

Module Title: MICE

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Lecture 10: MICE Service Providers



Rwanda East Africa (EAC) e-Passport



□ For MICE event organizers to compete and maintain their competitiveness, it is essential for them to provide **impeccable and unforgettable services to MICE travelers**

- ❑ Indirect stakeholders include insurance, advertising, logistics, catering and other general service contractors
- ❑ Other parties include governmental organizations such as Rwanda Convention Bureau (RCB), Incentive and Convention Association and Exhibition Association

❑ Direct stakeholders include Travel Management Companies (TMCs), Destination Management Companies (DMCs), Professional Conference Organizers (PCO), Professional Exhibition Organizers (PEOs) and Convention and Visitors Bureaus (CVB)

Roles and responsibilities of key stakeholders

Travel Management Company (TMC)

- A TMC represents companies that wish to host corporate meetings or other types of business travel

- With their core business in providing business travel plans and corporate meeting arrangements, TMC are usually able to collaborate and negotiate more effectively with their network providers and deliver the best services for their clients

Destination Management Company (DMC)

- A DMC is typically involved in the corporate meetings and incentive travel industry and are usually experts in the location they represent

□ Their services include venue selection, ticketing, transportation arrangements, accommodation planning, travel plans and other services and acts as an intermediary between a client and service providers in shaping corporate meetings or incentive travel programs

Incentive Organization / Incentive House

- Incentive organizations or incentive houses, they work closely with a client in shaping a program that can motivate and enhance efficiency
- Incentive houses can be categorized into two groups: *full-service incentive organizations* and *fulfillment service organizations*

Professional Convention Organizer (PCO)

- ❑ Professional convention organizers organize convention for interested companies grouped as a core PCO or a local PCO
- ❑ Core PCO directly work with an association wishing to organize the convention
- ❑ In turn, a core PCO will often sub-contract many tasks in organizing a convention to local PCOs and other service providers

- ❑ Therefore, their main role is an administrative one that monitors and steers actions in the right direction
- ❑ Local PCO are usually contacted by a core PCO to work on their behalf in organizing conventions from a beginning logistics plan and through venue sourcing and other related tasks that must be done for a convention to occur

Professional Exhibition Organizer (PEO)

- A Professional Exhibition Organizers (PEO) organizes or facilitates exhibitions as an association itself or as an entrepreneur
- An association PEO's main purpose is not profit but is to create business opportunities and information dissemination platforms for exhibition attendees

- On the other hand, an entrepreneur PEOs' main objective is to generate profit through sales of exhibition space and tickets to attendees

Convention and Visitors Bureau (CVB)

- ❑ Convention and Visitors Bureau (CVB) is usually an organization centralizing support for its regional MICE industry to act as a regional MICE industry facilitator
- ❑ CVBs are responsible to provide maximum convenience for attendees and support & increase local organizer capabilities

Venue Management Company

- ❑ A venue management company manages venues (private or public) for MICE events including everything from maintaining the cleanliness to renovations when needed
- ❑ Their roles also include bidding for MICE events to host at the venues they represent

General Service Contractor

- ❑ DMCs, PCOs and PEOs usually do not perform every task in organizing MICE events either because a lack of expertise, personnel or excessive costs
- ❑ General Service Contractor, especially in exhibitions, perform every task possible such as floor planning, preparing and administrating the construction and dismantle of booths, arranging logistics for exhibits as well as preparing appropriate number of personnel to work on-site

Creative Design and Advertising Company

- They are responsible for tasks such as creating the overall theme of an event and applying it to every component including promotional materials and banners
- Exhibitions require advertising to create awareness with both the exhibitor and attendee target audiences

Insurance Company

- ❑ Every MICE event involves lives and valuable objects being put at risk
- ❑ Damages from any unanticipated event that might occur say fire, theft or earthquake can lead to massive monetary loss when an organizer must compensate for such damages as well as other opportunity costs such as loss of business opportunities for attendees or even death

□ Therefore, to mitigate these risks, organizers usually go to insurance companies to insure that in case of any unexpected incidents happens

Equipment Rental Company

- ❑ MICE events often consists of a myriad of details that should not be overlooked as they often provide that final touch that can both compliment and complete an event
- ❑ This also applies to the wide array of equipment needed at an event including speakers, stage props, lighting & audio control, matching curtains & carpet and specific furniture

Cleaning Company

- At the end of each day of or at the end of each event, the space utilized needs to be tidied up and ready for the next day or the next event

Security Company

- MICE events often involve large numbers of people as well as valuable belongings and exhibits calling for appropriate security measures at the venue to avoid theft, damage or risk to attendee lives and belongings

Translators

- ❑ Many MICE events are international which includes attendees and guest speakers from all over the world
- ❑ Translators are required at many MICE events to ensure a full understanding of all information gets to attendees from every nation

- Interpreter in MICE events, especially conventions, include simultaneous interpreters who are experts who can interpret content from the source language to the target languages as fast as possible leaving the context unchanged

Catering Company

- ❑ Catering services are an essential factor to complete a MICE event
- ❑ Catering companies can manage serving large numbers of snacks, meals and beverages efficiently and at a standardized quality

Tour Guides

- Tour guides are most essential in the incentive travel sector
- With their specific knowledge about the local area, they can provide services to MICE travelers by taking them to local attractions and by providing necessary assistance along with cultural and historical information

Logistics Company

- ❑ Organizers usually require external specialized service providers that can provide logistic services with a high level of expertise
- ❑ Logistics includes transporting exhibits to be used in exhibitions from their origin countries to the destinations and transporting attendees from one place to another
- ❑ This must also be managed under time and budget constraints, restrictions and tedious customs and immigration processes

Professional Event Registration Company

- ❑ MICE events commonly involve substantial numbers of people attending from across the globe
- ❑ To minimize complications in the registration process for attendees and VIP guests, organizers often employ an external provider to handle registration as they can provide an efficient service based on expertise, software and technology designed to support registration in an organized and simplify manner

Commercial Bank

- ❑ Services performed by commercial banks that serve the MICE industry are currency exchange service and letter of credit (LC)
- ❑ In addition, commercial banks can act as facilitators for any transactions made in the MICE events among buyers, sellers and attendees

Credit Card Company

- ❑ Online transactions have been receiving greater popularity and often used regularly in the recent days
- ❑ Professional registration companies together with credit card companies are usually collaborate to provide this option of payment for attendees

- Transaction on-site, especially in exhibitions, can also be done using credit card apart from wiring the money internationally which credit card companies in collaboration with exhibitors can facilitate this service for attendees

Roles and Responsibilities of Supporting Governmental Organization

Rwanda Convention Bureau

- Its main role is to provide support for Thailand's MICE industry, which encompasses many aspects:
 - Set policies and measures to promote Thailand's MICE industry

- Act as the center of information and guidance related to MICE industry
- Support organizations and associations wishing to bid for MICE events
- Develop and train MICE personnel to enhance their capability and competitiveness

Rwanda Tourism Chamber

- Its main roles are to support, promote and develop tourist attractions in Thailand and create awareness among international tourists
- Through marketing and promotional campaigns, awareness created among tourists can also be leveraged by the MICE industry especially for the corporate meetings and incentive travel sectors

Rwanda Development Board

- Its main role is to promote more investment in Rwanda usually through tax incentives to attract international companies and investors to do business in Rwanda
- Corporate meetings and other MICE events can serve as a means to demonstrate to international corporations the business platform in Rwanda as well as incentives that can be attractive for long-term investment plans

The Customs Department

- ❑ It is an import & export tax collector and a promoter of international trade and exports of Rwanda
- ❑ The Customs Department and MICE industry link mostly through THE exhibition industry when exhibits are transported into Rwanda or when Rwandan exhibits are transported out of the country

Ministry of Foreign Affairs

- Ministry of Foreign Affairs directly governs the macro policies of international relationships and promotes relationships and cooperation with other countries
- Their role encompasses visa issuance as well as managing and governing the process before granting entrance into Rwanda

- The connection to the MICE industry lies in the leniency and simplicity of this process since it is one factor that affects the decision of attendees and organizers to choose a MICE destination

Rwandair

- ❑ Promotes the MICE industry through collaboration with other organizations bidding for MICE events in providing special prices and packages for MICE travelers

Kigali International Airport

- ❑ Its role and responsibilities include improving and managing air logistic routes, develop and improve services within airports and other operations that can affect a first impression about Thailand
- ❑ Its roles also cover handling and managing exhibits and equipment to be used for MICE events in case they are transported by plane

Immigration Bureau

- ❑ Immigration bureau located at sea ports, airports and at every borders of Thailand
- ❑ Its roles and responsibilities include screening and permitting any individual, even though that person holds a Thai nationality, entering the Kingdom of Thailand

- The convenience and professional service through offering a fast and accurate service at immigration can increase the satisfaction and promote Thailand as a MICE destination

Municipal Office

- Municipal offices and travel and tourism representatives in local areas can collaborate to facilitate MICE events and attendees in order to provide the maximum convenience as well as exceptional experiences

□ This can be done through setting rules and regulations, facilitating logistics arrangements, safety and security measures or maintaining city's attractions

References

- [1] TCB (2023), Chapter 1 Introduction to MICE Industry p256-273,http://119.59.125.46/citu/wordpress/wp-content/uploads/2019/05/120528_Teaching-Material_EN_V01_NT.pdf
- [2] Ms Chloe Lau (2021), Meetings, Incentives, Conventions and Exhibitions (MICE), [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)

End of Lecture 10

Thank you for Following the course!

Next lecture: MICE Industry Standards and Ethics

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