Impact	Internal Resources	External Resources	TOTAL
Mechanical problems	High 5<->1 Low	High Impact 5 <--->1 Low Impact			Week 5<->1 Resources	Strong	
Guest speaker cancellation	2	1	3	4	1	2	13

Bombing	5	3	2	1	3	1	15
Demonstration	1	2	4	2	3	1	13
Fire	5	1	1	4	2	1	14
Weather incidents	3	1	1	2	1	1	9

□ By looking at each type of emergency and its possible impact on the event (the lower the score the better), the planner can consider the probability of the emergency and plan countermeasures for each of them accordingly.

Factors influencing MICE risks

- Size of the crowd
- Age of the crowd
- Size and nature of the event
- Consumables
- Location of event venue
- Weather conditions

Critical issues for event safely



City News (2022), Secunderabad: 8 dead as fire breaks out at electric bike showroom , <https://s01.sgp1.cdn.digitaloceanspaces.com/article/179811-lohpmzyrix-1663039454.jpg>

- Electrical and gas
- Food safety
- Drinking water
- Parings and pedestrian
- Guest rooms,....

STRATEGIES TO MINIMISE RISKS OF MICE EVENT

- ✓ Develop security measures (enough number security officers, use of cameras and other devices)
- ✓ Have adequate plan for controlling electrical installation and gas installation
- ✓ Collaboration with national security agencies Monthly review of firefighting equipment

- ✓ Using alarms that can alert guests during any incident
- ✓ Reserve cover areas in the building
- ✓ Display rules/advices on the public areas reminding how people should behave during the incident
- ✓ Train employees about security measures
- ✓ Have first aid members during an event.....

Insurance

- ❑ To ensure the smoothness of the event is through insuring over other possible risks
- ❑ In most cases, venues usually insure against these risks:
 - ✓ **Cancelations:** With insurance, venues operator can hedge themselves against these risk. Venues will be compensated for cancelations upon previously agreed reasons of cancelations.

- ✓ **Attendees' welfare:** In case of accidents within venues on attendees, venue operators are usually liable to those damages on the attendees.
- ✓ **Buildings:** In case of unexpected incidents that cause damages on any part of the building, insurance can be an effective tool to compensate for the damages.

- ❑ Insurance is not mandatory for any venue operators, though having insurance can ensure venues over numerous risks

References

[1] Ms Chloe Lau (2021), Meetings, Incentives, Conventions and Exhibitions (MICE), p109-120,

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 6

Thank you for Following the course!

Next lecture: Venue Management

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