

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**

Module Title: MICE



Lecture 14: MODULE REVIEW

Topic 1: Describing MICE Industry Components

Understanding what is **MICE** Event

- Meeting Travel
- Incentive travel
- Conferences/conventions travel
- Exhibitions travel

Event categories

1. Based on their content:

- **Personal events**
- **Cultural events**
- **Sporting events**
- **Business events**

2. Based on their size

- Mega Events
- Hallmark Events
- Major Events
- Minor Events

Key Players

- Clients
- Suppliers
- Other Players

Topic 2: Rwanda MICE Strategy

Its Alignment with other National Strategies

- The Sustainable Tourism Development Master Plan
- The Rwanda Tourism Policy

Assigned Governmental Agencies

- RDB
- RCB
- RTC

Visit Rwanda Promotion

In partnership with

- Arsenal
- Paris Saint Germain
- Bayern Munchen

Imperatives to Position Rwanda as a MICE Hub

- The KCC, Kigali Arena, Intare Arena, New Kigali Amahoro stadium,....
- **Close collaboration** between demand drivers, intermediaries and suppliers
- **Rwandan people** should make the difference

The Rwanda's MICE USPs

The pillars of Rwanda's MICE USPs

Rwanda is:

compact,
clean,
safe

Rwanda has:

an excellent
geographical
position for
the African
market

Rwanda aims
at:

establishing a
new identity
&
overcoming
struggle

Rwanda
stands for:

the combina-
tion of mod-
ern, technol-
ogy-driven
society and
genuine tra-
ditional Afri-
can authen-
ticity

Rwanda of-
fers:

in combina-
tion with its
world-class
tourism
product, a
unique MICE
product

Topic 3: Management and Planning of Mice Events

- What to manage?
 - ✓ staff,
 - ✓ money,
 - ✓ buildings,
 - ✓ materials or even skills.

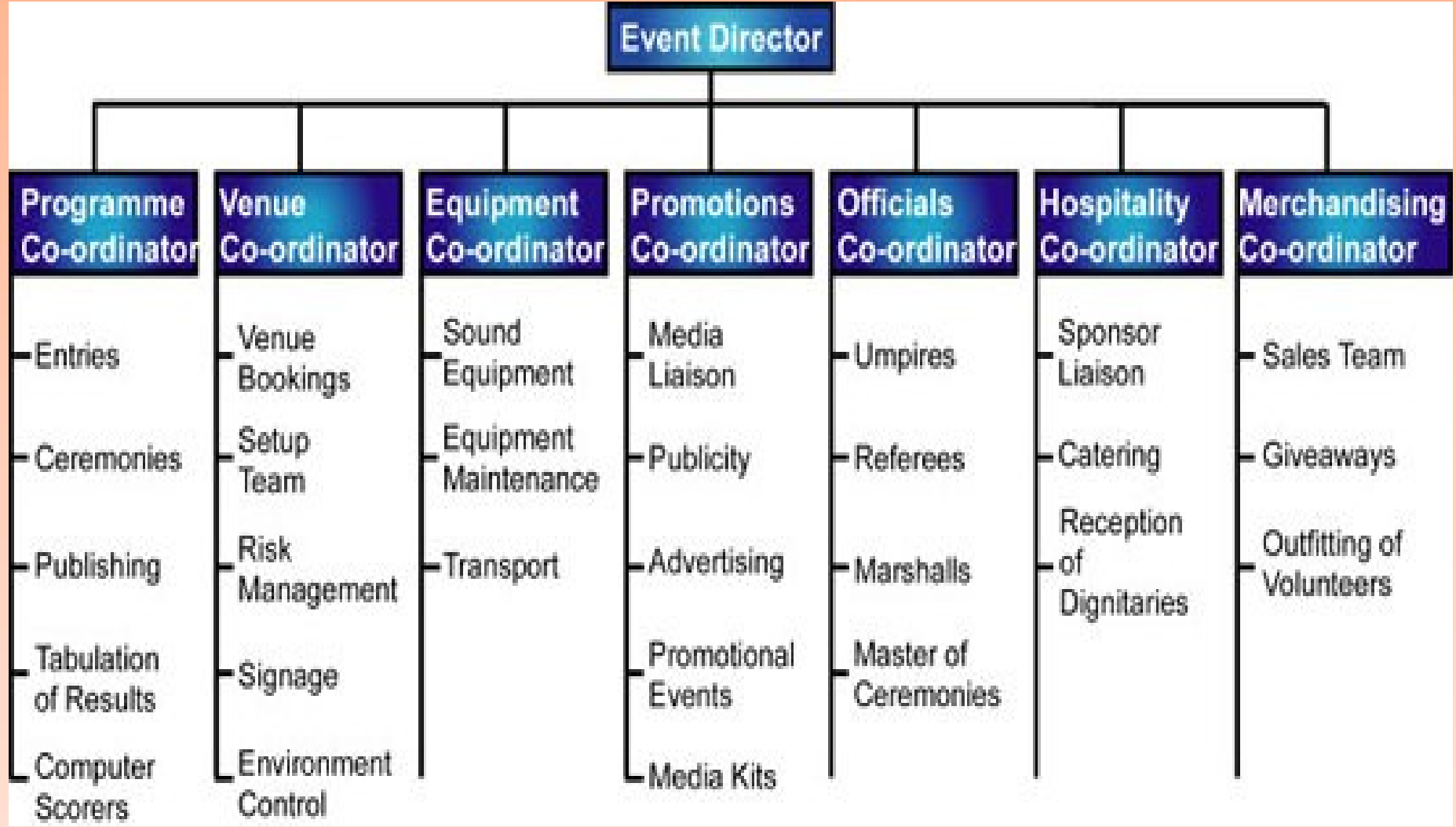
Management Skills

- Conceptual skills
- Interpersonal skills
- Technical skills

What to plan?

- Planning involves deciding what **needs to be done, by whom and by when.**

Whom to Contribute in MICE Project?: Sample Organizational Structure



Isaac (2022), Event Management: Structure of an event management team
<http://www.leoisaac.com/evt/images/structure.jpg>

Topic 4: Oversee preparation and Financing Event Budgeting

- Budgeting
- Costing
- Site selection
- Sponsorship

Sponsor categories

- Title
- Gold
- Silver
- Bronze

Topic 5: Oversee the Execution of MICE Event

- Continual financial analysis
- Post event financial analysis
- Negotiation
- Program planning and design
- Registration information

Topic 6: Performing Marketing and Risk Management

- Promotional tools
- Risk management
- Common emergencies
- Vulnerary assessment form

- Critical issues for event safety
- Strategies to minimize risks of MICE
- Insurance

Topic 7: Assignment

- Case study on Rwanda Gorilla Naming Ceremony 2023

Topic 8 : Venue Management

- Venue types
- Venue maintenance
- Registration set-ups
- Venue seating set-ups
- On site meetings for proper management

Topic 9: MICE Industry Logistics

- Defining logistics
- Transportation components(infra, vehicles and operations)
- Mode of transport

- Specific requirements to choose transportation mode
- Stakeholders in logistics

Topic 10: MICE Service Providers

- Key stakeholders:
- TMC
- DMC
- PCO

- PEO
- VCB
- General contractors
- Insurance

Topic 10: MICE Service Providers

Key stakeholders:

- TMC
- DMC
- PCO
- PEO
- VCB

General contractors

- Insurance companies
- Cleaning companies
- Security companies
- Translators
- Tour guides

Government Stakeholders

- RDB
- RCB
- RTC
- Ministry of Foreign Affairs

- Rwanda Immigration and Emigration Bureau
- Rwanda FDA
- Rwanda Revenue Authority

Topic 11: MICE Industry Standards and Ethics

- ISO
- ISO 20121
- ISO 5001

- ISO 2000
- ISO 25634
- ISO 14000

Ethical use of resources

- Energy
- Water
- Paper
- Chemicals

Preferred attitudes working in MICE Industry

- Service oriented
- Strive to learn
- Self and social responsibility

- Hard work
- flexibility

Topic 12: assignment 2- integrated situation

- Creating MICE Company
- Planning MICE Project
- Costing MICE Project
- Implementing and supervising MICE Project

Topic 13: MICE Evaluation

- Why to evaluate?
- Evaluation planning

Six level of objectives and measurements during evaluation:

- Statistics, scope and volume
- Reaction, satisfaction and planned action
- Learning

- Application
- Business results
- ROI

- When to evaluate?
- Data collection

END OF MODULE REVIEW.

THANK YOU FOR YOUR KIND ATTENTION!

Lecturer : Faustin