

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**



Assignment 2: Integrated Situation

Question 1: Assume that you graduated and you own one of the Professional Event Planning Company in East Africa.

- a) After choosing a marketable name of your company, formulate your objectives, mission and vision
- b) Demonstrate the executive committee of your company and mention the responsibilities of each member of the committee
- c) B&Y, a giant company in Africa hired you to plan for their meeting which will be held in Rwanda from 1 December 2023 to 10 December 2023 for 200 participants. Plan a complete proposal of everything needed as you need to present your proposal to win the contract.

Question 2: From this scenario, you are now Event Planner here in Kigali City, Kelly and Benitha, the residents in the area hired you to host the reception of their wedding ceremony:

- a) Plan the proposal budget detailing everything that will be needed and their cost allocation.
- b) With drawing, illustrate the seating arrangement that you plan to use in your venue

NOTE: Considering that you are in the business for making profit, after all other cost you will need to add 18% of VAT and 10% of the profit and come up with the final cost to submit to the host for agreement of the contract (Applicable for both situations)