

Enriching Knowledge for the SS Tourism and Hospitality Studies Series: Meetings, Incentives, Conventions and Exhibitions (M.I.C.E.)

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Content Outline

PART A: Overview of the M.I.C.E. Business

PART B: M.I.C.E. Stakeholders

PART C: M.I.C.E. Planning

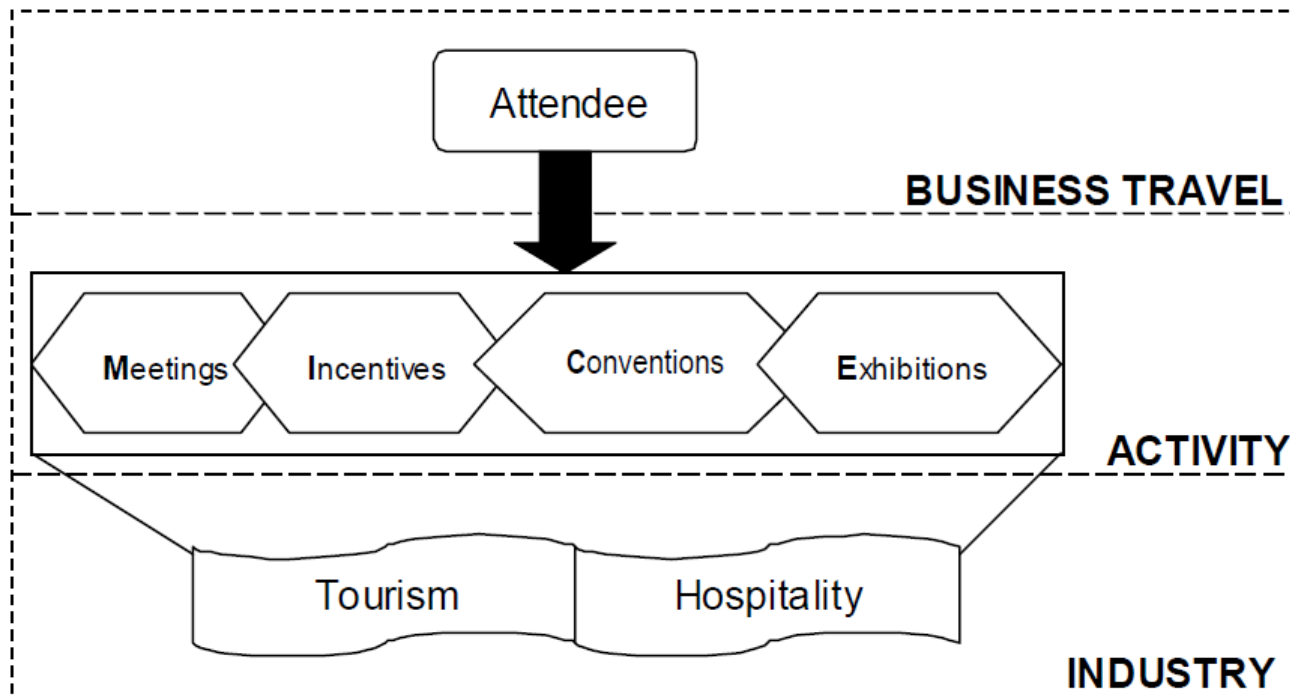
PART A

Overview of the M.I.C.E. Business

- The M.I.C.E. business
- M.I.C.E. sectors
- Overview of Hong Kong's M.I.C.E. Industry
- The value of M.I.C.E. for a destination

The M.I.C.E. Business

- The term M.I.C.E. represents a sector tourism which includes business events and activities
- Travellers attending M.I.C.E. activities are business travellers

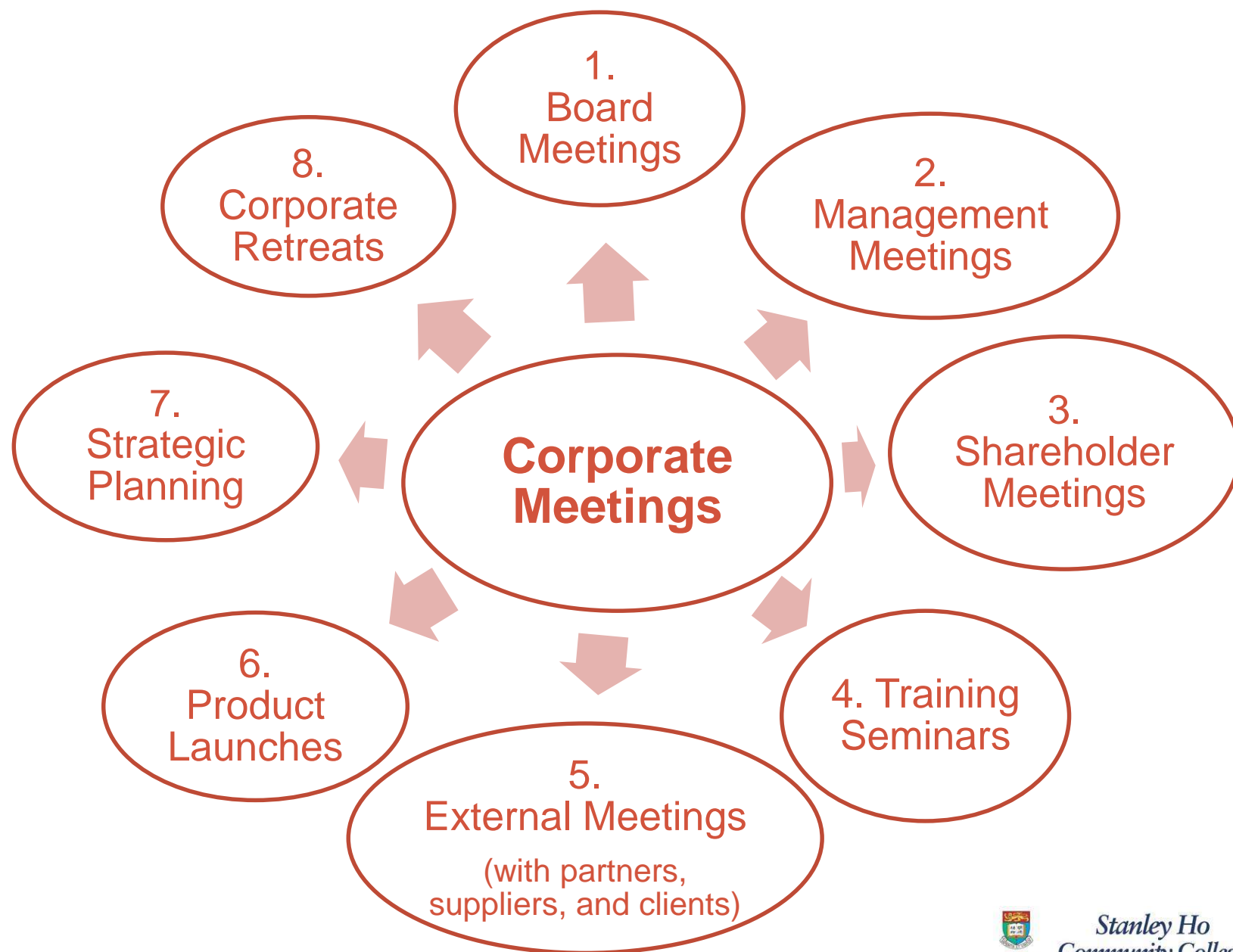


M.I.C.E. Sectors

1. Meetings

- An event which bring people together in one place for the purpose of sharing information and discussing and solving problems
- Attendance range from ten to hundreds of people
- There is no exhibit component to this event
- Food and beverages are usually served during the event





M.I.C.E. Sectors

2. Incentive Travel

- A management tool for rewarding and motivating employees, dealers and distributors, and in some cases, customers
- Strong emphasis on lavish fun, unique and exclusive experiences and team-building activities
- May include conferences or seminars
- Usually group travel (spouses and partners may join)



Example of an Incentive Trip held in HK



全聯福利中心獎勵旅遊 2018

2018年，台灣大型連鎖超市全聯福利中心（簡稱「全聯」）為慶祝成立20周年，籌辦一項規模盛大的獎勵旅遊活動，並特意物色一個交通方便且充滿驚喜的目的地，以獎賞屬下1,500位表現優秀的員工。全聯團隊於同一天從台灣不同城市出發，分別搭乘七班直航班機來港，展開為期五天的「多合一海陸繽紛之旅」（10月24至28日），盡情體驗香港精采的一面。

在世界級景點尊享獨一無二的超炫體驗：

本次旅程的參加者先入住迪士尼探索家度假酒店，享受包場賓客獨有的尊貴款待，繼而前往香港迪士尼樂園的原野劇場，欣賞特別專場表演。其後，大夥兒再移師香港海洋公園，在眾多吉祥物與現場樂隊的熱烈歡迎下，展開精采刺激的探索之旅，並免費享用豐富晚餐。

在亞洲盛事之都免費品嚐美酒佳餚：

身在香港這個「亞洲盛事之都」兼美酒都會，全聯團隊獲邀參加第十屆「香港美酒佳餚巡禮」，品嚐來自世界各地的佳釀和美食。本屆「香港美酒佳餚巡禮」也是歷來規模最大的一次。

在亞洲郵輪樞紐盡情玩樂：

全聯團隊獲安排登上「世界夢號」郵輪，展開一次讓人與奮難忘的週末旅程。除盡情享用船上的水療與戶外運動設施外，賓客們還體驗了虛擬實境（VR）遊戲的樂趣，以及參與船上各式各樣的活動。

在跑馬地馬場體驗賽馬樂趣：

「海陸繽紛之旅」的壓軸項目，是進入跑馬地馬場觀賞賽馬。跑馬地馬場建於1841年，歷史悠久，置身其中，賓客們感受到賽馬的熾熱氣氛，並讓駿馬奔騰的場面為旅程劃上完美句點。



(Source:
<https://mehongkong.com/tc/meetings-incentives/success-stories/PX-Mart-Incentive-Tour-2018.html>)

BY THE NUMBERS

Who's the Incentive Audience?

| | |
|------------------------------|-------|
| Internal salespeople:..... | 56.6% |
| Employees (recognition): .. | 41.9% |
| Clients/customers: | 36.7% |
| Dealers/distributors: | 29.6% |
| Employees (non-sales): | 28.7% |
| Consumer promotions:..... | 16.7% |

BY THE NUMBERS

Average Incentive Travel Group Size

| | |
|----------------------------|-------|
| Less than 25 people: | 63% |
| 25-49 people: | 13.7% |
| 50-99 people: | 8% |
| 100-199 people: | 6.8% |
| 200 or more people:..... | 8.5% |

BY THE NUMBERS

Making Time for Business: Percentage of Time Spent in Meetings



| | |
|---|-------|
| No meetings in conjunction with group travel incentives: | 25.4% |
| Less than 5%: | 16.6% |
| 5-9%: | 8.5% |
| 10-19%: | 17.2% |
| 20-30%: | 16.9% |
| More than 30%:..... | 15.5% |

**~75% of incentive trips
have meeting components**

(Source: Northstar Meetings Group (2011). *The Incentive travel buyer's Handbook*.)



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M.I.C.E. Sectors

3. Conventions (Congresses / Conferences)

- A large-scaled event often lasting for several days
- Usually organized by associations (professional, trade or other non-corporate organizations) annually/biennially with a theme
- Purposes:
 - Knowledge / views exchange
 - Social networking
- Involve educational sessions, meetings and social programs
- There is usually a secondary exhibit component
- A registration fee is charged and paid by the attendees
- Delegates' partners are usually welcome
- Can be organized into different levels: International, Regional, National



Note: **Conferences** are usually on a **shorter duration** and **smaller scale** than congresses, aimed at exchanging views. **No periodicity** is required to convene a conference (*Event Industry Council*)

38th Asia Pacific Dental Congress

17-19 June, 2016

Hong Kong Convention and Exhibition Centre

Advancing Dentistry
with Modern Science
and Technology



Theme

CONGRESS INFORMATION

SCIENTIFIC INFORMATION

SOCIAL PROGRAM

REGISTRATION & ACCOMMODATION

SPONSORSHIP & EXHIBITION

NEWS & RESOURCES

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 May 2016 at the Hong Kong. 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:

- 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

| Sunday 25 August | Monday 26 August | Tuesday 27 August | Wednesday 28 August** | Thursday 29 August | Friday 30 August |
|--|--|---|---|---|--|
| | Administrative meetings (07:30 – 09:00) | | | | |
| Registration* (09:00 – 16:00) | Scientific sessions (09:00 – 11:15*) | | | | |
| | Lunch/Administrative meetings (11:15 – 13:00) | | | | |
| | Scientific sessions (13:00 – 15:15*) | | | | |
| Opening Ceremony & Welcome Reception (16:00 – 19:00) | Scientific sessions (15:30 – 17:45) | | Youth Plenary & scientific sessions (15:30 – 17:45) | ISI & Associations' Awards Ceremony (15:30 – 16:30) | ISI President's Invited Paper Session (15:30 – 16:15) |
| | | | | ISI General Assembly (16:30 – 19:00) | Closing Ceremony (16:30 – 17:15) |
| | | Hong Kong Night (19:30 – 22:00) [cocktail reception starts at 18:30] | | | Gala Dinner (19:30 – 22:00) [cocktail reception starts at 18:30] |

Registration Fees

| Type of Participants | Early Bird Rate (full payment made on or before 31 May 2013) | Normal Rate (full payment made on or after 1 June 2013) |
|--|--|--|
| i. Members of ISI, Members of ISI Associations*, Organisers of Invited Paper Sessions, Authors and Discussants of Invited Papers | <ul style="list-style-type: none"> ■ for developed countries: HK\$3,550 (approximately €350) ■ for developing countries: HK\$3,350 (approximately €330) | <ul style="list-style-type: none"> ■ for developed countries: HK\$4,050 (approximately €400) ■ for developing countries: HK\$3,850 (approximately €380) |
| ii. Non-members of ISI and ISI Associations | <ul style="list-style-type: none"> ■ for developed countries: HK\$4,250 (approximately €420) ■ for developing countries: HK\$4,050 (approximately €400) | <ul style="list-style-type: none"> ■ for developed countries: HK\$4,750 (approximately €470) ■ for developing countries: HK\$4,550 (approximately €450) |
| iii. Students | HK\$1,000 (approximately €100) | HK\$1,250 (approximately €125) |
| iv. Accompanying Persons | HK\$1,500 (approximately €150) | HK\$1,750 (approximately €175) |

M.I.C.E. Sectors

4. Exhibitions (Expositions)

- Events to which:
 - businesses (**exhibitors**) set up booths in order to **show products and information** to potential customers
 - potential customers (**attendees**) attend (need an invitation or a ticket) in order to **buy and/or receive expert information** about the goods being exhibited

- Types of exhibitions:

1. Consumer Fairs / Consumer Shows (B2C)



2. Trade Fairs / Trade Shows (B2B)



3. Combined / Mixed Shows (B2B / B2C)



1. Consumer Shows

- Business-to-Consumer (B2C) events; open to the general public, usually local visitors
- Attendance is usually not restricted, but an entrance fee is often charged
- Exhibitors are typically retail outlets or manufacturers of consumer-based companies
- Attendees directly buy the products from the show floor
- Most are held on weekends, or will last 3-4 days (starting on a Thursday and ending on a Sunday)

2. Trade Shows

- Business-to-Business (B2B) events; buyers are typically users within the industry segment
- Attendance is restricted to members of an industry/trade association, and is often by invitation only
 - Attendees must be 'prequalified' through verification at the time of registration
- Wholesale trade is the primary focus (mainly sell on the basis of samples)
- With overseas visitors and exhibitors → important stimulators of inbound tourism for the host nation
- Usually held annually or semi-annually and last 3-4 days (some may extend to 7-10 days)
- Often, they are held in conjunction with a convention

3. Combined / Mixed Shows

- Open to both trade and public, but often on separate time periods
(Usually: first trade, then public)
- When the public is allowed access, exhibitors make an area in their booths available for retail sales



Hong Kong International Wine & Spirits Fair

香港國際美酒展

7-9 Nov 2019

Hong Kong Convention and Exhibition Centre

| Opening Hours: | Fair Date | Opening Hours | Remarks |
|----------------|-------------------------|------------------|--|
| | 7-8 Nov (Thur – Fri) | 10:30am – 7:30pm | Trade Only (aged 18 and above) * No Admission charge for pre-registered Trade Buyers; Admission fee HK\$100 per person for on-site registered trade buyers |
| | 9 Nov (Sat) | 10:30am – 6pm | Trade & Public** (aged 18 and above) **Open to public by ticket admission |

Overview of Hong Kong's M.I.C.E. Industry

- In 2017, there were **1.93 million** MICE overnight visitors , of which about **51%** originated from **Mainland China**
- The **per capita spending** of **business overnight visitors** in 2017 :

| Per capital spending of Business Overnight Visitors | Per capita spending of Overall Overnight Visitors | Difference (%) |
|---|---|----------------|
| HK\$8,579 | HK\$6,443 | 24.9% |

(Source: HKTB)

- Nearly **90%** of the interviewees considered Hong Kong a **major MICE destination in Asia Pacific** (*MICE Survey, HKTB*)
- “World’s Leading Business Travel Destination”** (*World Travel Awards 2017*)
- “Best City for Meetings”** (*Smart Travel Asia Award 2017*)
- In 2017, Hong Kong hosted **more than 100 exhibitions**, including **5** of the **world’s largest trade exhibitions** (electronics, jewellery, gifts, watches & clocks and lighting)

| Overnight M.I.C.E. Arrivals by Major Market Areas | 2013 | 2014 | 2015 | 2016 | Growth (YoY %) |
|--|------------------|------------------|------------------|------------------|-------------------|
| The Americas | 153,366 | 154,467 | 124,321 | 149,358 | 20.1 |
| Europe, Africa and the Middle East | 210,995 | 213,857 | 190,886 | 204,604 | 7.2 |
| Australia, New Zealand and South Pacific | 49,951 | 48,031 | 43,248 | 49,781 | 15.1 |
| North Asia | 135,050 | 130,545 | 139,798 | 147,333 | 5.4 |
| South and Southeast Asia | 262,065 | 281,080 | 243,277 | 283,849 | 16.7 |
| Taiwan | 68,870 | 88,607 | 77,820 | 79,840 | 2.6 |
| Mainland China | 745,242 | 891,508 | 891,573 | 967,497 | 8.5 |
| Total | 1,634,363 | 1,816,021 | 1,721,438 | 1,891,017 | 9.9 |

Source: Hong Kong Tourism Board



資料來源：香港旅遊發展局離港旅客問卷調查。 Source: HKTBD Departing Visitor Survey.

Economic Impact of Hong Kong's M.I.C.E. Industry

- According to the *2016 HKECIA Economic Study Report*, activities associated with **HK's exhibition industry** :
 - contributing **HK\$52.9 billion** to the local economy in 2016 (=2.1% of HK's **total GDP**)
 - generating **77,000 full-time jobs** in 2016

Economic impact of Hong Kong's exhibition industry in 2016

| Area | Benefits |
|--|--|
| Expenditure effects | HK\$52.9 billion (US\$6.8 billion) |
| Fiscal impact (Tax take enjoyed by the HK Government) | HK\$1.9 billion (US\$244.2 million) |
| Employment | 77,000 FTE |

(Source: Hong Kong Exhibition and Convention Industry Association HKECIA)

The Value of M.I.C.E. for a Destination

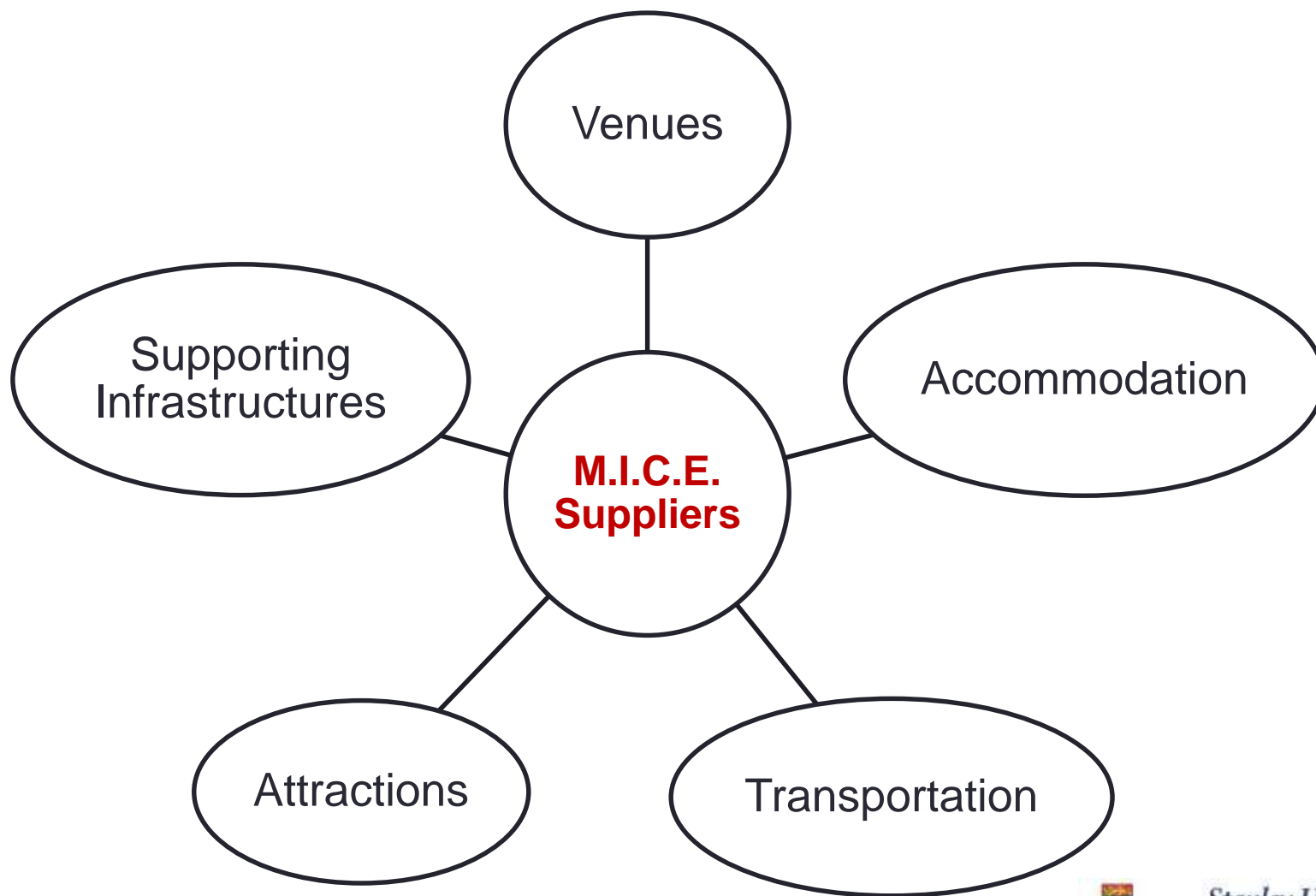
- Many cities would like to develop M.I.C.E. because of the following benefits:
 1. Higher expenditure of attendees
 2. Large scale
 3. Even out travel demand
 4. Stable bookings well in advance
 5. Enhance secondary businesses
 6. Improve host city image
 7. Independent of tourist attractions
 8. Better utilization of existing facilities (e.g. universities)

PART B

M.I.C.E. Stakeholders

- M.I.C.E. Suppliers
- Intermediaries
- Other M.I.C.E. stakeholders

1. M.I.C.E. Suppliers



Venues

► Convention Centers

- Have vast space to accommodate the largest types of meeting events
- Well equipped with the latest audiovisual equipment
- No accommodation provided



The Hong Kong Convention and Exhibition Centre provides a complete venue solution for all types of conferences and meetings. Whether it's the Grand Hall, Convention Hall, one of the theatres or any one of the 52 meeting rooms, there is a venue for almost any capacity of up to around 20,000 delegates.

Meeting venues incorporate a broad range of facilities, including lighting and provisions for stage rigging. We have the capability to cater to the very specific requests and needs of meeting organisers.

When it comes to organising events, we are experienced in planning and coordinating conferences and meetings of all sizes. The Centre has hosted major, high-profile conferences, such as the IMF World Bank Conference 1997, WTO Hong Kong Ministerial Conference 2005, 88th Lions Clubs International Convention 2005, World Ophthalmology Congress 2008, Sibos 2009, International Trademark Association 2014 Annual Meeting and the 35th Asian Racing Conference 2014.

With visa-free access for nationals from numerous jurisdictions, Hong Kong is able to draw huge numbers of delegates from Mainland China and all over the world helping to build a conference into a globally recognised event.

(Source: <https://www.hkcec.com/en/conventions>)

Major Convention and Exhibition Venues in Hong Kong

AsiaWorld-Expo

Hong Kong International Airport, Lantau, Hong Kong

Tel: (852) 3606 8888 Fax: (852) 3606 8889 Email: sales@asiaworld-expo.com www.asiaworld-expo.com

Venue Facilities

Size

| | |
|---|---------------|
| Exhibition Halls | 70,000 sq. m. |
| Convention Halls | 34,840 sq. m. |
| AsiaWorld-Arena – Seating for 14,000 | 10,880 sq. m. |
| AsiaWorld-Summit – Serving up to 350-table banquets | 8,200 sq. m. |
| RunWay II – Seating for 3,800 | 4,400 sq. m. |
| Meeting Rooms | 3,559 sq. m. |

Hong Kong Convention and Exhibition Centre

1 Expo Drive, Wanchai, Hong Kong

Tel: (852) 2582 8888 Fax: (852) 2802 0000 Email: info@hkcec.com www.hkcec.com

Venue Facilities

Size

| | |
|--------------------------------------|---------------|
| Exhibition Halls | 66,000 sq. m. |
| Convention Halls – Seating for 6,100 | 5,699 sq. m. |
| Two Theatres – Seating for 1,000 | 800 sq. m. |
| Meeting Rooms | 6,004 sq. m. |
| Others | 12,997 sq. m. |

Kowloonbay International Trade and Exhibition Centre

1 Trademart Drive, Kowloon Bay, Kowloon

Tel: (852) 2620 2222 Email: info@kitec.com.hk www.kitec.com.hk

Venue Facilities

Size

| | |
|---------------|--------------------|
| Star Halls | 2,912 sq. m. |
| Rotunda Halls | 1,795-1,812 sq. m. |
| Auditorium | 1,137 sq. m. |
| Meeting Rooms | 80-107 sq. m. |
| Others | 56-9,300 sq. m. |

(Source: www.investhk.gov.hk)

Venues

• Hotels

- A variety of meeting and function rooms
- High quality food & beverages
- Able to accommodate all attendees in house
- Meeting packages with competitive prices



The Conrad Hong Kong is equipped with a range of meeting rooms to accommodate between 8 and 1,000 guests, providing flexible space for all manners of events. The 1,000-capacity Grand Ballroom is the perfect place to hold a large conference or wedding party, and can be divided into three smaller sections with soundproofed partitions. The Robinson room is a professionally furnished boardroom for up to 8 guests, and the hotel's other 10 meeting rooms provide the space and flexibility for all events of all sizes.

(Source: <https://conradhotels3.hilton.com/en/hotels/china/conrad-hong-kong-HKGHCCL/events/spaces.html>)



Full Day Meeting Package 2019

(9:00 am – 5:00 pm)

| Including lunch from HK\$730.00* per person | Excluding lunch from HK\$610.00* per person |
|--|--|
| Validity: 01 January 2019 – 31 December 2019 | |



Complimentary Benefits:

- Two coffee breaks with refreshments
- Chinese or Western Set Lunch (lunch buffet will be served for 50 persons or above)
- Standard meeting amenities and equipment (one each of flipchart, whiteboard, microphone)
- Complimentary Wi-Fi access
- Complimentary local facsimile service and photocopying service for up to 50 copies per group
- Personalized butler service throughout the meeting

(Source: <http://pdf.goldcoasthotel.com.hk/2019/website/2019-fullday-meeting-en.pdf>)



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Venues

• Hotels

Which type of hotels is suitable for what kind of M.I.C.E. events?

| Types of Hotels | Features | Example |
|-----------------------------------|---|-----------------------------------|
| Large City Business Hotels | <ul style="list-style-type: none"> • Convenient location • High standard of business services • Large ballrooms • Plenty of meeting rooms and facilities | Grand Hyatt Hong Kong |
| Resort Hotels | <ul style="list-style-type: none"> • Remote location • Nearby attraction • Spacious with a variety of recreation facilities • Extensive meeting and function rooms • Large ballrooms | Hong Kong Disneyland Hotel |
| Airport Hotels | <ul style="list-style-type: none"> • Linked to/near an airport terminal • Not closed to city centre • A range of small to medium-sized function rooms • May have a large ballroom and purposely-built theatre | Regal Airport Hotel |
| Boutique Hotels | <ul style="list-style-type: none"> • Small meeting rooms and suites • High-quality and personalized services • Stylish design | Lan Kwai Fong Hotel |

Venues

► Other venues

- Academic venues
- Private clubs
- Conference centers
- Non-traditional venues
 - Sports venues
 - Cultural and entertainment venues

Accommodation

- Hotels provide accommodation services for:
 - M.I.C.E. travellers (overseas M.I.C.E. attendees)
 - Entourage (persons who travel with the attendees)
 - Spouse
 - Children
 - Personal assistants / Secretaries
- In the case of a convention, large hotels can take advantage by housing all related activities under the same roof
 - accommodation, convention activities, F&B, spouse/kids programs
- When attendees and their entourage stay in the other hotels where convention activities are not held:
 - The hotel and the main event venue must keep in close contact
 - Transportation services should be provided

Transportation

- **International**

- **Air** - Airplanes (public/private jets)
- **Water** - Cruise ships
- **Land** - Trains

- **Local**

- **Water**

- Ferries
- Boat cruises

- **Land**

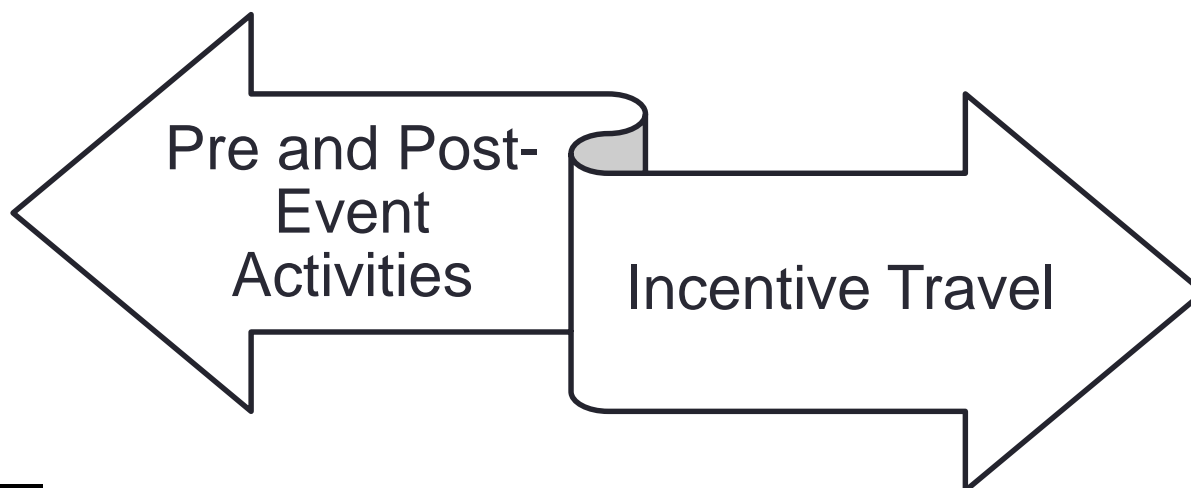
- Limousine services
- Coaches
- Shuttle buses
- Freight forwarder (lorries)
- Public transports: taxis, buses, trams, trains

- **Air**

- Helicopter

- Airport \leftrightarrow Hotel
- Hotel \leftrightarrow M.I.C.E. event venue
- Hotel/Event venue \leftrightarrow Site visit spots
- Hotel/Event venue \leftrightarrow Client's office
- Hotel/Event Venue \leftrightarrow Attractions

Attractions



Post Conference Tour



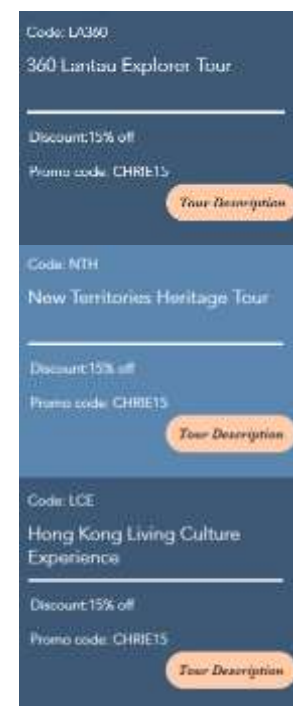
An **official travel agent** is usually contacted to organize the tour

Gray Line Tours

Gray Line Tours is dedicated solely in hosting local tours with over 60 years of experience. Operating for 18 sightseeing tours with exquisite designed itineraries featuring the well-known Victoria Harbour, night market, vintage fishing village and cultural heritages. Catering the needs of both first time Hong Kong travelers and those who seek for new experience in Hong Kong. In addition to tour operations, Gray Line Tours is also specialized in ticketing service, inclusive of train, bus, theme park tickets, as well as China visa applications.

Please kindly note that if you are considering the tour listed here:

- All conference delegates can enjoy a special discount at 10% to 15% off of booking the post conference tour
- The promotional period available from 18 to 28 May 2019



Supporting Infrastructures



Airport



Cruise Terminal

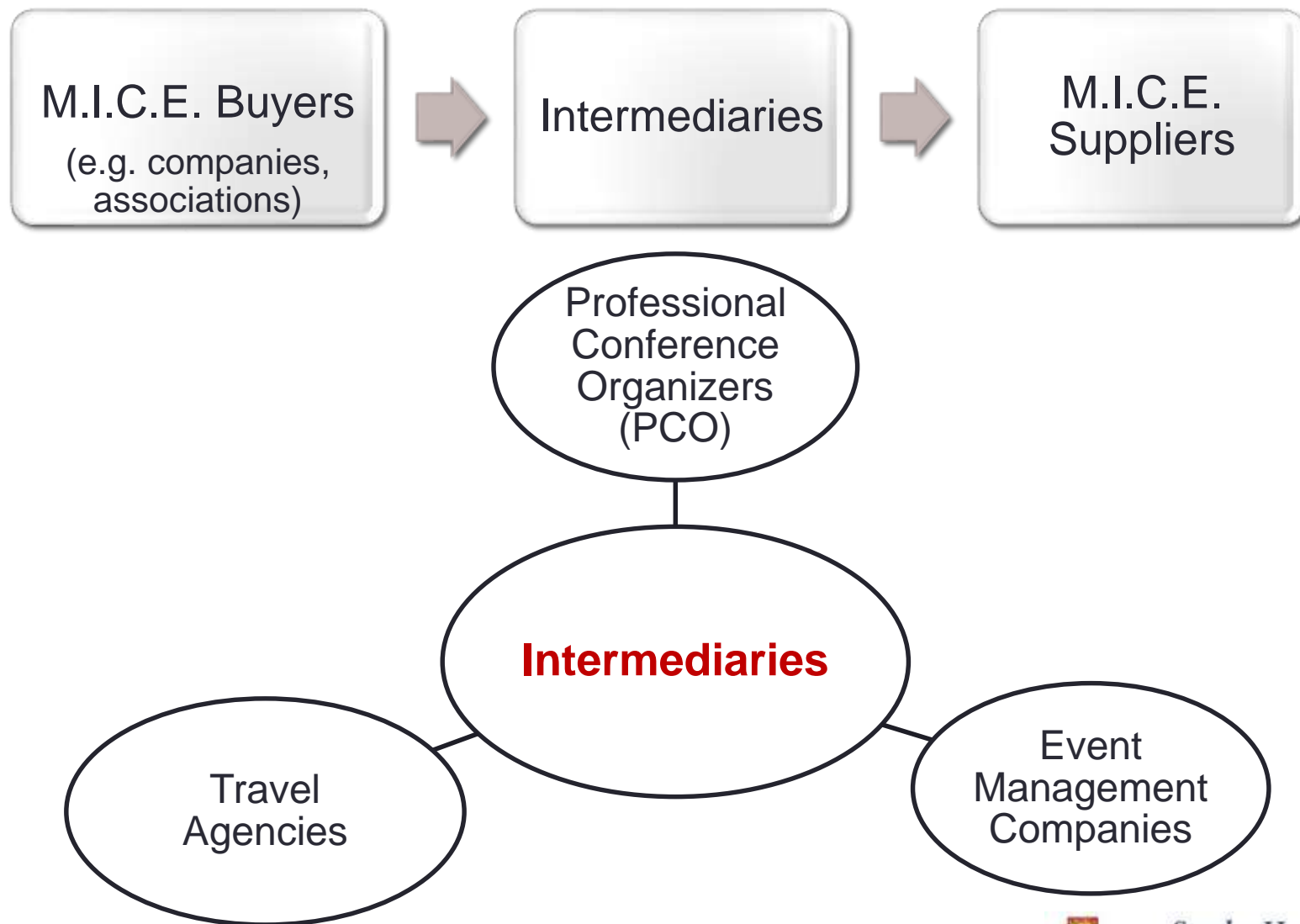


Railway



Bridges and Tunnels

2. Intermediaries



3. Other M.I.C.E. Stakeholders

- Exhibition Organizers
- Services Contractors
- Event Sponsors
- Exhibitors
- Attendees
- Speakers
- Tourism Boards



PART C

M.I.C.E. Planning

- The M.I.C.E. Planning Process

The M.I.C.E. Planning Process



Planning Process Components

– Event Feasibility Study and Theme Development

1

- **What to achieve?**
 - Organization's mission and objectives

2

- **Which types of M.I.C.E. activity best works for the organization?**
 - Conduct feasibility study

3

- **Who to ask for direction ?**
 - Identify stakeholders / hierarchical organizational structure

4

- **Identify those deciding factors?**
 - Conduct external and internal analysis

5

- **Identify the risk factors as well as the challenges?**
 - Look for opportunities and threats

Planning Process Components

– Event Planning, Operations, and Evaluation

6

- **Is it ready to move forward with the plan?**
- Select appropriate strategy and operational plan

**Event
Planning**

7

- **Who is/ are in charge?**
- Take up the roles and responsibilities

**Event
Operations**

8

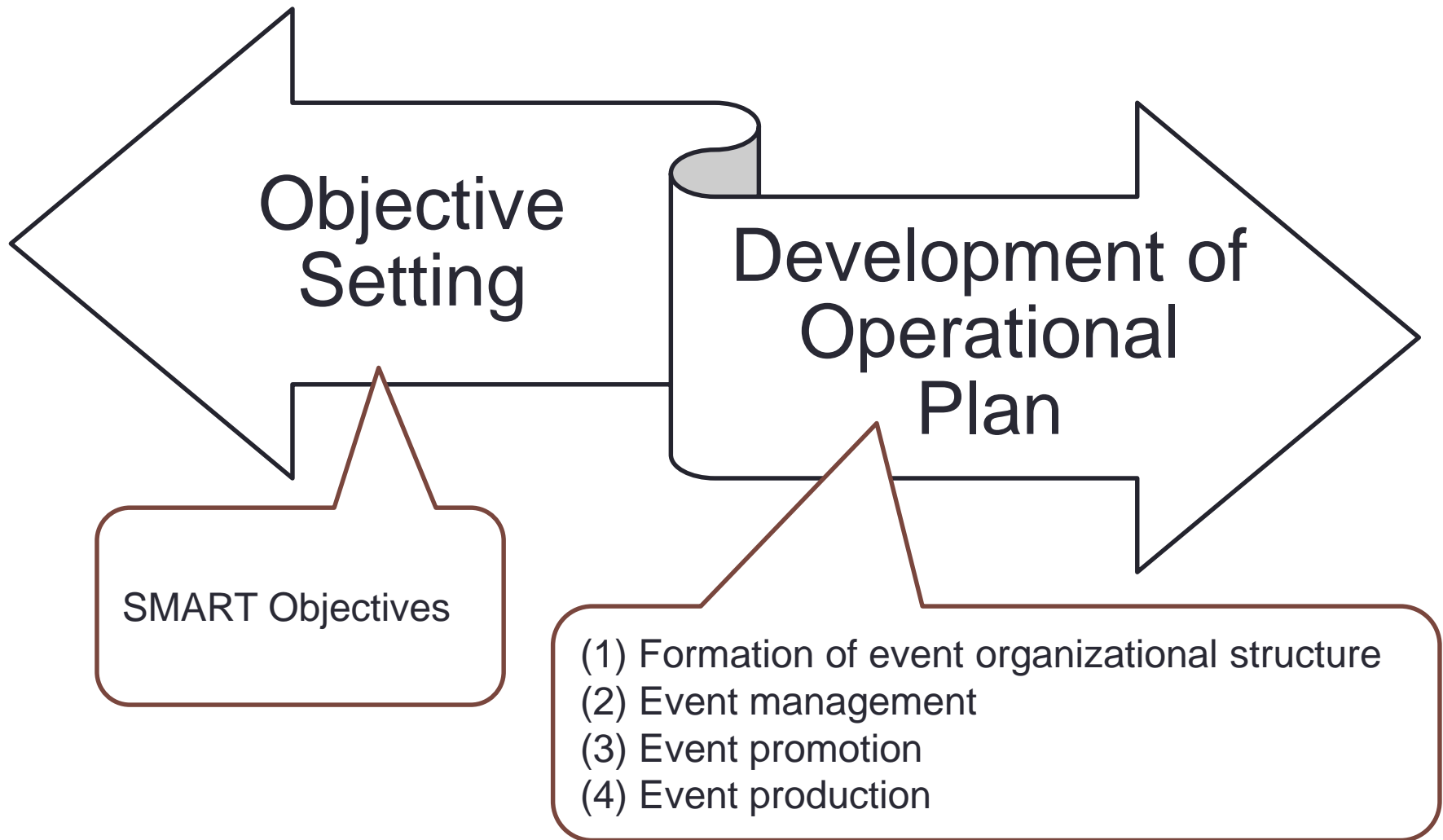
- **Ensure doing the right thing?**
- Adhere to the control system

**Event
Evaluation**

9

- **How to do it better next time?**
- Evaluation and feedback are collected to enhance the planning process

Event Planning



Objective Setting

- S**pecific
 - Detail exactly what needs to be done
- M**easurable
 - express in a way that it is quantifiable, in other words, how much or how many
- A**greeable
 - agreed by all by those responsible for achieving them (who)
- R**ealistic
 - ensure the needed resources must be available to achieve the objectives (e.g. human resources, financial resources)
- T**ime specific
 - ensure all the working stages must be completed within a particular time frame (when)

e.g. Hold a 2-day conference, October 2 and 3 in HK, for the 12 regional sales managers to launch 5 new product introductions for 2019. Total meeting costs not to exceed \$150,000.

Exercise



| Goals | SMART Objectives |
|---|------------------|
| <p>1. <u>Redefining professionalism</u> of funeral industry through <u>product showcasing</u> and <u>conferences</u></p> <p>透過產品展示及其前瞻性的會議，提昇殯儀業之專業性。</p> | |
| <p>2. Being the <u>largest</u> international funeral and cemetery expo and conference in Asia</p> <p>亞洲最大型國際殯儀墓園博覽暨會議。</p> | |
| <p>3. Being a hub for <u>East meets West</u></p> <p>東西方交匯點。</p> | |
| <p>4. Providing a platform for <u>networking</u> of funeral industry professionals</p> <p>聯繫殯儀館、墓園及火葬場等各範疇的專業人士。</p> | |

(Source: http://www.asiafuneralexpo.com/fair_detail)

Exercise



| Goals | SMART Objectives |
|---|--|
| <p>1. <u>Redefining professionalism</u> of funeral industry through <u>product showcasing</u> and <u>conferences</u></p> <p>透過產品展示及其前瞻性的會議，提昇殯儀業之專業性。</p> | <p><i>How many exhibiting companies? (M)</i></p> <p><i>How many conferences? (M)</i></p> <p><i>When to hold the event? (T)</i></p> <p><i>How to measure success? (M)</i></p> |
| <p>2. Being the <u>largest</u> international funeral and cemetery expo and conference in Asia</p> <p>亞洲最大型國際殯儀墓園博覽暨會議。</p> | <p><i>How many attendees will be expected? (M)</i></p> |
| <p>3. Being a hub for <u>East meets West</u></p> <p>東西方交匯點。</p> | <p><i>How many international groups will be invited? (M)</i></p> <p><i>From which countries? (S)</i></p> |
| <p>4. Providing a platform for <u>networking</u> of funeral industry professionals</p> <p>聯繫殯儀館、墓園及火葬場等各範疇的專業人士。</p> | <p><i>What kinds of social programs will be held? (S)</i></p> <p><i>How to measure success? (M)</i></p> |

(Source: http://www.asiafuneralexpo.com/fair_detail)

Development of Operational Plan

- The checklist for **starting a project**:
 - Confirm members of the organizing committee
 - Confirm date and venue (submit *Request for Proposals (RFP)*)
 - Decide on event theme and logo
 - Appoint Professional Conference Organizer (PCO) or event planner
 - Invite and confirm members of the various subcommittees
 - Set up a work plan (e.g. Gantt Chart)
 - Set up a budget (confirm registration fees)
 - Set up a bank account
 - Set up a event website and e-mail account
 - Produce conference stationeries (e.g. letterhead and envelopes)

Development of Operational Plan

- A typical M.I.C.E. event usually have the following **subcommittees** to perform different functions:
 1. **Formation of Event Organizational Structure**
 - Program subcommittee
 - Social subcommittee
 2. **Event Management**
 - Registration and hotel and tour booking team
 3. **Event Promotion**
 - Publicity subcommittee
 - Sponsorship subcommittee
 4. **Event Production**
 - Printing and production team
 - On-site preparation team

1. Formation of Event Organizational Structure

- **Program Subcommittee**

- Set up program schedule
- Nominate guest of honour and speakers / call for paper
- Follow-up speakers with bios, photos and/or abstracts
- Fix the program rundown
- Ensure security
- Invitation to VIPs
- Confirm venue setup, decoration and A/C requirements
(on stage / off stage)

An Example of Program Structure for a Trade Show with Conference



AFE2019 Program Summary 亞洲殯儀及墓園博覽暨會議 - 節目簡介

Pre-event
activities

Main
programs
during the
event days

Post-event
activities

| Program 項目 | Venue 地點 | 13/5/2019 | 14/5/2019 | 15/5/2019 | 16/5/2019 | 17 - 22/5/2019 |
|--|---|---------------|-------------|-------------|-------------|--|
| NFDA Arranger Training 美國殯儀總監協會培訓課程 | Meeting Room N206, Hong Kong Convention and Exhibition Center 香港會議展覽中心 N206 室 | 08:00 – 17:00 | | | | |
| International Conference 國際會議 | Hall 5D, Hong Kong Convention and Exhibition Center 香港會議展覽中心 5D 館 | | 08:30-12:15 | 08:30-12:30 | 08:30-12:30 | |
| Expo 展覽會 | Hall 5E, Hong Kong Convention and Exhibition Center 香港會議展覽中心 5E 館 | | 12:30-18:00 | 11:00-18:00 | 11:00-17:00 | |
| Opening Ceremony 開幕典禮 | Hall 5D Concourse, Hong Kong Convention and Exhibition Center 香港會議展覽中心 5D 館中央大廳 | | 12:30-12:45 | | | |
| *AFE International Night Dinner AFE 國際晚宴 | Meeting Room N201, Hong Kong Convention and Exhibition Center 香港會議展覽中心 N201 室 | | 18:30-21:30 | | | |
| *NFDA Reception 美國殯儀總監協會酒會 | Hall 5D, Hong Kong Convention and Exhibition Center 香港會議展覽中心 5D 館 | | | 17:00-18:30 | | |
| **AFE 2019 Post Show Tour – Australia AFE 2019 澳大利亞交流團 | Melbourne and Sydney 墨爾本及悉尼 | | | | | Australia- Melbourne and Sydney 澳大利亞 - 墨爾本及悉尼 |

*By Invitation 個別邀請

**First Come, First Served 先到先得

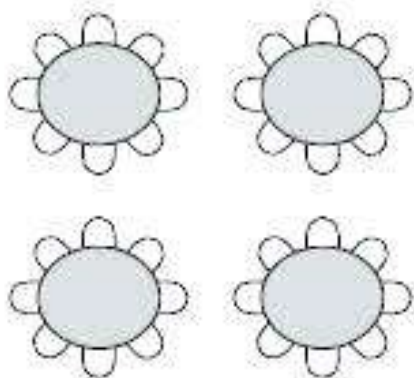
For more information, please contact: info@AsiaFuneralExpo.com or call +(852) 2528 0096

Updated: 25 Jan 2019

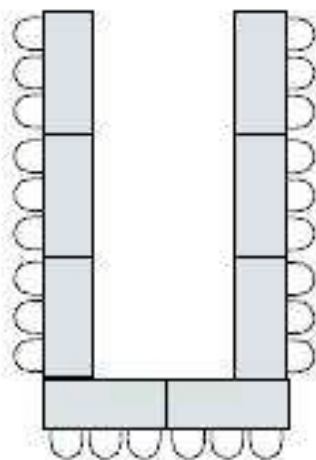
Possible Section Format

1. **General / Plenary Session
(including Keynote Session)**
2. **Breakout Session**
3. **Concurrent Sessions**
4. **Workshop**
5. **Symposium**
6. **Panel Discussion**
7. **Poster Session**

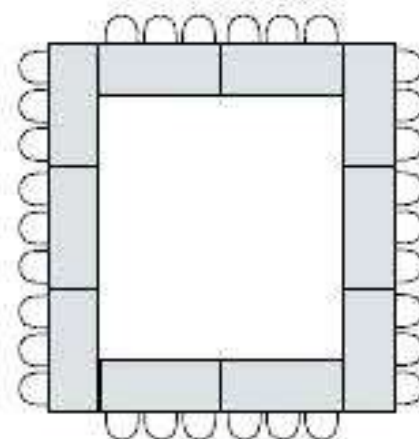
Common Room Set-up Styles



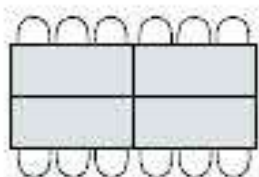
OVALS/ ROUNDS



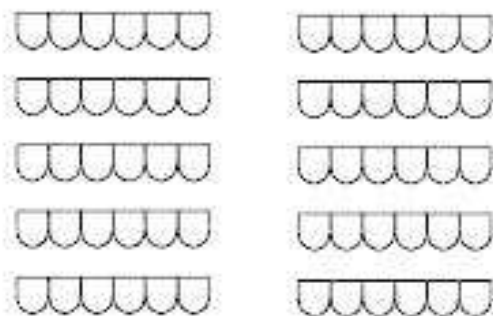
U - SHAPE



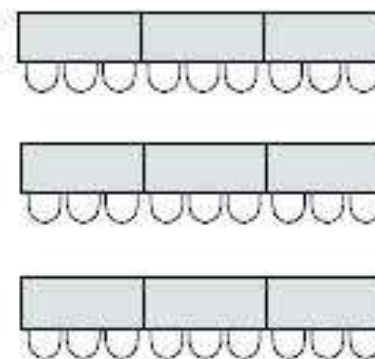
OPEN SQUARE



BOARDROOM



THEATER



CLASSROOM



1. Formation of Event Organizational Structure

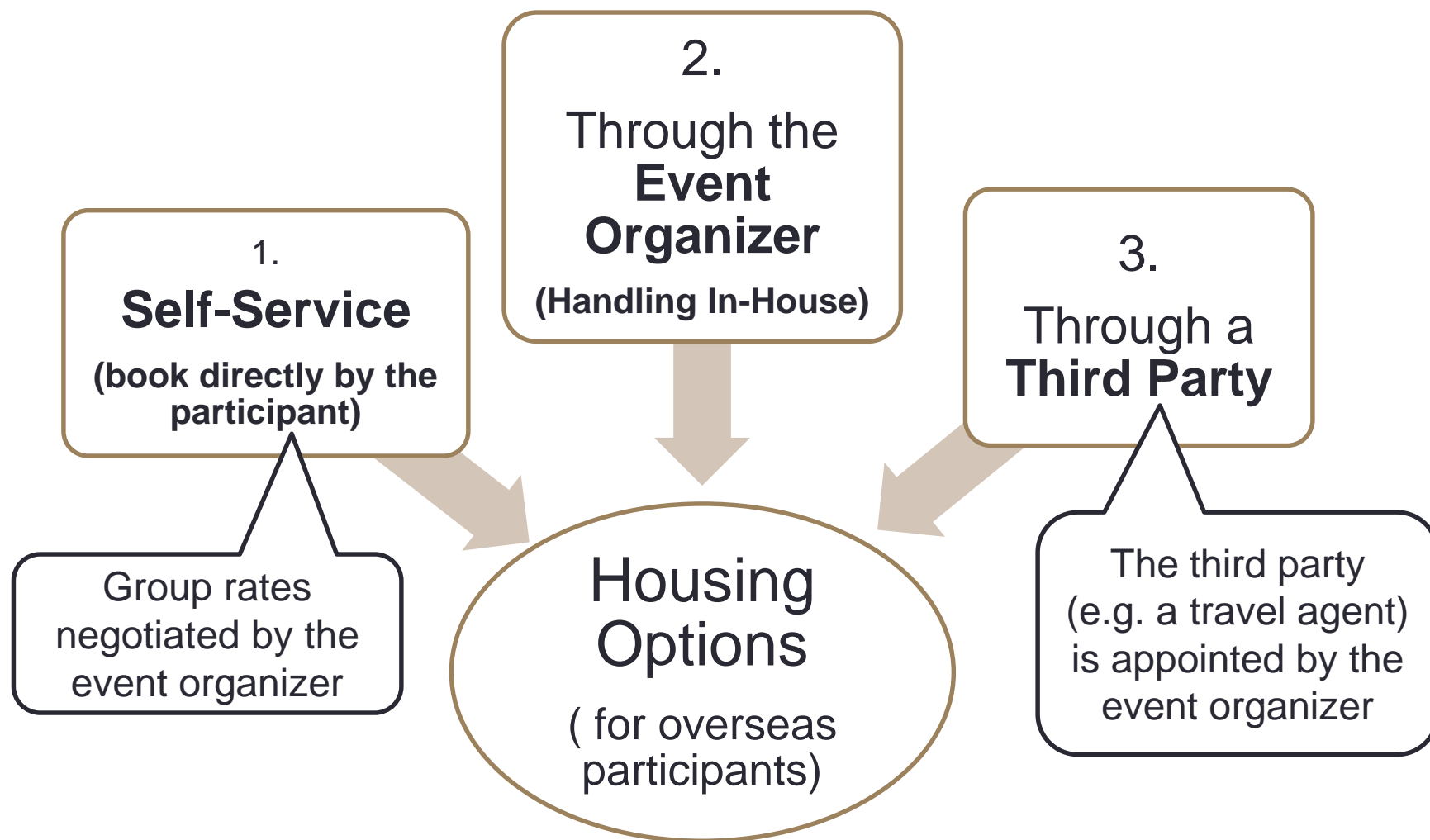
• Social Subcommittee

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

2. Event Management

- **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
 - Accompany persons during the event
 - Pre / post-event tour
 - Send confirmations to delegates as registrations arrive

Accommodation Arrangement



3. Event Promotion

• Publicity Subcommittee

- Keep contact with individual and past event participants
 - 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

3. Event Promotion

- **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

4. Event Production

- **Printing and Production Team**

- To prepare the following materials:
 - Event brochures
 - Invitation cards
 - Badges
 - Name plates
 - Tickets
 - Conference materials (e.g. conference bags/folders, program schedule, conference proceedings, pens and pads)
 - Souvenirs - guests of honour, speakers, participants
 - Participants' list

4. Event Production

• On-site Preparation Team

- 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 the event day

References

- Lau, C. and PSHE Section, Curriculum Development Institute (2016). *Meetings, Incentives, Conventions and Exhibitions (MICE)*. Education Bureau. Retrieved from https://www.edb.gov.hk/attachment/en/curriculum-development/kla/pshe/references-and-resources/tourism/MICE_English_2016.pdf
- Fenich, G. G. (2016). *Meetings, exposition, events, and conventions: An introduction to the industry* (4th ed.). N.J.: Pearson.