

Module Title: MICE

Module Leader: HABUMUREMYI Faustin
Master's Degree of Tourism Management
Bachelor's Degree of Hotel and Restaurant
Management

Position: Lecturer in Hospitality Management/ IPRC
MUSANZE

Tel:+250 787162319

E-mail: flecturermusanze@gmail.com

Other duties:

- ✓ **Researcher in Hospitality and Tourism (three publication for now)**
- ✓ **Fellow of Handong Global University-UNESCO UNITWIN Fellowship (South Korea)**
- ✓ **Co-founder of JEBEKA SHADOW-Guest house in Kigali**



Lecture 8: Venue Management



 lily & lime®

Budget Friendly and Affordable Wedding Venue Ideas,
http://s3.amazonaws.com/images-lnl/s3-blog-images/blogs/2020/210728-DIYAndBudgetFriendlyWeddingVenueIdeas/Friendly_and_Affordable_Wedding_Venue_Ideas_7-28-2021_049.jpg?mtime=1625139265



Lily and Lime (2023), Budget Friendly and Affordable Wedding Venue Ideas, http://s3.amazonaws.com/images-lnl/s3-blog-images/blogs/2020/210728-DIYAndBudgetFriendlyWeddingVenueIdeas/Friendly_and_Affordable_Wedding_Venue_Ideas_7-28-2021_050.jpg?mtime=1625139266

- As every MICE event is hosted in a **‘venue’**, it is clear MICE events and venues are inseparable
- Despite the distinction in terms of settings and size for each MICE event, similarities shared by all MICE events are:
 - ✓ They bring in groups of people with similar interests to prearranged facilities
 - ✓ Attendee needs will be met by amenities available pre-arranged facilities or venues

Types of Venues

- According to the **APEX Industry glossary** published by The Convention Industry Council, a venue is:
 - **1. Site or destination of meeting, event or show**
 - **2. Location of performance such as hall, ballroom or auditorium**

- Different types of venues can be categorized according to four main intended purposes:

1. Hotels & Resorts

2. Convention Centers

3. Multi-purpose Facilities

4. Other Venues

Hotels & Resorts

- Over the past 10 to 20 years, hotels and resorts have positioned themselves as venues for MICE events apart from merely providing accommodations to MICE and leisure travelers

Convention Centers

Hotels & Resorts

Advantages

- Designed especially to serve the purpose
- Usually operated by professionals
- Equipped to host any kind of MICE event
- Easier to move exhibits in-out
- Cheaper booth construction
- Adequate parking spaces

- Accommodation rooms
- Cheaper facilities rental (off-peak season)
- Higher attendee capture rate
- Usually higher quality catering service
- Better overall atmosphere

Disadvantages

- | | |
|--|---|
| <ul style="list-style-type: none">• No accommodation rooms• Layouts difficult to organize in old centers• Space may be unavailable | <ul style="list-style-type: none">• Facilities not especially for MICE event• May lack certain amenities• Exhibits may be difficult to manage• Tedious security measures on floor• Limited parking spaces |
|--|---|

2. Convention/Exhibition Centers

- Convention/exhibition centers are designed especially to host MICE events and combine every necessary amenity
- Convention centers previously used primarily to host exhibitions are now used for smaller-scale meetings as well with empty spaces arranged and segregated into smaller meeting room areas

3. Multi-purpose Facilities

- Multi-purpose facilities are the newest concept in MICE event venues with their focus on customization and personalization of layouts and configurations for each MICE event

- Multi-purpose facilities are intended to host many small or large functions simultaneously, while keeping each one private and independent from the others and as they can host under one roof, it is **easier to manage continuous flow of attendees**

4. Other Venues

- Music Venues/ Theatres
- Sports Facilities/ Arena

Compositions of Venues Inducing Venue Selection Decision

- Venues must meet with event qualifications based on but not excluding **the number of attendees, size of the event, types of attendees**

- Therefore, it would not be an understatement to say that the venue is vital to the success of any MICE event
- Organizers will dedicate significant time to make many site inspections to choose the most suitable venue

Venue Size

Venue Location

Venue Layout

Venue Infrastructure

Transportation Access

Venue Maintenance

- Maintenance should be regarded as one of the most important aspects of venue management to ensure a venue is kept at its best conditions to host MICE events of any kinds
- Maintenance of venues includes **maintaining cleanliness, conditions of facilities, renovating layouts and designs & renovating buildings**

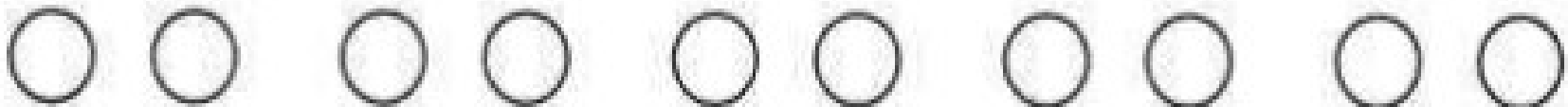
MICE REGISTRATION SET-UPS

The common set-ups include:

- ❑ **Registration with a straight queue** – Each desk handles a separate group of attendees. For example, one group might include attendees with surnames starting from A to E. This simple set-up is clear for attendees.

❑ However, each registration desk may not have an equal workload. Some lines may be crowded with too many people during peak periods. Media representatives, VIPs and people with special needs also need to stand in the same queue to register.

Work Tables



Registration counters or tables

A - E

F - M

N - R

S - Z

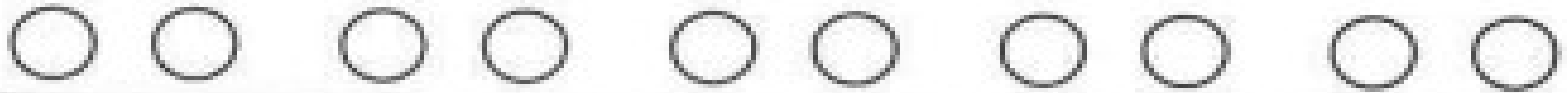
Exhibitor



❑ Registration with a Serpentine Queue

- ❑ All registration desks can handle any attendee on a first-come-first-serve basis.
- ❑ All attendees, including media representatives, VIPs and people with special needs, stand in one single queue in a serpentine format to save space. Each desk will share the same workload.

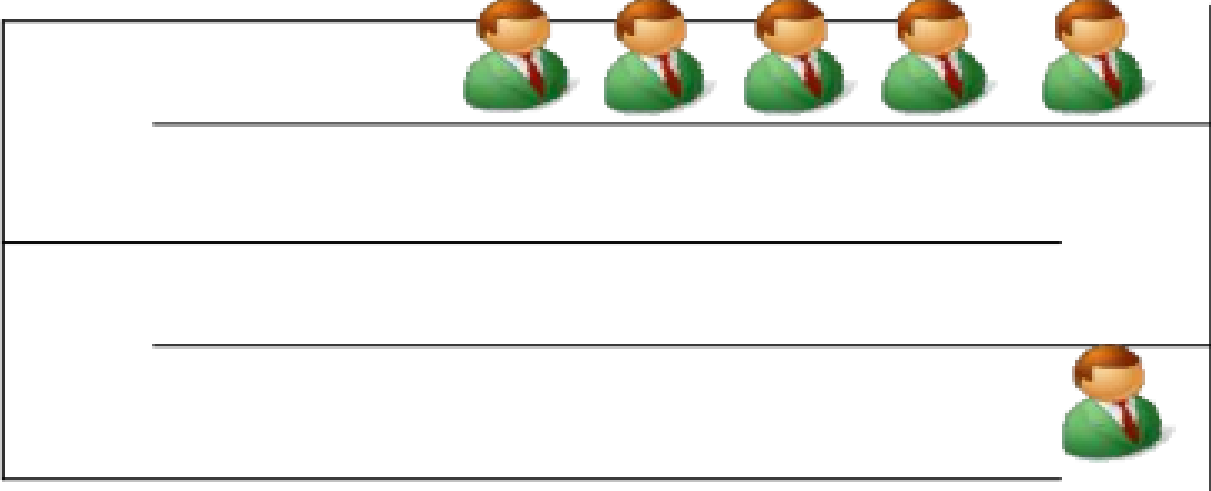
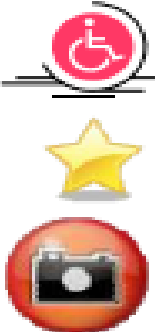
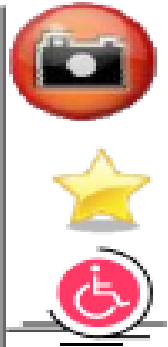
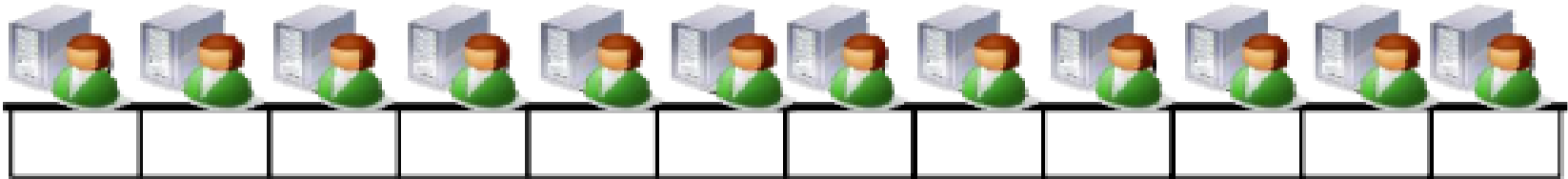
□ Therefore, all registrant information will be distributed to and collected by all registration staff members with desks. However, the setting may not be convenient to everyone, particularly for those with special needs.



❑ **Registration System with Both Straight and Serpentine Queue**

- ❑ This involves a mix of two queues: A straight queue for media representatives, VIPs and people with special needs; and a serpentine queue for regular attendees.

□ In this way, attendees will be registered on a first-come-first-serve basis and occupy less space even during peak periods. VIPs and media representatives do not need to wait for too long a period. It is also more convenient for those with special needs.



Attendees



People with special needs



Media
Representatives



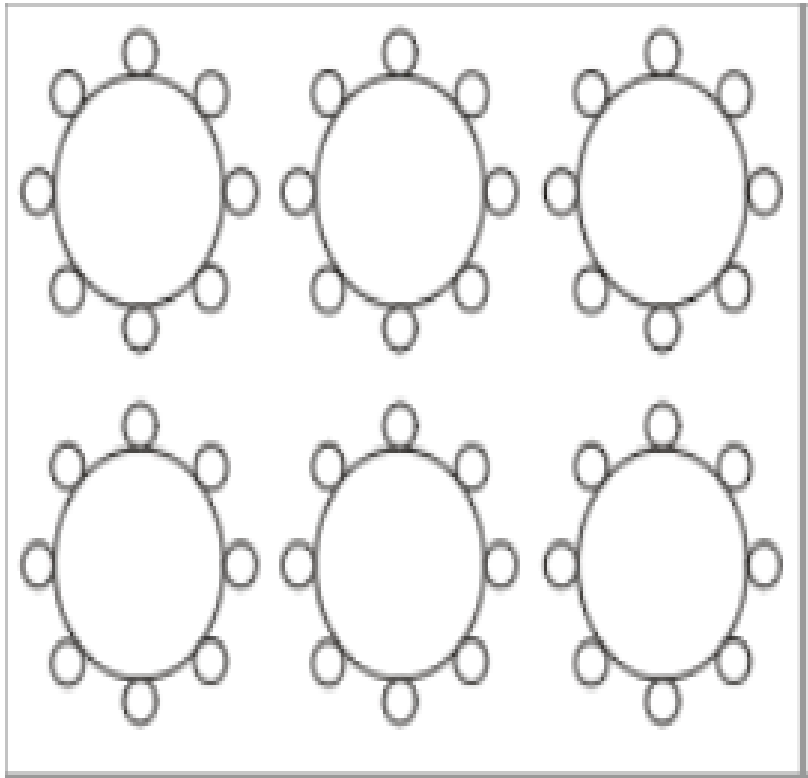
VIPs

Advantages of On-line Registration:

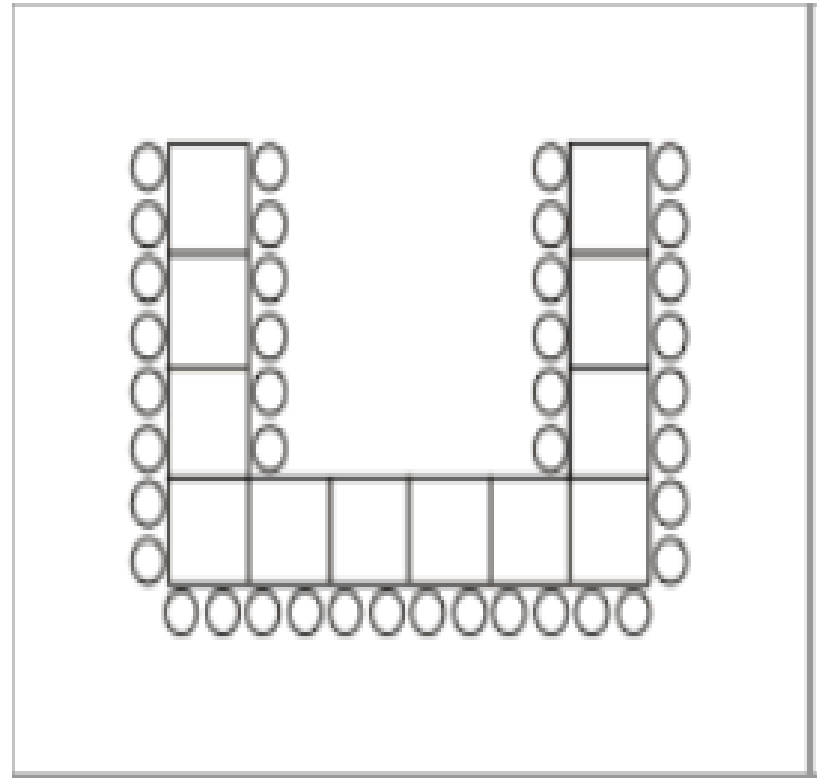
- Reduces the time required to register each attendee
- Allow for quick analysis of attendee trends
- Eliminates repetitive errors
- Cost involve are small through the use of software or website

MICE VENUE SET UP

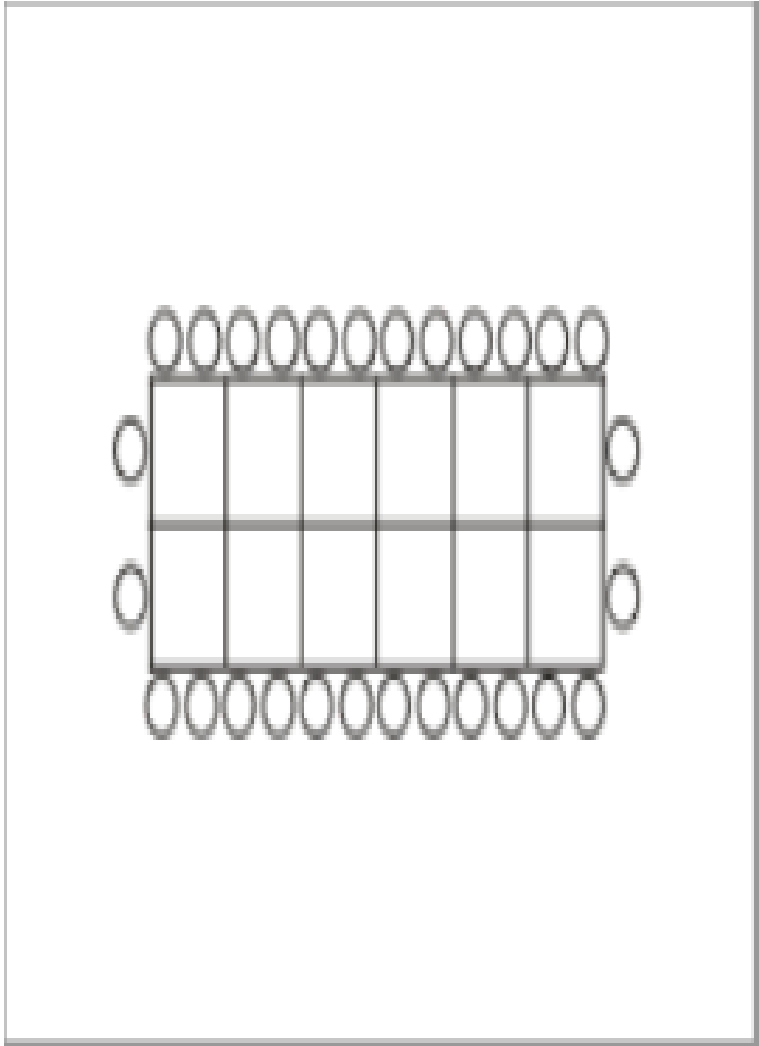
1. Banquet or Round table



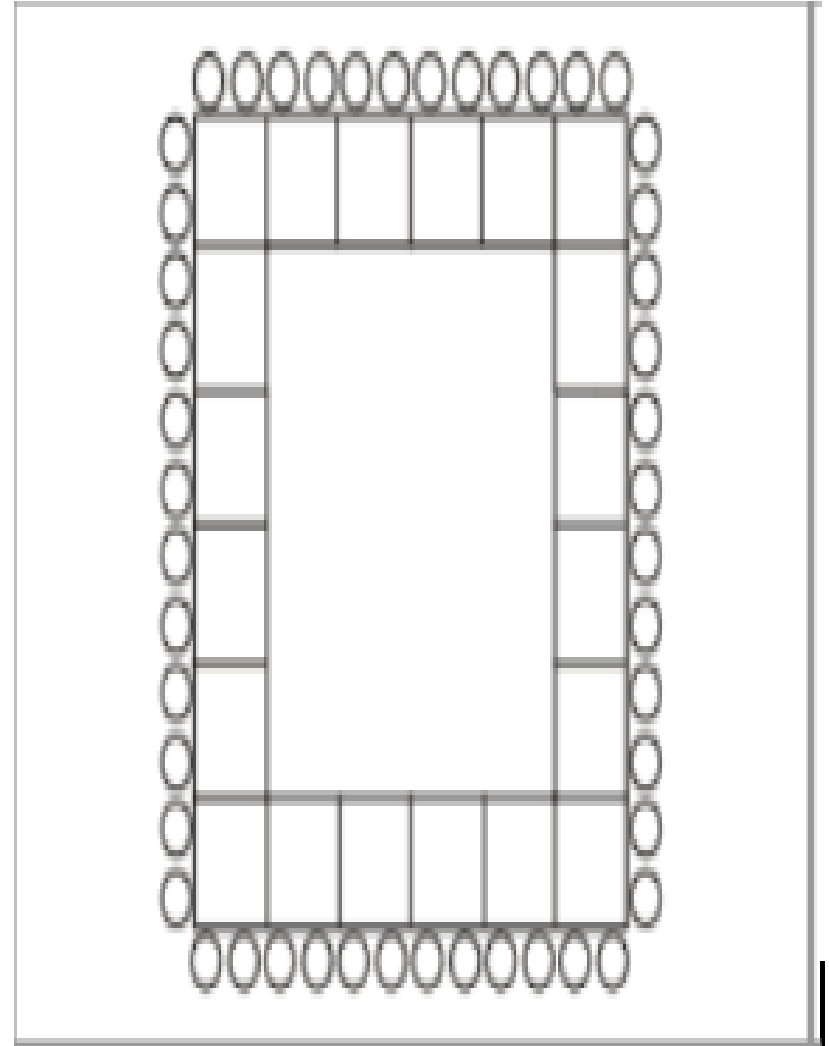
2. U-shape



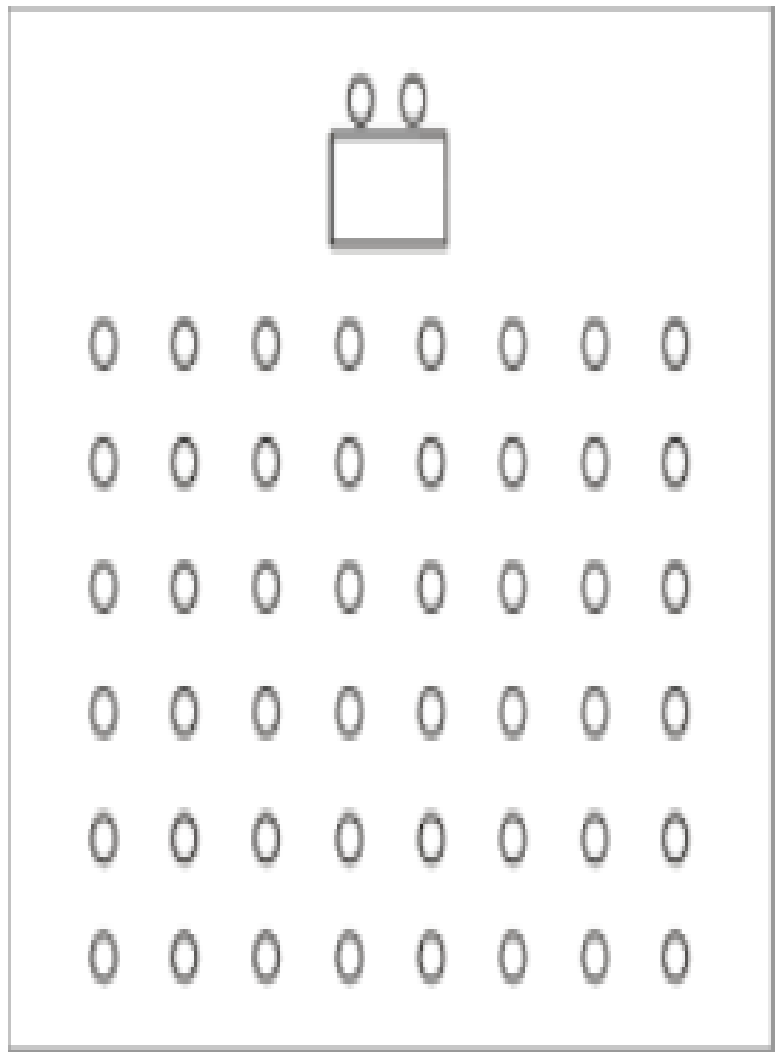
3. Boardroom



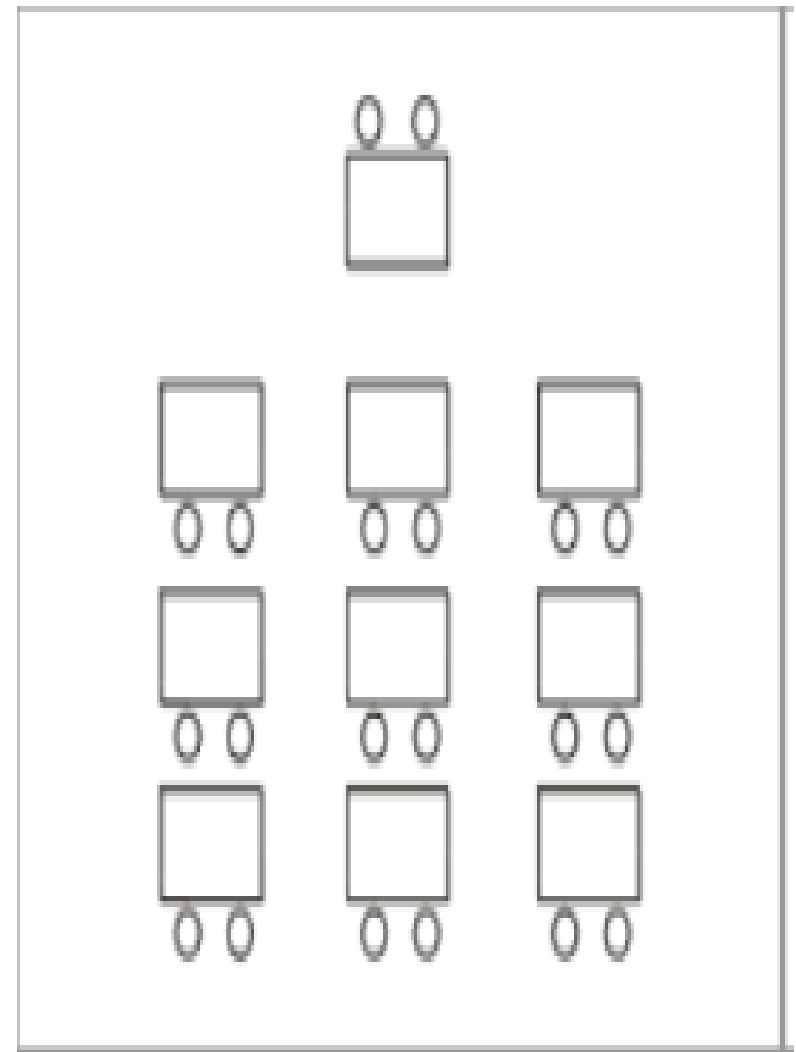
4. Hollow Square



5. Theatre or Auditorium



6. Class room



ON-SITE MANAGEMENT

Precise communication is critical. Therefore, three types of staff meetings need to be held in order to keep the communication flowing:

- **Prior** – This conveys precise expectations to all site facilities
- **During** – These are daily meetings to review logistics
- **After** – These are feedback forums from the various parties

Pre-Event Meeting

- ❑ Prior to the event, all staff members need to be fully briefed on all activities at the event, their requirements and staff expectations.
- ❑ The **pre-con** is a meeting between the event staff and venue staff, along with the key staff of outside contractors.

- These include GM (for large conventions), event manager and staff, food and beverage department (banquets/catering),

Daily Logistics Meeting

- ❑ Each day, there will be a meeting for staff to confirm the event's daily logistics. This is especially important for conventions incorporating multiple facilities.

- These meetings are attended by convention service and F&B from each hotel and venue.
- The purpose of these meetings is to inform everyone about the events of the day, cancellations or additions to the program, changes to F&B and provide a review of previous activities while identifying areas of improvement

Post-Event Meeting

- Following a meeting with the event staff, a **post-con** is an arrangement for the event staff to meet with the venue staff and key staff of outside contractors.
- The purpose of this meeting is to solicit feedback in order to plan for future events with the venue and meeting team. This meeting will also detail services that were delivered well and then move on to discussing problem areas.

Wrap-Up

To conclude the event, the following tasks need to be completed after the event:

- Return rented equipment
- Store reusable signs and other supplies
- Settle bill payments (including the decision on tips and gratuities)

- Prepare financial reports
- Prepare thank you letters
- Analyse attendee and supplier feedback

Communication! Communication! Communication!

- To smoothly manage the on-site operation, communication between event staff, the supply staff and the attendees is important. Below are a few reminders:
- ***On-site Office Operation*** – There should be an office for event staff to congregate, access private phones, and store and retrieve event materials. Staff identification is required to gain access to this office.

Large conventions or exhibitions may require an additional:

- On-site office
- Offices for the event manager and staff
- A speaker-ready room
- A press/PR office

References

[1] Ms Chloe Lau (2021), Meetings, Incentives, Conventions and Exhibitions (MICE), p90-105,

[https://www.academia.edu/6643997/Manual on Elective I Meetings Incentives Conventions and Exhibitions MICE](https://www.academia.edu/6643997/Manual_on_Elective_I_Meetings_Incentives_Conventions_and_Exhibitions_MICE)

[2] TCB (2023), Chapter 1 Introduction to MICE Industry 187-234,

http://119.59.125.46/citu/wordpress/wpcontent/uploads/2019/05/120528_Teaching-Material_EN_V01_NT.pdf

End of Lecture 8

Thank you for Following the course!

Next lecture: MICE Industry Logistics

Email us on : hfaus84@gmail.com or via mobile phone:
+250 787162319