

Module Title: MICE

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Lecture 12: MICE Evaluation



Evaluation

NEHA BHATNAGAR (2023), Event Evaluation: How to Measure Success and Improve Future Events, <https://gudstory.s3.us-east-2.amazonaws.com/wp-content/uploads/2023/06/17071144/Event-Evaluation.jpg>



NEHA BHATNAGAR (2023), Event Evaluation: How to Measure Success and Improve Future Events, <https://gudstory.s3.us-east-2.amazonaws.com/wp-content/uploads/2023/06/17071330/Who-is-Responsible-for-Evaluating-the-Success-of-your-Events.jpeg>

- An evaluation is the systematic process of placing a **value** on an event.
- It often employs **quantitative** measures and techniques.
- It is a process of critically **observing, measuring and monitoring** the implementation of an event to accurately assess its outcome.

- Feedback on an event, its application and its results come from a variety of sources and are gathered through numerous data collection methods.
- It is essential to report the evaluation results **to key stakeholders.**

Why Evaluate?

You evaluate in order to:

- Identify and solve problems
- Find ways to improve event management
- Determine the value of the event and its programs
- Measure successes or failures

- Identify costs and benefits
- Identify and measure impact
- Satisfy the sponsors and authorities
- Gain acceptance/credibility/support for future events
- Determine the meeting's success in accomplishing its objectives

- Identify the strengths and weakness in event management and its design process
- Compare the meeting costs with their benefits
- Decide on who should participate in future meetings
- Identify which participants most appreciated and gained the most from the meeting content

- Reinforce the major points made to the participants
- Gather data to assist in marketing future meetings
- Determine if the meeting was the appropriate solution for that specific need

Evaluation Planning

- When planning for an evaluation, the following questions should be asked:
 - What is the purpose of the evaluation?
 - What data will be collected?
 - What are the levels of evaluation? (Data can be collected at one or more levels of evaluation)

- When will the data be collected?
- How will the data be collected?
- Who will collect the data?
- Who will analyze the data?
- Who will use the data

- High-profile and costly meetings may require a thorough assessment of needs, while for other types of meetings, a needs assessment every two to three years might be sufficient.
- The ten steps to follow in conducting a needs assessment are:

1. Deciding to complete a needs assessment;
2. Developing a focus and outlining specific objectives of the needs assessment;
3. Identifying the meeting stakeholders and specific individuals to be involved;
4. Determining the time frame, budget and staffing required in conducting the needs assessment;

5. Selecting the data collection methods;

6. Collecting the data;

7. Analyzing the data;

8. Prioritizing the findings;

9. Reporting the results;

10. Using the results to create meeting objectives, attendee outcomes and aid in programme design.

- Example objectives:
- Over 80% of attendees would recommend the conference to others
- Attendees would rate the hotel experience and food and beverage at an average of 4.3 or above out of 5.0
- Over 80% of attendees will indicate an intention to use new the sales strategies within two months after corporate training

Six Level of Objectives and Measurements

- It is always necessary to set up objectives at the beginning so that they can be evaluated.
- As mentioned earlier, objectives have to be **SMART**.
- If we cannot measure the objectives, we cannot determine whether or not they have been achieved.



Figure 21 Six levels of objectives and how often they are used (Adapted from PCMA 2006)

Level 0 – Statistics, Scope, and Volume :

- Measures meeting statistics as well as the scope and volume of meeting attendance, press coverage, budgetary measures and so on. This level of objectives can be measured before, during and after the event.

Example objectives:

- Attain 500 paid attendees at \$795 per attendee
- Generate \$200,000 in net profit from the annual conference
- Sell 200 trade show booths at \$2,000 each by Nov. 1

Level 1 – Reaction, Satisfaction and Planned Action:

- Measures participant **satisfaction** with the meeting and records the participant's planned actions. Monitoring and post-event evaluation can help measure objectives at this level.

Level 2 – Learning

- Measures changes in **knowledge, skills, attitudes and professional** contacts that resulted from the meeting.
- Monitoring and post-event evaluations can measure the objectives at this level.

- **Example objectives:**

- Participants successfully demonstrate negotiation techniques when role playing at training workshops
- Score of over 75 out of 100 on new sales strategy quiz administered at the end of the sales meeting

Level 3 – Application

- Measures **changes in behaviour** following the meeting.
Monitoring and post event evaluation can measure objectives at this level.
- Example objectives:
 - □ Participants use new customer interaction skills in 90% of relevant situations within three months of training
 - □ 75% of the action plan (developed during the meeting) was achieved within three months after the retreat

Level 4 – Business Results

- Measures changes in business impact. Post-event evaluation can measure objectives at this level.

- **Example objectives:**

- Increase sales from existing customers by 5% within nine months of the managerial meeting
- Save one or more hours a week on routine administrative tasks within three months of the training seminar
- Attain 20 new association members within nine months of the strategic meeting

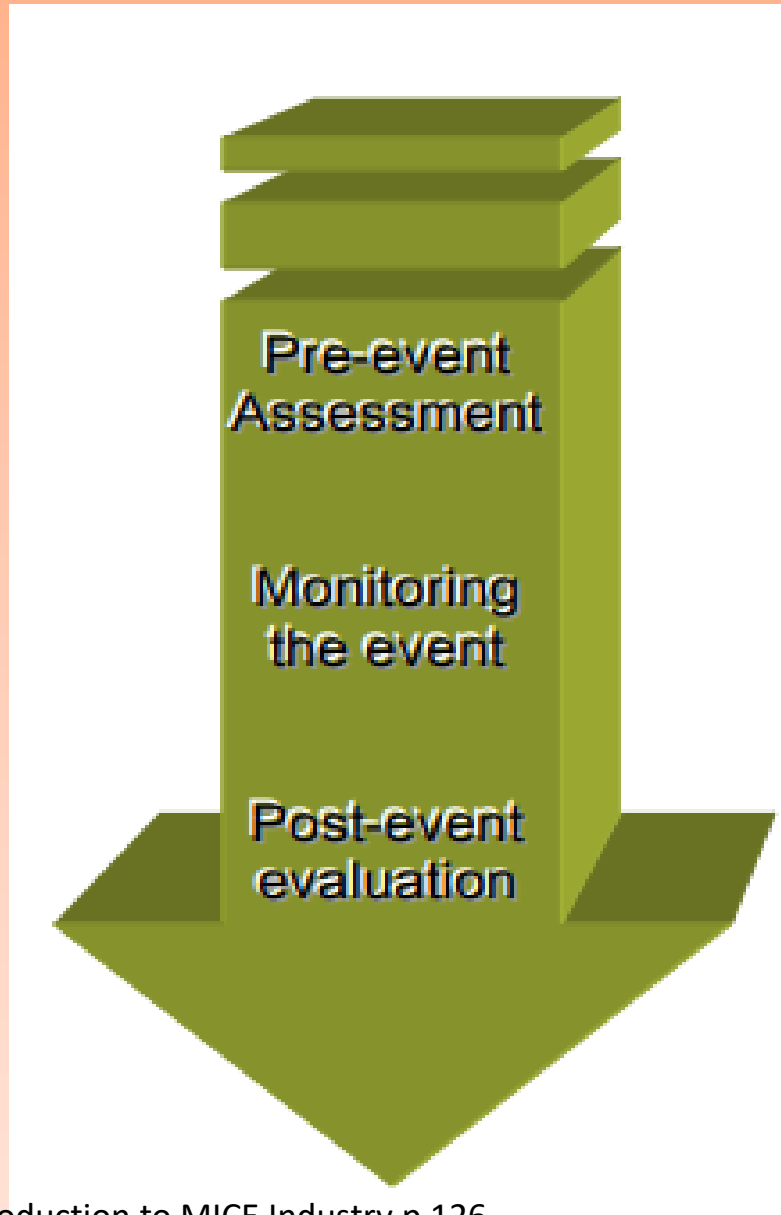
Level 5 – Return on Investment (ROI)

- Compares benefits with meeting costs. This level of objectives needs to be measured before, during and after the event.

Example objectives:

- Achieve a 25% return on investment within **12 months** of the meeting.
- Attain a **2:1 BCR** on the meeting within 12 months (that is, for each dollar spent on the meeting or event, \$2 was generated).

When to Evaluate?



Pre-event assessment – before the event:

- **Formative** – undertaken during feasibility studies; include needs assessments, learning about tourist and resident markets, creating the product

- **Monitoring the event** – during the event:
- Process evaluation – evaluates whether the plan has been implemented as planned

- **Post-event evaluation** – after the event:

- Outcome evaluations are conducted after the event to evaluate its impact and overall value

Types of Research

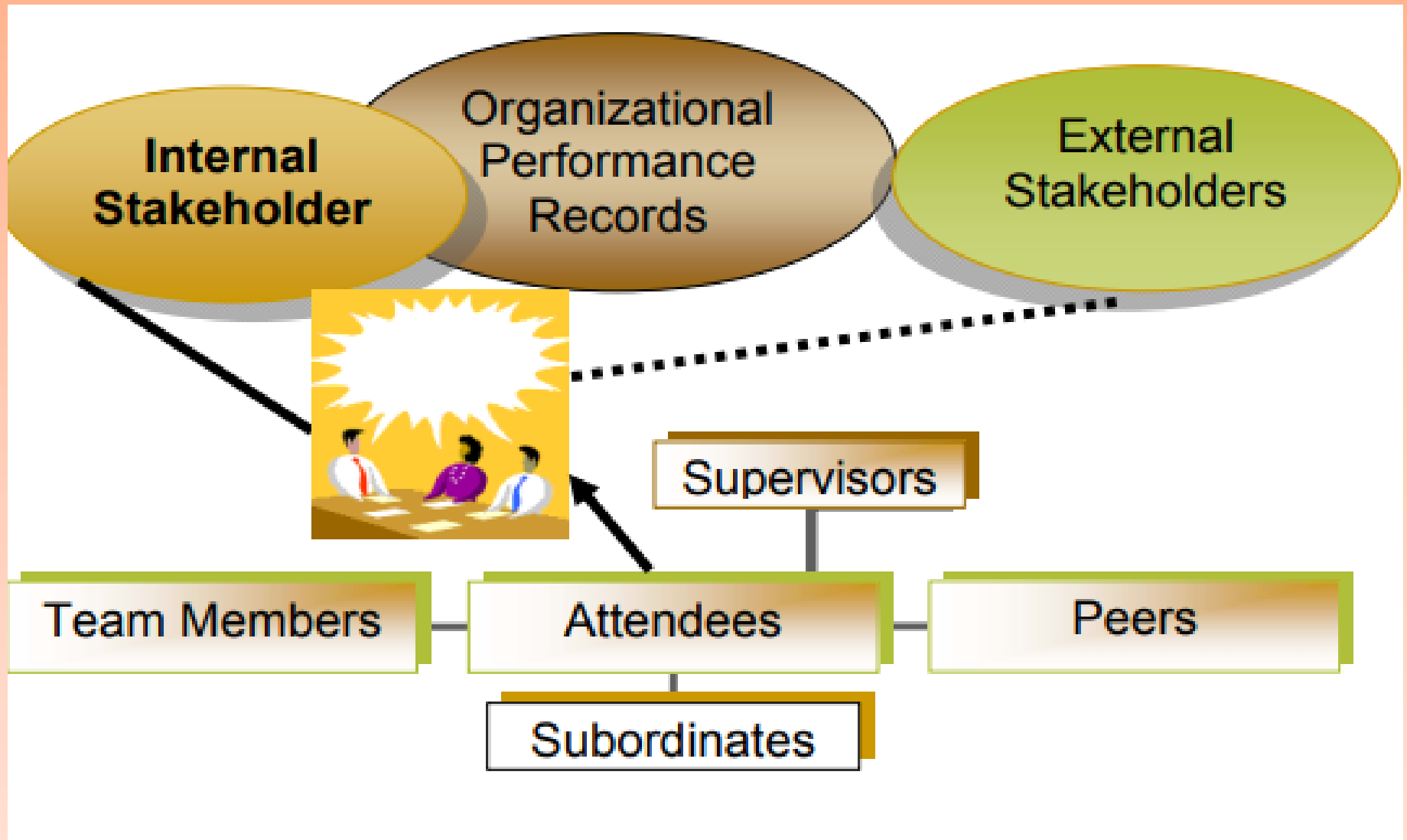
- Secondary research
- Research reports from previous events
- Research bureaus
- Web searches

- Journal databases
- Primary research
- Data collection

- Staff observations
- Stakeholder observations
- Debriefing meetings
- Questionnaires and surveys

- Other evaluation methods
 - o Group evaluation
 - o Chairman's overview
 - o Reports by functional managers
- A **SWOT** analysis conducted by the group
- Identification of implications and priorities
- Formulation of action plans

Data Source



- Since most MICE events have an educational purpose, there are different methods of collecting data for the event.

Data collection methods

- **Audience response equipment**

- **Action plans** – Developed at the meeting and implemented afterward. It reflects the benefits gained by attendees from the meeting, including a report on attendee successes.

- **Assignments**

□ **Focus groups** – Are small group interviews with a facilitator.

□ **Follow-up sessions** – Are sessions after the event to discuss additional information about the event.

□ **Interview**

- **Observations on the job** – Evaluates whether attendees are applying what they learned from the event
- **Performance contracts** – Developed before the event after the attendees and their supervisors agree on certain outcomes.
- **Performance records monitoring** – Examines the attendee operational data and performance
- **Questionnaires** – A set of questions given to attendees via Internet, telephone or in survey format.
- **Tests**

Evaluation Example: 2007XXX Congress

FEEDBACK QUESTIONNAIRE

Thank you for participating at the 2007 XXX Congress.

- To assist us in making future conferences more useful to you, we would appreciate it if you would complete this evaluation form and return it at the registration counter.

Is this your first XXX Congress?

Yes No

How did you learn about this conference?

XXX website Association

Colleague / Friend University

Journals / Magazine Others _____

OVERALL CONGRESS	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
• The congress provided many networking opportunities	5	4	3	2	1
• The congress provided opportunities to exchange ideas and experiences with delegates	5	4	3	2	1
• The congress programme was well organized	5	4	3	2	1
• The information gained from the congress is valuable	5	4	3	2	1

• The congress theme and topics really interested and inspired me	5	4	3	2	1
• The speakers and presenters communicated their topics effectively	5	4	3	2	1
• The speakers are knowledgeable in their respective area	5	4	3	2	1
• The local representatives were professional and helpful	5	4	3	2	1
• My time at the congress was well spent	5	4	3	2	1
• Given a choice, I would attend the next World Congress	5	4	3	2	1

CONGRESS DINNER (IF APPLICABLE)	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
• Venue of Congress dinner was well selected	5	4	3	2	1
• Food arrangement was appropriate	5	4	3	2	1
• The rundown was conducted smoothly and efficiently	5	4	3	2	1
• The programme was impressive and entertaining	5	4	3	2	1

AGENCY VISIT (IF APPLICABLE)	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
• The visit was well-organized	5	4	3	2	1
• The visit was informative and relevant to my area of work	5	4	3	2	1
• The duration of visit was appropriate	5	4	3	2	1
• The programme was impressive and entertaining	5	4	3	2	1

COMMENTS AND SUGGESTIONS

Please give us your comments and suggestions that help us improve future congress.

Thank you for taking the time to complete this evaluation. Your feedback is invaluable.

References

[1] TCB (2023), Chapter 1 Introduction to MICE Industry p277-324, 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)

End of the Module.

Thank you for Following the course!

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