



Contributors

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Acknowledgement

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Introduction

A set of curriculum support package of tourism and hospitality learning and teaching materials is being developed by the Personal, Social and Humanities Education Section of Curriculum Development Institute, Education Bureau for the implementation of the senior secondary Tourism and Hospitality Studies curriculum in schools. The curriculum support package is developed to broaden students' knowledge of the different units of the Tourism and Hospitality Studies curriculum.

The content of this material – Meetings, Incentives, Conventions and Exhibitions (MICE), should enhance students' understanding of the dynamic nature of the tourism and hospitality industry. In addition, the material includes activities to deepen students' understanding and help them to apply theories and concepts. Furthermore, students should be able to develop enquiry, problem-solving and decision-making skills through these activities.

All comments and suggestions related to this curriculum support package may be sent to:

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The MICE Business

Learning Objectives:

- ✧ Understand how MICE relates to the tourism and hospitality industry
- ✧ Understand the meaning of each sector of MICE
- ✧ Identify the types of meetings
- ✧ Understand the factors behind incentive travel decisions
- ✧ Understand the difference between meetings and conventions
- ✧ Identify the purpose of exhibitions
- ✧ Understand what impacts MICE can bring to a destination

The term MICE (Meetings, Incentives, Conventions and Exhibitions) represents a sector of tourism which includes business events and activities.

Travellers attending MICE activities have a purpose beyond leisure tourism, and are in fact business travellers. These business travellers are connected to different sectors of the tourism and hospitality industry through their MICE activities. (See Figure1) Think of business travellers who travel to a city to attend an exhibition. They will need food, drinks, shopping, entertainment, transport, accommodation and more.

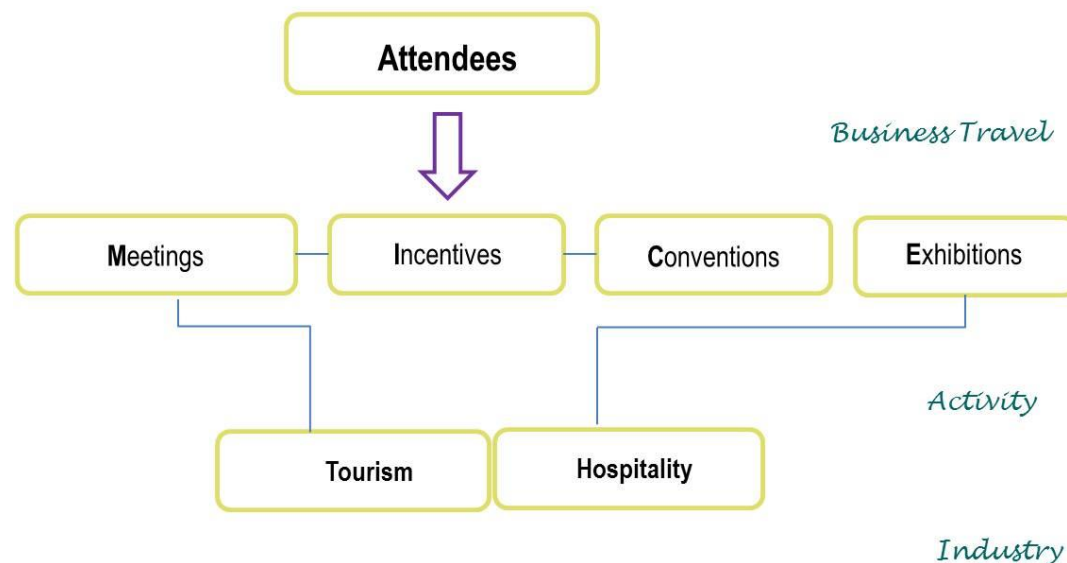
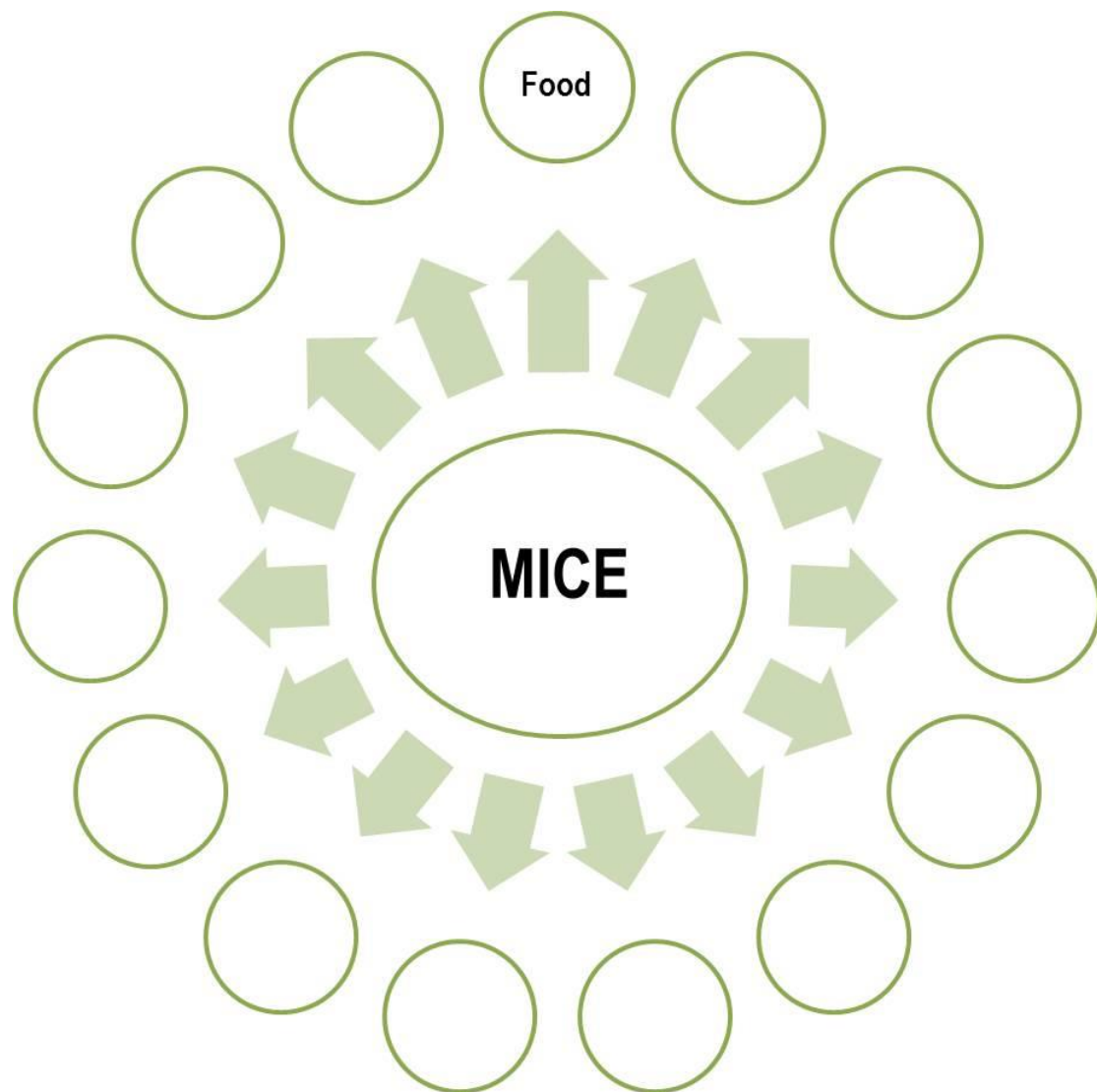


Figure 1: Nature of MICE

Activity 1.1

Based on Figure 1, fill in the cells with what you would need if you were attending a MICE activity.



In general, MICE events are events and activities that involve attendees who share a common interest and gather in a place. The place for the gathering needs to be a venue arranged before hand. The venue will provide space and facilities necessary to satisfy the needs of those who attend the gathering. We can further explain the gatherings by their different formats:

M	=	Meetings (Corporate)
I	=	Incentives
C	=	Conventions (Congress, Conferences and Confexes)
E	=	Exhibitions

1.1 Meetings

Meetings bring people together in one place for the purposes of sharing information and discussing and solving problems. Meeting attendance can range from ten to thousands of people. During a meeting, there will usually be food and beverage served. Meeting times vary depending on the meeting type.

Most of the time, meetings refer to corporate meetings which are held by companies in the following ways:

- Board meetings – Meetings of the board of the directors of a corporation, usually held annually
- Management Meetings – The managers from different regions of a corporation meet when necessary to make decisions for the corporation
- Shareholder Meetings – Investors who own a share in a company meet quarterly
- Training Seminars – A company conducts these to train employees when needed
- Meetings with partners, suppliers and clients – A gathering to discuss business deals, usually held with little prior notice



Photo 1: A meeting

- Product launches – Usually a meeting with clients, the public, and journalists and reporters when new products are announced on the market
- Strategic planning – Managers meeting with employees to discuss the future of the company
- Retreats – The entire company staff spends a day or two together to participate in team-building activities, training seminars and strategic planning sessions

Activity 1.2

Visit Hong Kong Tourism Board website (www.discoverhongkong.com) and find out from the MICE event calendar about what meetings have been scheduled to be held in Hong Kong for the coming year.

1.2 Incentives

Incentive travel is a management tool for rewarding and motivating sales representatives, dealers, distributors, production workers, support staff, and in some cases, customers. The company rewards sales representatives who reach sales targets by sending them on trips. Usually, the incentive trip comes with hotel stays, tour packages and planned activities such as dinners, parties and games. Basically, incentive travel does not have any business-related activity. The incentive travel market is mature in the U.S. and Europe, and is developing in Asia; especially in Singapore and Japan.

Factors behind Incentive Travel Decisions

- Incentive budget economy – How strong is the economy in the country in which the sponsoring group is headquartered?
- Buying power – Strength of the exchange rate in the countries being considered as the destination for the trip
- Political climate – Travel alert for destinations with political turmoil
- Safety and Security - Terrorist alert levels after the 911 incident
- Value - How do facilities and services compare with other choices of destination
- Uniqueness of experience – Takes into consideration whether these participants have experienced this type of trip before

Activity 1.3

Check out the Hong Kong Tourism Board (HKTB) website to find out what activities can be included in an incentive trip to Hong Kong.

TIP 1 - For an overview of incentives activities in Hong Kong, visit the website of HKTB – Explore Hong Kong : <http://mehongkong.com/eng/meetings-incentives/mice-activities/explore-hk.html>

TIP 2 - For more specific information about incentives activities in Hong Kong, visit the website of HKTB – Team Building: <http://mehongkong.com/eng/products-and-offers/inspiring-ideas/inspiring-mice-ideas/team-building.html>

1.3 Conventions

Similar to meetings, conventions are gatherings of people with common objectives, organized to exchange ideas, views and information of common interest to the group. An organization, usually an association, will organize a convention each year with a theme related to the organization's topic. Those interested in registering for the convention can pay the association a fee for all the sessions, discussions, food and beverage, dinners, and site visits.

In particular, conventions consist of a variety of events include congresses (large-scale regular trade gatherings), conferences (small scale gatherings aimed at information sharing), confexes (conferences with small exhibition attached), and one to one events (premium networking). All conventions can be organized into different levels: international, national, regional.

The major differences between a meetings and conventions is that a convention:

- Is a large event often lasting for several days and involving a social programme
- Is organized by **associations**:
 - Professional and trade associations, e.g. the Dentist Association
 - Voluntary associations and societies
 - Charities
 - Political parties
- Usually conducted once a year
- Generates income for the association
- Considerable amount of time spent on site selection of the convention



Photo 2: A general session of a convention
(Courtesy of WFMH & NLPRA)

Activity 1.4

Choose a particular conference and meeting held last year in Hong Kong. Fill in the following table to describe their characteristics.

	Convention	Meeting
1. Can you find out the background information or history about the event?		
2. Who was the contact person?		
3. How long did it take to plan this event?		
4. How often does this event occur?		
5. Who decided where to have this event?		
6. Why attendees chose to attend this event?		
7. Were there any criteria on site selection?		
8. How many people attended this event?		
9. How long did this event last for?		
10. What kind of hotels did the attendees tend to stay in?		
11. What kind of venues or facilities did this event need?		

For more information about meetings and exhibitions, refer to [Supplementary Resources \(1\)](#).

1.4 Exhibitions

Exhibitions are activities organized to show new products, services and information to people who have an interest in them, such as potential customers or buyers. The company showing their new products, the **exhibitor**, typically rents an area from the organizer and sets up a **booth** to meet with potential buyers. The **buyers** or the public need an invitation or a ticket to be allowed into the exhibition.

✧ Purpose:

- Get sales leads
- New product introduction
- Build a network for influential contacts
- Gather latest information about the competitors
- Build the company's image

✧ Industry Associations:

- International Association for Exhibition Management (IAEM)
- Centre for Exhibition Industry Research (CEIR)
- HKECIA , Hong Kong - www.exhibitions.org.hk

Depending on the size and type, exhibitions could be categorized into:

✧ For the public namely business-to-consumer (B2C):

- Show – e.g. Hong Kong Car Show (New Edition)
- Fair – e.g. Hong Kong Book Fair
- Exposition or expo – e.g. HKTDC Food Expo

✧ Open only to business buyers namely business-to-business (B2B):

- Trade show – e.g. Global Sources Gifts & Home
- Trade fair – e.g. Fashion Access
- Trade expo - e.g. HKTDC Hong Kong International Outdoor and Tech Light Expo

✧ A combined or mixed show

- It is an exhibition that combines both trade and public together and is open to both corporate and public attendees. Most combined or mixed shows will have different specific visiting time for each group of attendees. Example – International Travel Expo, Hong Kong (ITE, Hong Kong)

Current supply of major convention and exhibition facilities in Hong Kong:

According to the Legislative Paper dated on February 10, 2015 prepared by the Legislative Council Panel on Commerce and Industry - Development of Convention and Exhibition Industries in Hong Kong, there are currently two major dedicated convention and exhibition facilities in Hong Kong, namely HKCEC (Hong Kong Convention and Exhibition Centre) and AWE (AsiaWorld-Expo), as well as other smaller** and non-dedicated venues.

- HKCEC is a dedicated convention and exhibition venue in Wan Chai. It offers about 91,500 M² of rentable area, including about 66,000 M² of purposely-built exhibition facilities.
- AWE is a dedicated convention and exhibition venue on Lantau Island. It offers more than 70,000 M² of exhibition and convention space.

** Other venues such as Kowloon Bay International Trade & Exhibition Centre, high end hotels in the downtown or the Kai Tak cruise terminal can also host convention and exhibition events. However, these are rather niche, less frequent and smaller in size.



Photo 3: Exhibition Booths

Activity 1.5

Recount the experience a show or fair you attended recently by answering the following questions.

1. What was the show?
2. When was it?
3. Where was it?
4. How much was the ticket?
5. How many days did the show last for?
6. How many people did the show attract?
7. How many exhibitors were there?
8. Why were you participating?
9. Did you buy anything?
10. Will you join the same show next year?
11. Were there any activities besides exhibition's booths?

1.5 The Value of MICE

Many cities would like to develop MICE because of the benefits MICE brings to a city. According to the Legislative Paper dated on February 10, 2015 prepared by the Legislative Council Panel on Commerce and Industry, the Hong Kong convention and exhibition industries are currently estimated to worth about US\$0.5 billion, which is about 1% of the global convention and exhibition industries. The majority of the convention and exhibition industries in Hong Kong is centred around exhibitions, in particular, the majority of exhibitions in Hong Kong are currently business-to-retail (B2R) export trade exhibitions.

- Higher expenditures – A business traveller usually spends more than the average tourist, as they stay in better hotels and dine at fine restaurants since they are meeting with business clients. According to the 2014 Annual Report of HKTB, the per capita visitor spending of MICE tourists are more than HK\$9,400 which is 17.5% more than the regular visitors to Hong Kong.
- Even out travel demand – Many destinations have different travel seasons. Because the business traveller travels to a destination with the main purpose of attending a MICE event, the MICE event does not have to be scheduled during the peak season when most tourists tend to travel. The business traveller can help the city by taking up some of the empty hotel rooms available during off seasons.
- Prior arrangement– A MICE event is usually planned one to two years in advance, and even three to five years for international events due to the number of participants at the event. The event planners also need to book well before the event in order to select their preferred rooms and venues.
- Large scale – Most MICE events may have a large number of attendees. An international convention usually requires 500 hotel rooms per night and big conference rooms in the day. An exhibition, either local or international, expects to have over thousands of attendees and requires several large exhibition halls.
- Standardized services – All attendees for the same MICE event will have very similar requirements as to service standards while similar MICE events would usually have similar programmes and thus standardized services are required
- Enhance secondary businesses – Many suppliers are needed for MICE events. Booth set-up companies and decoration experts are necessary for the exhibition. Entertainment agencies are needed for incentive travel parties.
- Improve host city image – The city which holds the international MICE event can give travellers a professional image
- Independent of tourism attractions – Business travellers travel primarily for the purpose of attending a MICE event, not for the attractions of a destination. Even if a city does

not have unique attractions, it can still be chosen to hold an event due to other reasons, such as ease of access

- No fixed destination– Many MICE events are not fixed on a host city or country. As long as a city has adequate MICE venues and facilities, it is possible for the city to be selected to hold the event
- Flexibility of venue selection – Other than traditional venues such as exhibition centres or conference halls, MICE events can make use of existing facilities that may originally have other purposes, e.g. universities.

	2012	2010	2006
Expenditure contributed to the Hong Kong's economy in HK\$(billion)	40.8	35.8	26.4
Fiscal contributed to the Hong Kong's economy in HK\$ (billion)	1.4	1.1	0.97
Employment generated (number of full-time jobs)	69,600	69,150	58,500

Table 1: The economic value of MICE (2006 – 2012)
Source: HKECIA 2013

Number of overnight business visitors and MICE visitors, 2010-2014

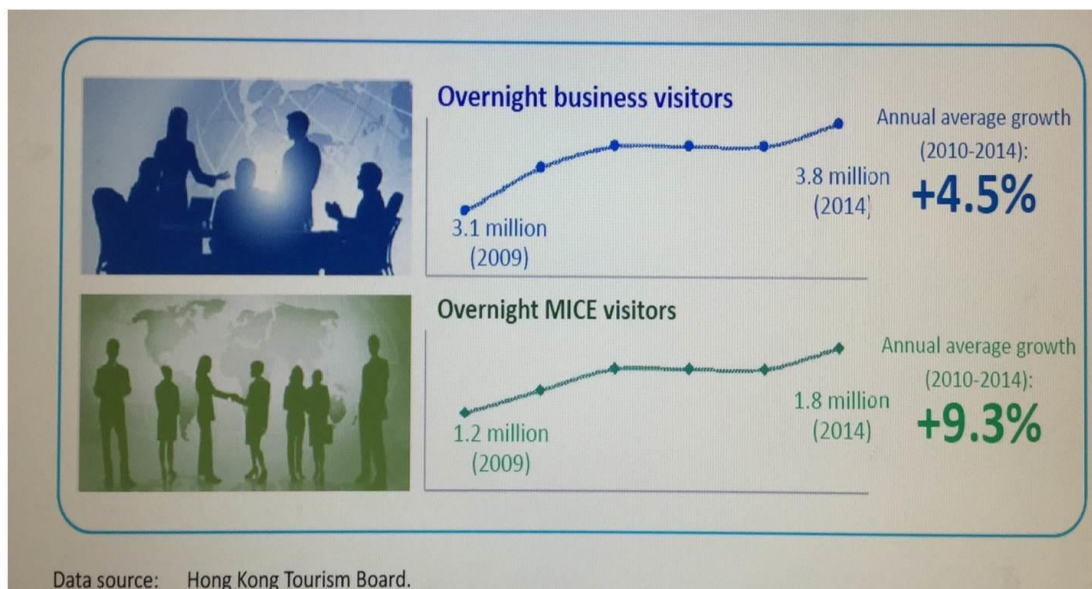


Figure 2: The growth rate of business visitors and MICE visitors

Economic impact of Hong Kong's MICE's industry in 2006 and 2010	
2006	2010
<p>HK\$26.4 billion of economic impact to the Hong Kong's economy</p> <p>1. <u>Expenditure</u>:</p> <ul style="list-style-type: none"> ✧ Direct expenditure (expenditure specifically by exhibition organizers, exhibitors and visitors) <ul style="list-style-type: none"> • HK\$13.2 billion <ul style="list-style-type: none"> ✓ 62% from visitor spending. ✓ 38% from spending by event organizers & exhibitors. ✧ International visitors were responsible for HK\$8.2 billion. ✧ Most visitor spent cash on food, accommodation and shopping of around HK\$7 billion. ✧ Indirect expenditures (when exhibition suppliers purchase goods and services from elsewhere) <ul style="list-style-type: none"> • HK\$7.9 billion. ✧ Induced expenditures (spending in the local economy by those employed in and supplying the industry) <ul style="list-style-type: none"> • HK\$5.3 billion. <p>2. <u>Fiscal impact</u>: HK\$970 million Tax</p> <ul style="list-style-type: none"> ✧ This tax estimate is based on HK\$26.4 billion. ✧ Profits tax of HK\$510 million. ✧ Salaries tax of HK\$280 million. 	<p>HK\$35.8 billion of economic impact to the Hong Kong's economy</p> <p>1. <u>Expenditure</u>:</p> <ul style="list-style-type: none"> ✧ Direct expenditure (expenditure specifically by exhibition organizers, exhibitors and visitors) <ul style="list-style-type: none"> • HK\$17.9 billion <ul style="list-style-type: none"> ✓ 62% from visitor spending. ✓ 38% from spending by event organizers & exhibitors. ✧ International visitors were responsible for HK\$8.8 billion. ✧ Most visitor spent cash on food, accommodation and shopping of around HK\$7.3 billion. ✧ Indirect expenditures (when exhibition suppliers purchase goods and services from elsewhere) <ul style="list-style-type: none"> • HK\$8.1 billion. ✧ Induced expenditures (spending in the local economy by those employed in and supplying the industry) <ul style="list-style-type: none"> • N.A <p>2. <u>Fiscal impact</u>: HK\$1.1 billion Tax</p> <ul style="list-style-type: none"> ✧ This tax estimate is based on HK\$35.8 billion. ✧ Profits tax of HK\$650 million. ✧ Salaries tax of HK\$418 million.

Economic impact of Hong Kong's MICE's industry in 2006 and 2010	
2006	2010
<ul style="list-style-type: none"> ✧ Hotel tax of HK\$130 million. ✧ Airport tax of HK\$50 million. ✧ The industry accounts for 1.8% of Hong Kong's GDP. <p>3. <u>Employment</u>: Equivalent to 58,500 full-time jobs across related industries:</p> <ul style="list-style-type: none"> ✧ Only 2,100 full-time jobs were directly provided by event organizers and venue providers. ✧ 56,400 full-time jobs in support sectors. ✧ Services provided to events and visitors, included retail, transport, food and beverage, hotel, exhibition stand design and construction, freight forwarding, and advertising ✧ The sectors benefiting most were food and beverage, hotel and retail responsible for 76% of the jobs. ✧ 24% were spread across other sectors: Stand construction, advertising and logistics / freight services. <p>(Source: HKECIA 2007)</p>	<ul style="list-style-type: none"> ✧ Hotel tax waived** ✧ Airport tax of HK\$59 million. ✧ The industry accounts for 2.1% of Hong Kong's GDP. <p>3. <u>Employment</u>: Equivalent to 69,150 full-time jobs across related industries:</p> <ul style="list-style-type: none"> ✧ Only 2,650 full-time jobs were directly provided by event organizers and venue providers ✧ 66,500 full-time jobs in support sectors. ✧ Services provided to events and visitors, included retail, transport, food and beverage, hotel, exhibition stand design and construction, freight forwarding, and advertising ✧ The sectors benefiting most were food and beverage, hotel and retail responsible for 61% of the jobs. ✧ 39% were spread across other sectors: Stand construction, advertising and logistics / freight services. <p>** started from July 1, 2008</p> <p>(Source: HKECIA 2011)</p>

Table 2: The economic impact of MICE business in 2006 and 2010

Activity 1.6

Visit the website of the HKSAR Government <http://www.legco.gov.hk/research-publications/english/1415rb06-hong-kongs-tourism-industry-20150805-e.pdf> for more information on the average spending and length of stay of leisure tourists to Hong Kong, and compare the data listed in Table 1, Table 2 and Figure 2 for a discussion of the value of MICE to the tourism industry in Hong Kong.

Activity 1.7

Brainstorm the possible benefits that MICE can bring to Hong Kong. Then draw a mind map to link them together. The mind map may start with the arrival of the tourist. Add to it and keep expanding to further levels. You may end up with a map with many levels, allowing you to see the complex effects and interrelationships.



2. Sectors Involved in MICE Business

Learning Objectives:

- ✧ Describe how sectors are involved in hosting MICE
- ✧ Identify the roles and types of hotel
- ✧ Look at the contribution of MICE to hotels
- ✧ Describe transportation management in relation to MICE
- ✧ Outline the roles of different types of transportation
- ✧ Explain the importance of supporting infrastructure to planners and attendees

There are industry sectors directly involved in the MICE industry, such as hotel, and transportation industries. These industries may benefit from MICE business by offering their services and facilities to the planner and attendees of MICE events. There are a range of participants in the event (i.e. convention and exhibition) industry, including event organisers, venue operators, marketers and event attendees:

- Event organisers organise and run events for marketers and attendees. This includes developing the event concept, sales and promotion to potential marketers and attendees, operational planning and event execution.
- Venue operators own and manage venues, and take bookings from event organisers.
- Marketers include companies which exhibit products/services at events, and event sponsors. Exhibitors use exhibitions to build and maintain business relationships, generate sales opportunities through acquisition of new customers, and to conduct sales. Event sponsors use conventions and exhibitions for brand promotion.
- Attendees refer to convention and exhibition attendees. Convention attendees mainly use conventions for networking and learning. Exhibition attendees use exhibitions to source and evaluate the products and services offered by marketers, networking and learning.

For more information about sectors involved in MICE business, refer to [Supplementary Resources \(2\)](#).

2.1 Sector Involved – Hotel

Hotels are the main suppliers of MICE and are the main beneficiaries as well. Business travellers who attend MICE events spend over 65% of their money on hotels for rooms and hotel dining while 15% is spent on other restaurants outside the hotel. Around 10% is spent on shopping and another 10% on local transportation.

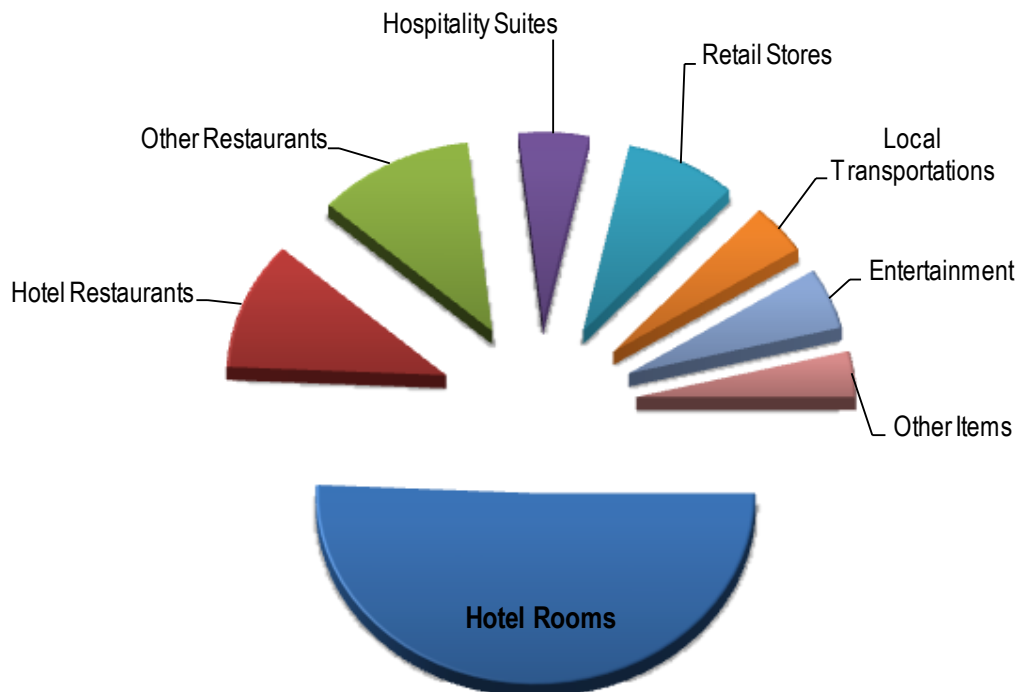


Figure 3: Where attendees spend their money?

2.1.1 Roles of Hotel

One of the most common sites for a MICE event is a hotel. Hotels can provide **facilities**, space and function rooms for MICE activities; **accommodations**, housing for business travellers who attend the MICE event; and **food and beverage** services at the event, as well as meals for travellers who stay in the hotel. Typical hotels have accommodation rooms, restaurants, ballrooms, meeting rooms, swimming pools, a business centre and more. In relation to MICE activities, a hotel plays different roles depending on its facilities and the size of the MICE event:

1. Inclusive residential conferences and meetings

- All the activities related to the convention are held and delegates stay at the same hotel

2. Facilities for associated receptions, banquets and support events

- When some of the convention activities are held elsewhere and delegates stay in other hotels

3. Accommodation and meals

- When all the activities of the convention are held



Photo 4: Accommodation
(SHTM Hotel of PolyU)



Photo 5: Food and Beverage
(SHTM Hotel of PolyU)

2.1.1.1 Venue Facilities

The facilities in a hotel vary in size and set-up, ranging from a small meeting room for 10 people to a large theatre for thousands. Different types of facilities can be suitable for the different functions of a MICE event.



Photo 6: A Theatre
(SHTM Hotel of PolyU)



Photo 7: A Ballroom
(SHTM Hotel of PolyU)

Activity 2.1

Match the activities on the left with the suitable facilities on the right. Can a hotel provide all of the above facilities?

Activity	Facility of a hotel
✧ Meetings	➤ Meeting room
✧ Incentives	➤ Ballroom
✧ Conventions	➤ Exhibition hall
✧ Exhibitions	➤ Conference room
	➤ Theatre
	➤ Accommodation
	➤ Reception area

2.1.1.2 Accommodation

When providing accommodation for business travellers to stay during the MICE event, the hotel needs to provide the following services for the **delegates or attendees**, the business travellers who attend the MICE event; and **entourage**, persons who travel with the delegates, usually the spouse, children, personal assistants, secretaries etc.

1. When delegates and their entourages stay in the same hotel where the convention activities are held:
 - ☐ Large hotels can take advantage by housing all related activities (in the case of a convention), including all accommodation and food and beverage services
2. When delegates and their entourages stay in other hotels where the convention activities are not held, the hotel or convention/exhibition centre which holds the convention activities should:
 - ☐ Provide a range of facilities, such as transportation
 - ☐ The hotels and main event venue must keep in close contact

2.1.1.3 Food and Beverage

Other than supplying meals such as breakfasts, lunches, afternoon teas and dinner banquets for different sessions included in a MICE event programme, and hotels also need to provide delegates and entourages with food and beverages through its restaurants, cafes and coffee shops, as well as through room service.

2.1.1.4 Facilities on Information Technology

To facilities a smooth running of the event, hotels install the most advanced technology, such as

- ☐ registration networking – to support the on-line registration system
- ☐ attendee e-mail kiosks – a centre for attendees to access their e-mail
- ☐ attendee messaging centre
- ☐ office and press room communications centres

- speaker Internet access for presentations
- live Web conferencing for sessions – streaming audio and video via the Web



Photo 8:
A comfortable messaging centre fully
equipped with telecommunication
facilities are provided for attendees.

2.1.2 Types of Hotel

Certainly, different types of hotel are suitable for different types of MICE activities. In general, hotels can be grouped into five types, based on the hotel facilities:

Types of hotel	Location	Distinctive Features	Example
1. Large city business hotels	<ul style="list-style-type: none"> □ Central location □ Commercial business districts nearby □ Good access with public transport □ Parking 	<ul style="list-style-type: none"> □ High standard of business services □ Large ballroom □ Spacious lobby □ Room service □ Leisure/fitness centre 	<ul style="list-style-type: none"> • The Grand Hyatt Hong Kong • Conrad Hong Kong • Four Seasons Hotel Hong Kong • Island Shangri-La • JW Marriott Hotel Hong Kong • Mandarin Oriental, Hong Kong • Kowloon Shangri-La, Hong Kong • The Peninsula Hong Kong • The Marco Polo Hong Kong Hotel • The Ritz-Carlton Hong Kong
2. Suburban hotels	<ul style="list-style-type: none"> □ Near major junctions □ Access to highway routes and downtown 	<ul style="list-style-type: none"> □ Meeting rooms for 25-100 max □ Work stations in guest rooms □ Easy access and parking □ Leisure/fitness centre 	<ul style="list-style-type: none"> • The Royal Park Hotel • Hong Kong SkyCity Marriott Hotel • Hyatt Regency Hong Kong, Sha Tin

Types of hotel	Location	Distinctive Features	Example
3. Large resort hotels and integrated resorts	<ul style="list-style-type: none"> □ Nearby attractions □ Spacious 	<ul style="list-style-type: none"> □ Large ballroom(s) □ Extensive meeting and function rooms □ Pools and recreation facilities □ Golf course (features vary according to local property) 	<ul style="list-style-type: none"> • The Gold Coast Resort • Hong Kong Disneyland Hotel
4. Airport hotels	<ul style="list-style-type: none"> □ Linked to or near an airport terminal □ Easy access to city and regional transport and highways □ Signposted 	<ul style="list-style-type: none"> □ May have purpose-built theatre □ Usually provides a range of medium-sized and small function rooms □ Leisure/fitness centre □ Extensive glazing and soundproofing (features vary according to local property) 	<ul style="list-style-type: none"> • The Regal Airport Hotel • Hong Kong SkyCity Marriott Hotel • Novotel Citygate Hong Kong
5. Boutique resorts	<ul style="list-style-type: none"> □ Remote locations □ Spacious grounds 	<ul style="list-style-type: none"> □ Small meeting rooms and suites □ High-quality service □ Leisure/fitness centre □ Golf course (features vary according to local property) 	<ul style="list-style-type: none"> • Auberge Discovery Bay Hong Kong • Noah's Ark Resort
6. Others			<ul style="list-style-type: none"> • Le Meridien Cyberport • L'hotel Nina et Convention Centre

Table 3: Types of Hotel

Source: Meetings and Exhibitions Hong Kong - Venue and Hotel Search at <http://www.mehongkong.com/eng/planning-tools/venue-hotels.html>

2.1.2.1 Large Properties vs. Small Properties

Hotels of different sizes are suitable for different types of MICE activities.

- Large properties
 - can cater to a wider range of MICE activities, from small corporate meetings of 30 to international association conventions of 1,000
 - tend to host international MICE activities

- Smaller properties
 - can take advantage of nearby convention and exhibition centres by hosting all food and beverage functions such as banquets and housing supplementary sessions such as small talks
 - tend to hold local MICE activities such as local corporate meetings and small local shows

Quick Fact: Hong Kong had 257 hotels with 74,000 rooms by end of March 2016

<http://www.gov.hk/en/about/abouthk/factsheets/docs/tourism.pdf>

Activity 2.2:

Complete the table below to specify which type of hotel is suitable for what kind of MICE events. It is suggested to visit the website of Meetings and Exhibitions Hong Kong - Venue and Hotel Search at <http://www.mehongkong.com/eng/planning-tools/venue-hotels.html> for additional information in completing this activity.

Types of hotel	Suitable for MICE activities because:			
	M	I	C	E
Large city business hotels				
Suburban hotels				
Large resort hotels and integrated resorts				
Airport hotels				

Types of hotel	Suitable for MICE activities because:			
Boutique resorts	M	I	C	E
Others	M	I	C	E

2.1.3 Benefit to Hotel

MICE activities contribute the following to the hotel sector:

- ☐ MICE accounts for up to 65% of total sales in major hotels
- ☐ MICE attendees tend to use other services of the hotels, such as restaurants
- ☐ Spouses and entourages bring in additional business
- ☐ MICE events allow a hotel to forecast advance bookings and can help fill gaps during low seasons
- ☐ MICE customers have an excellent chance of becoming repeat guests

The cost of the hotel will in turn affect the attendance of a MICE event. Particularly for incentive trips, many activities take place in a hotel or resort and the company is responsible for the cost of a few nights' accommodation. For international conventions and exhibitions, the cost of staying a few nights is part of the total travel cost.

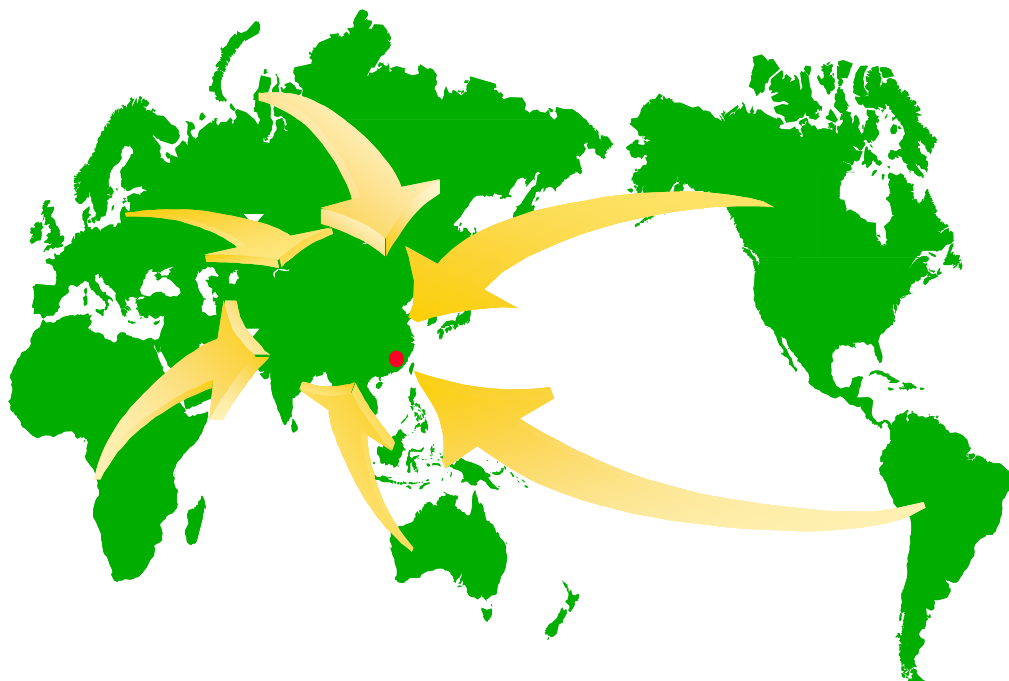
2.2 Sector Involved – Transportation

Transportation management covers routing, vehicle use, staff requirements, maps, signage and preparation. The cost of transportation will also have an impact on the number of attendees. For incentive trips, transportation management is crucial, as most trips will involve large group travel. Group air tickets and ground coach bus tickets are also frequently used.

2.2.1 International

Major international transportation methods, such as flights, cruise ships and trains are commonly used by MICE travellers.

For MICE events that involve international attendees, transportation plays a major role in determining the success of an event. Cities located near major air or land transport hubs have the advantage of being able to draw in more attendees. For example, travellers can fly directly from New York to Hong Kong on a direct flight using Cathay Pacific, they will need to tack on a ferry trip to reach Macau. In such cases, Hong Kong is more convenient due to its sophisticated and well-developed transportation network.



Map 1: Hong Kong is a well-established international air transportation hub.

Quick Fact: Hong Kong is

- * Easily accessible worldwide with 100 airlines operating about 1 100 passenger and cargo flights every day, providing services between Hong Kong and around 190 destinations worldwide, including about 50 mainland cities.
- * Allows visa-free entry from citizens of over 170 nations.
- * The gateway to Asia and the mainland.

2.2.2 Local

Once the travellers arrive at the airport, they can be connected via the local transport system. This includes transportation from:

- ☐ airport to hotel
- ☐ hotel to MICE event venues
- ☐ venues to various site visit spots
- ☐ hotel to different attractions
- ☐ hotel to client's office
- ☐ hotel to central business district
- ☐ hotel to airport

Cities offering different vehicles of public transportation enhance the travel experience.

Local public transports include:

- ☐ Water – ferries
- ☐ Land – limousines, taxis, buses, shuttle buses, trains, trams, cable cars

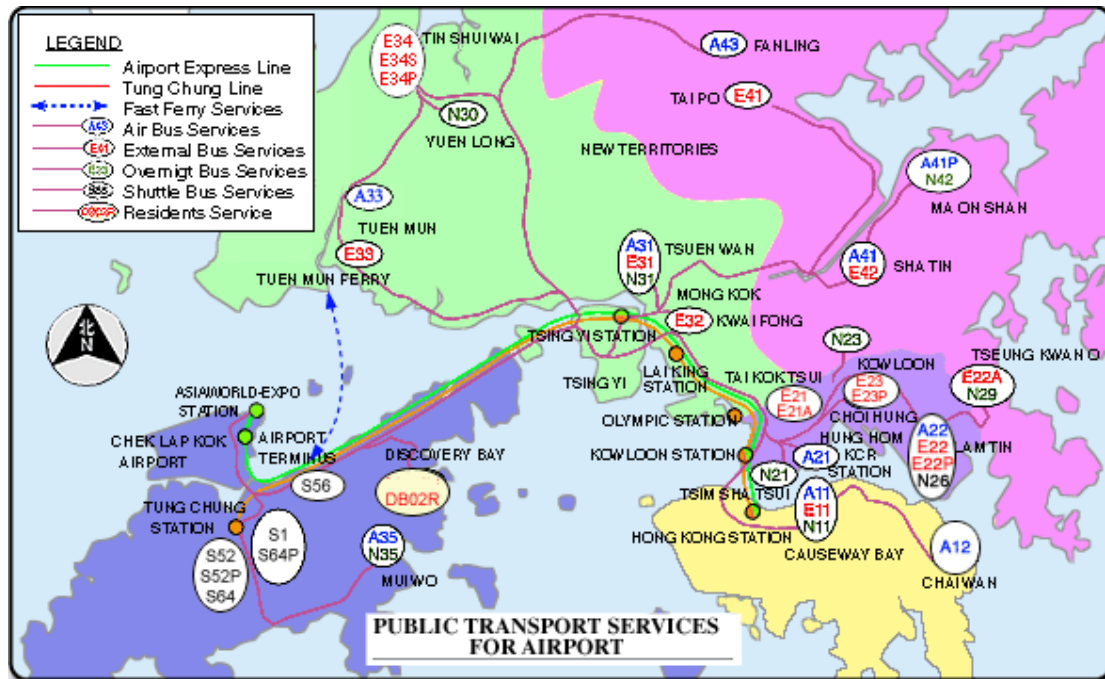


Photo 9: Travelling in a coach

Map 2 is a local transportation map that shows you the different ways to reach the airport from any location in Hong Kong.

Activity 2.3

Referring to Map 2, and lists the ways in which attendees can travel to the airport from the Hong Kong Convention and Exhibition Centre in Wan Chai.



Map 2: Public transport to Hong Kong International Airport

(Source: http://www.td.gov.hk/en/transport_in_hong_kong/access_to_hong_kong_international_airport/index.html)

2.3 Sector Involved – Attractions

Although the main purpose for business travellers is to attend a MICE event, they would usually prefer to visit some of the local attractions. Most of the time, a *post-conference tour* is organized after the convention for international attendees to visit the attractions in and near the host city. For incentive travels, visiting local attractions might even be the objective of the trip. The MICE attendees are also good potential future visitors to these attractions. Therefore, when deciding whether or not to attend the MICE event, business travellers may also keep local attractions in mind.

An official travel agent will usually be contracted to organize the post-event tour. This travel agent also takes care of the travel arrangements of the attendees, if necessary, by providing a local guide.

Map 3: Attractions in Hong Kong



HONG KONG ISLAND	KOWLOON	NEW TERRITORIES	OUTLYING ISLANDS
<ol style="list-style-type: none"> 1 The Peak 2 Hollywood Road / Man Mo Temple 3 Dr Sun Yat-sen Museum 4 Western Market / Sheung Wan Fong 5 SoHo 6 Lan Kwai Fong 7 Golden Bauhinia Square 8 Happy Valley Racecourse / Hong Kong Racing Museum 9 Hong Kong Museum of Coastal Defence 10 Jumbo Kingdom 11 Ocean Park 12 Repulse Bay 13 Stanley Market / Murray House / Hong Kong Maritime Museum 	<ol style="list-style-type: none"> 14 Apley Street Flea Market 15 Temple Street Night Market 16 Jade Market and Jade Street 17 Ladies' Market 18 Bird Garden / Flower Market / Goldfish Market 19 Avenue of Stars 20 Clock Tower 21 HK Cultural Centre / HK Space Museum / HK Museum of Art 22 HK Museum of History / HK Science Museum 23 Kowloon Walled City Park 24 Sik Sik Yuen Wong Tai Sin Temple 25 Lei Yue Mun Seafood Bazaar 	<ol style="list-style-type: none"> 26 Hong Kong Heritage Museum 27 Che Kung Temple / Tsang Tai Uk 28 Ching Chung Koon 29 Ping Shan Heritage Trail 30 Hong Kong Wetland Park 31 Mai Po Wetlands 32 Tai Fu Tai 33 Sam Tung Uk Museum 34 Tsing Ma Bridge 35 Fung Ying Seen Koon 36 Lung Yeuk Tau Heritage Trail 37 Lam Tsuen Wishing Trees and Tin Hau Temple 38 Sai Kung Town / Sai Kung Promenade 	<ol style="list-style-type: none"> 39 Hong Kong Disneyland 40 Giant Buddha / Po Lin Monastery / The Wisdom Path / Ngong Ping Village 41 Tai O Fishing Village 42 SkyPlaza 43 Cheung Chau 44 Lamma Island

(Source: <http://www.gohk.gov.hk/eng/welcome/index.html>)

Activity 2.4:

Referring to Map 3, plan a one-day post-conference tour for the attendees to experience Hong Kong. You can:

1. Draw the route on the map by linking different attractions
2. List out the number that represents the different attractions
3. Plan out the time required for each point of interest

For more information about Hong Kong's enviable array of pre- and post-event activities, visit the website of Meetings & Exhibitions Hong Kong (MEHK) – Inspiring MICE Ideas -

<http://www.mehongkong.com/eng/products-and-offers/inspiring-ideas.html>

3. MICE Planning

Learning Objectives:

- ✧ Understand the planning process components
- ✧ Introduce the aims and objectives of a MICE event
- ✧ Explore the basic tasks or components involved in planning

3.1 The planning process components:



Figure 4: The Planning Process Components

The planning starts with setting objectives. Objectives must be **SMART**:

S pecific	<ul style="list-style-type: none"> focus on goal and purposes, in other words, what are the outcomes.
M easurable	<ul style="list-style-type: none"> express in a way that it is quantifiable, in other words, how much or how many.
A greeable	<ul style="list-style-type: none"> agree by all stakeholders.
R elativistic	<ul style="list-style-type: none"> ensure the needed resources must be available to achieve the objectives including human resources, financial resources, etc.
T ime specific	<ul style="list-style-type: none"> ensure all the working stages must be completed within a particular time frame.

Table 4: The “SMART” Objectives

The following diagram illustrates the application of SMART in the first stage of planning, in addition, it shows the workflow of completing the event from the planning stage to the final stage. Each subcommittee is required to fulfil its roles throughout the staging process.



Figure 5: The relationship between planning, operations and the subcommittees

3.1.1 Organization Goals

Different types of organization have different goals when producing events.

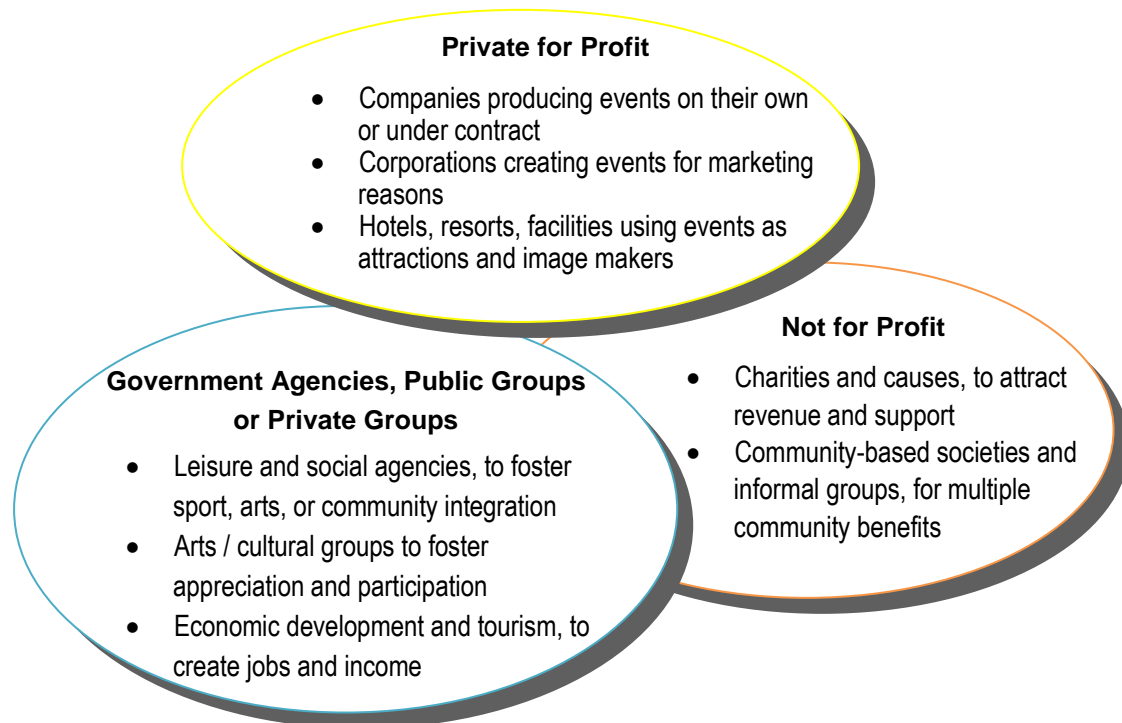


Figure 6: Organizational goals for producing events

3.2 Organization Structure

Planning a MICE event or any event involves different teams working on different functions. Depending on the type of organization, these teams can be entire departments or committees. Regardless of organizational background, each team must perform its specific function.

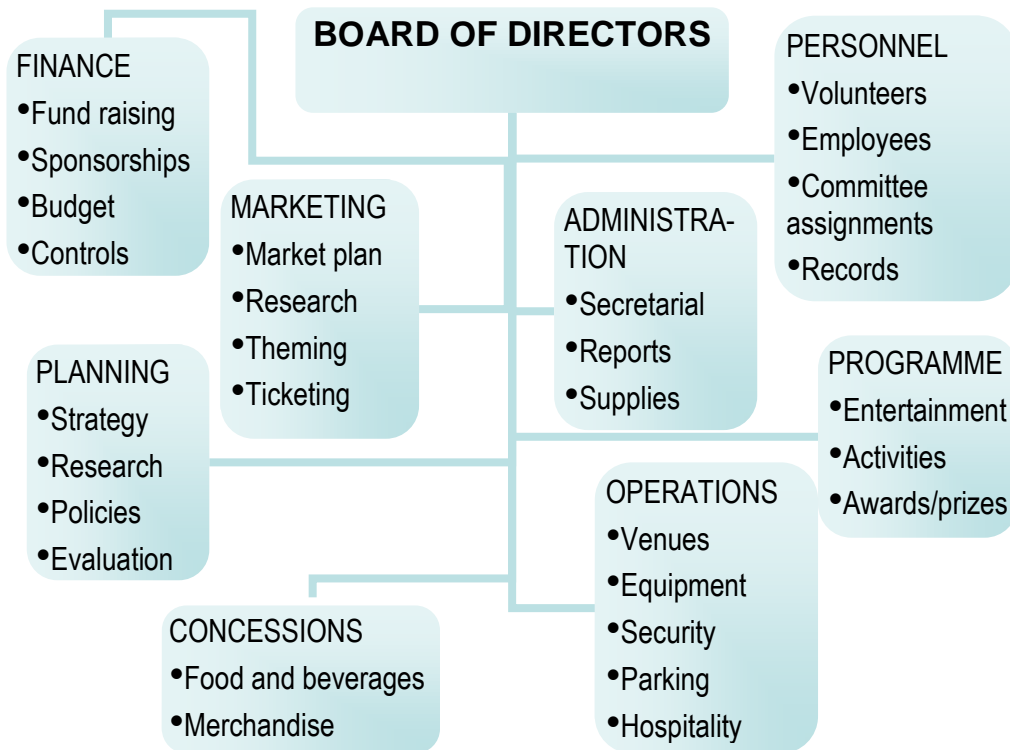


Figure 7: Organizational structure – Functional-Based (Not for Profit)

Sometimes, the organizational structure can be monitored by a governing committee; especially when the event is organized by a membership association.

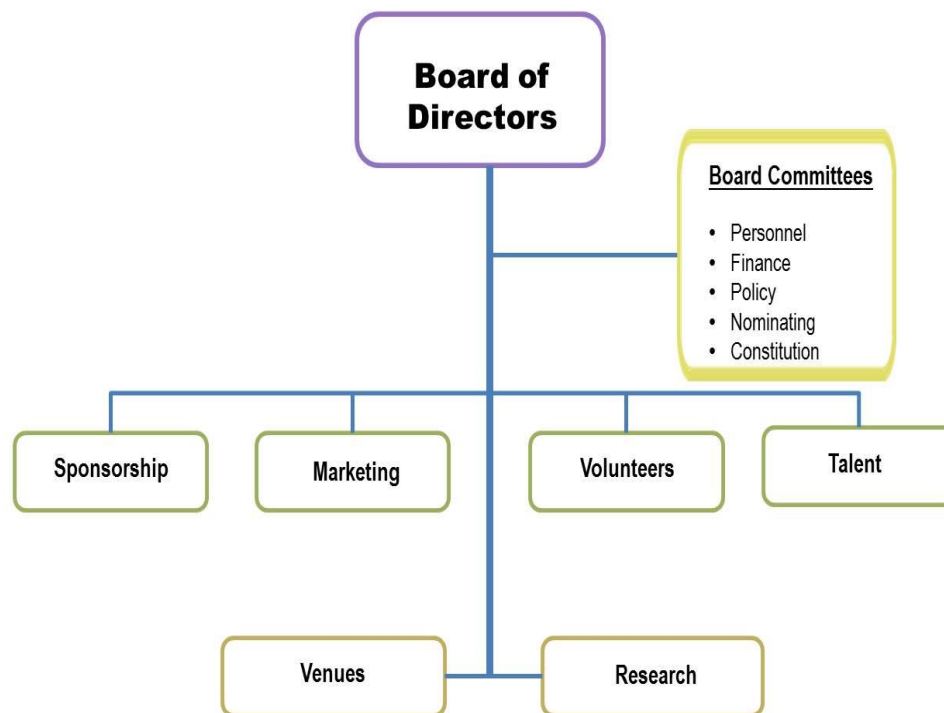


Figure 8 : Functional-based Organization Structure with Governing Committees

However, it may not be easy for a corporation to identify the structure of an event planning group. This is because the planner can be the secretary, personal assistant or an executive whose main duties do not involve event organization. If the corporation does not have a dedicated team of individuals to organize events, the structure will be similar to an ad hoc and functional-based one as displayed in Figure 8.

3.3 How to Start a Project

The checklist for starting a project.

- ☐ Confirm members of the organizing committee
- ☐ Confirm date and venue (submit requests for proposals (RFP))
- ☐ Decide on conference theme and logo
- ☐ Appoint Professional Congress Organizer (PCO) or event planner
- ☐ Invite and confirm members of the various subcommittees
- ☐ Set up a work plan – e.g. Critical Path Method (CPM) or Flow Chart
- ☐ Set up a budget (confirm registration fees)
- ☐ Set up a bank account
- ☐ Set up a conference website and e-mail account
- ☐ Produce conference stationeries -- letterhead and envelopes

RFP is a *Request for Proposal*. The event planner needs to send out a RFP to ask hotels, restaurants, convention and exhibition centres, and other venues to draft a proposal based on the organization's requirements. By comparing different RFPs, the planner and organization representatives can then decide on their choice of suppliers. Therefore, the key of the RFP is to clearly state to suppliers the event planner's expectations.

3.3.1 Preparation Stage

A typical MICE event will have the following subcommittees to perform different functions:

1. Program subcommittee
2. Social subcommittee
3. Registration and hotel and tour booking team
4. Publicity subcommittee
5. Sponsorship subcommittee
6. Printing and production team

For more information about the different types of committees, visit the following websites:

- <http://www.apdc2016.org/congress-information/committees/>
- http://www.ha.org.hk/haconvention/hac2016/en_scientific.html

3.3.2 Program subcommittee

The responsibility of program subcommittee:

- ☐ Set up programme schedule
 - An Example of a Setup Programme Structure:
 - Opening ceremony
 - Keynote presentation
 - Plenary session
 - Committee programs
 - Breakout sessions
 - Closing ceremony (if any)
- ☐ Nominate guest of honour and speakers / call for paper
- ☐ Follow-up speakers with bios, photos and/or abstracts
- ☐ Fix the program rundown
- ☐ Ensure following the protocol
- ☐ Ensure security
- ☐ Invitation to VIPs
- ☐ Confirm venue setup, decoration and A/V requirements (**on stage/off stage**)

Usually, it takes around 12 months or more to plan for a MICE event. (For large international events, the planning time can be up to 24 months or even up to 36 months.)


For more information about the roles and duties of subcommittees, visit the below websites for examples:

- http://www.ha.org.hk/haconvention/hac2016/en_program.html
- http://www.ha.org.hk/haconvention/hac2016/download/Leaflet_Pgm_at_a_glance_en.pdf

For more information about the duties and functions of the subcommittees, refer to [Supplementary Resources \(3\)](#).

Activity 3.1:

Plan the above tasks. Think about which task should be done first and the best time to complete the tasks that are not as important.

12 months		
11 months		
10 months		
9 months		
8 months		
7 months		
6 months		
5 months		
4 months		
3 months		
2 months		
1 month		


3.3.3 Social Subcommittee

The responsibility of social subcommittee:

- ☐ Set up the type/nature/quantity of social programs
- ☐ Confirm date/time/venue
- ☐ Decide on the program rundown
- ☐ Invite guest of honour
 - protocol
 - entertainment
 - transportation
 - security
- ☐ Confirm venue set-up, decoration and A/V requirements (on stage/off stage)
- ☐ Confirm food and beverage plan
 - Menu (Chinese or Western)
 - Drink package (wine, beer, juice, soft drinks)
 - Special meal requirements (no beef/pork, vegetarian etc.)

Activity 3.2:

Plan the above tasks. Think about which tasks should be completed first and the best time to complete the tasks that are not as important.

12 months		
11 months		
10 months		
9 months		
8 months		
7 months		
6 months		
5 months		
4 months		
3 months		
2 months		
1 month		


3.3.4 Registration and Hotel & Tour Booking Team

The responsibility of registration and hotel and tour booking team:

- ☐ Prepare registration forms (on-line/hard copy)
- ☐ Set up registration database
- ☐ Identify and reserve hotels
- ☐ Set up optional tour program for:
 - Accompanying persons during the conference
 - Pre/post-congress tour
- ☐ Send confirmations to delegates as registrations arrive

Activity 3.3:

Plan the above tasks. Think about which tasks should be completed first and the best time to complete the tasks that are not as important.

12 months		
11 months		
10 months		
9 months		
8 months		
7 months		
6 months		
5 months		
4 months		
3 months		
2 months		
1 month		


3.3.5 Publicity Subcommittee

The responsibility of publicity subcommittee:

- Keep contact with individual and past conference delegates
 - Direct mail - send registration brochures by mail
 - Group e-mails - organize regular e-newsletters
- Keep contact with professional associations
 - Regular publications
 - Event calendars
 - Group e-mails
- Use Event Marketing
 - Promote own event in similar events
 - Media
 - Ad/Inserts in publications
 - Press releases
 - Sales Promotions
 - Complimentary/discounted registrations

Activity 3.4:

Plan the above tasks. Think about which tasks should be completed first and the best time to complete the tasks that are not as important.

12 months		
11 months		
10 months		
9 months		
8 months		
7 months		
6 months		
5 months		
4 months		
3 months		
2 months		
1 month		


3.3.6 Sponsorship Subcommittee

The responsibility of sponsorship subcommittee:

- ☐ Prepare a sponsorship and exhibition prospectus
- ☐ Appoint official contractors for exhibition floor plan and booth set-up
- ☐ Identify and recruit potential sponsors and exhibitors
- ☐ Send technical and instruction manuals to confirmed exhibitors
- ☐ Monitor all terms and conditions stated in the sponsorship contract

Activity 3.5:

Plan the above tasks. Think about which tasks should be completed first and the best time to complete the tasks that are not as important.

12 months		
11 months		
10 months		
9 months		
8 months		
7 months		
6 months		
5 months		
4 months		
3 months		
2 months		
1 month		

3.3.7 Printing and Production Team

The responsibility of printing and production team:

To prepare the following materials

- ☐ Registration brochures
- ☐ Invitation cards
- ☐ Conference proceedings – a book or CD that contains all written articles for presentation
- ☐ Conference program
- ☐ Delegates' list
- ☐ Badge
- ☐ Name plates
- ☐ Conference satchels
- ☐ Pens and pads
- ☐ Souvenirs - guests of honour, speakers, delegates
- ☐ Tickets



Photo 10:
Proceedings prepared in books and CD



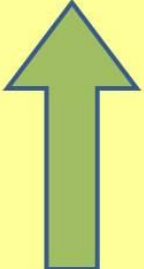
Photo 11: Pen, Pad & Souvenir



Photo 12: Name badges and tickets

Activity 3.6:

Plan the above tasks. Think about which tasks should be completed first and the best time to complete the tasks that are not as important.

12 months		
11 months		
10 months		
9 months		
8 months		
7 months		
6 months		
5 months		
4 months		
3 months		
2 months		
1 month		

3.3.8 On-site preparation

On-site preparation includes the followings:

- ☐ Set up an on-site work and manpower plan
- ☐ Prepare the venue operation order and food and beverage plan
- ☐ Buy insurance
- ☐ Arrange photographer/videographer
- ☐ Arrange transportation for on-site equipment
- ☐ Arrange on-site staff briefing
- ☐ Timeline: Six to eight weeks before conference start

3.3.9 Wrap Up

The followings should be carried out upon the end of the event:

- ☐ Send relevant thank you letters with photos
- ☐ Settle all payments
- ☐ Prepare an income and expenditure report
- ☐ Prepare a final report with statistics and recommendations
- ☐ Finalize all matters
- ☐ Timeline: Within two months after conference end

For more information about the time required to plan, organize and execute an event, refer to [Supplementary Resources \(4\)](#).

Case study 1

The ITE (International Travel Expo) and MICE 2016

Name of the Event: The 30th International Travel Expo / 11th MICE

Date of the Event: 16 - 19 June 2016

Venue of the Event: HKCEC, Hong Kong

About ITE & MICE

Market - With only 7.2 million people and her citizens can visit some 140 destinations visa free, Hong Kong in 2014 spent US\$22.8 billion on international travel and ranked Asia's 4th largest source market; and her residents made over 86 million departures.

Exhibitors & Visitors - Asia's long established and Hong Kong's only travel fair, ITE & MICE 2015 drew from **50 countries and regions 607 exhibitors** with 85% from abroad; **11874 buyers and trade visitors** (around 75% from Hong Kong & 25% mainland China and abroad) in two trade days; and **78116 public visitors** (over 85% FIT or private tour group). Among its buyers and trade visitors, 6198 (52.2%) were from travel agents, 2534 (21.3%) from MICE and corporations, and 907 (7.6%) from media etc.

Themes - which are particularly attractive to affluent travelers, FIT and travel trade serving them, highlighted in ITE & MICE included MICE / Corporate Travel with 180 related exhibitors, Sport, Adventures, Eco-tourism, Honeymoon Overseas Wedding, Travel Photography, Culture and Heritage each with around 50 exhibitors; Cruises and Wellness etc.

Seminar - In trade days, which require registration for admission, were 15 seminars for the travel trade, 10 on MICE & Corporate Travel and Business Matching etc. In public days were around 100 travel seminars with the most popular ones drawing over 200 audiences, great offers by some exhibitors as retail sales are allowed on and only on the public days.

Supporting Organizations



Supporting Associations



Discussion Questions:

1. Identify the nature of ITE?
2. What are the values of ITE to the local tourism and hospitality industry?

Case Study 2

Competition Faced by Hong Kong and Major Challenges Ahead

Despite the high and growing venue capacity across Asia and South East China, Hong Kong only competes directly with a subset of these cities for events.

For conventions, Hong Kong mainly competes with large Asian cities with similar international background, such as Shanghai, Beijing, Macao, Singapore, Kuala Lumpur, Bangkok and Jakarta. For conventions with greater Mainland Chinese participation, Mainland cities are the main competitors, while for conventions focused on wider Asia delegates, South East Asian cities are the main competitors.

For exhibitions, Hong Kong mainly competes with cities targeting at the Mainland market. The main competitors are Guangzhou, Shenzhen and Macao (direct competitors for B2R export exhibitions in consumer goods), and to a lesser extent Shanghai and Beijing (less focus on B2R export exhibitions, mainly shows for Mainland Chinese buyers).

Hong Kong currently has a strong competitive position, but its advantages will likely be diluted in the coming years as competing cities are improving their infrastructure, transportation links and business environment, and are developing more MICE friendly policies. Countries like Singapore and Thailand are implementing various measures to attract event organisers, such as offering incentives and subsidies. While venue and city costs may not be the major concern, the growth of the convention and exhibition industries in Hong Kong is hampered by the lack of venue capacity especially during peak seasons of the year. To maintain its competitive position and to capture its share of the growing convention and exhibition industries, Hong Kong will need to increase its venue capacity.

Discussion Question:

1. **Using a comparison table and identify the friendly policies, incentives and subsidies offered by each of the competing cities mentioned in the case study.**

Source: 2015 Legislative Council Discussion Paper No. CB(1)512/14-15(05)

Case Study 3

8th UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy Bali

Refer to the case study prepared by UNWTO in [Supplementary Resources \(5\)](#), and apply the content of the case study to other cities with the aim to promote themselves as MICE cities.

Discussion Question:

It is suggested to apply the concepts in the case study to a city listed below:

1. Beijing
2. Shanghai
3. Guangzhou
4. Shenzhen
5. Macao
6. Singapore
7. Kuala Lumpur
8. Bangkok
9. Jakarta

Source: UNWTO http://cf.cdn.unwto.org/sites/all/files/pdf/10_laospdr.pdf

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Supplementary Resources

Remarks	Source of Information
<p>1. This is an example of confexes (conferences with small exhibition attached). Visit the website of the “38th Asia Pacific Dental Congress”</p> <p>http://www.apdc2016.org/congress-information/about-apdc/ for image appears on the right column. </p>	<p>Source: 38th Asia Pacific Dental Congress, from 17-19 June 2016 in Hong Kong www.apdc2016.org/congress-information/about-apdc/</p>  <p>Congress Information Scientific Information Social Program Registration & Accommodation Sponsorship & Exhibition News & Resources</p> <p>Hosted by the Hong Kong Dental Association (HKDA) in association with the Asia Pacific Dental Federation (APDF), the 38th Asia Pacific Dental Congress (APDC 2016) will be held between 17 – 19 June 2016 at Hong Kong Convention and Exhibition Centre. Themed ‘Advancing Dentistry with Modern Science and Technology, APDC 2016 will be an excellent platform to meet and dissect challenges in the field and will feature:</p> <ul style="list-style-type: none"> ▪ Unparalleled scientific programme with plenary sessions, lunch symposia and hands-on workshops ▪ Distinguished international speakers who will share significant new developments and scientific advancements ▪ Comprehensive trade exhibition showcasing newest materials and technology in dentistry ▪ Exciting social programmes with plenty of networking opportunities <p> This is an example of confexes (conferences with small exhibition attached)</p> <p>http://www.apdc2016.org/congress-information/about-apdc/</p>
<p>2. Examples of sectors involved in MICE business </p>	<p>http://hkbookfair.hktdc.com/en/Exhibitor/Exhibitor-Supporting-Services.html</p>
<p>3. The roles and duties of the subcommittees - Exhibitor’s manual.</p> <p>Example of subcommittees. </p>	<ul style="list-style-type: none"> • Exhibitor’s manual: http://hkbookfair.hktdc.com/en/Exhibitor/Exhibitors-Manual.html • Example of subcommittees http://www.apdc2016.org/congress-information/committees/
<p>4. For more information about the workflow of organizing an event, visit the website of HKTDC. The information can help students to understand the objectives of Activity 3.1 to Activity 3.6 </p>	<ul style="list-style-type: none"> • Hong Kong Book Fair organized by HKTDC http://hkbookfair.hktdc.com/en/Exhibitor/Important-Dates.html
<p>5. Apply the content of the case study to other cities with the aim to promote themselves as MICE cities. </p>	<ul style="list-style-type: none"> • 8th UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy Bali http://cf.cdn.unwto.org/sites/all/files/pdf/10_laospdr.pdf

Meetings, Incentives, Conventions and Exhibitions (MICE)