

# Module (I)

## MICE

31 May 2018

Hotel, Service & Tourism Studies  
酒店、服務及旅遊學

# Key Topics

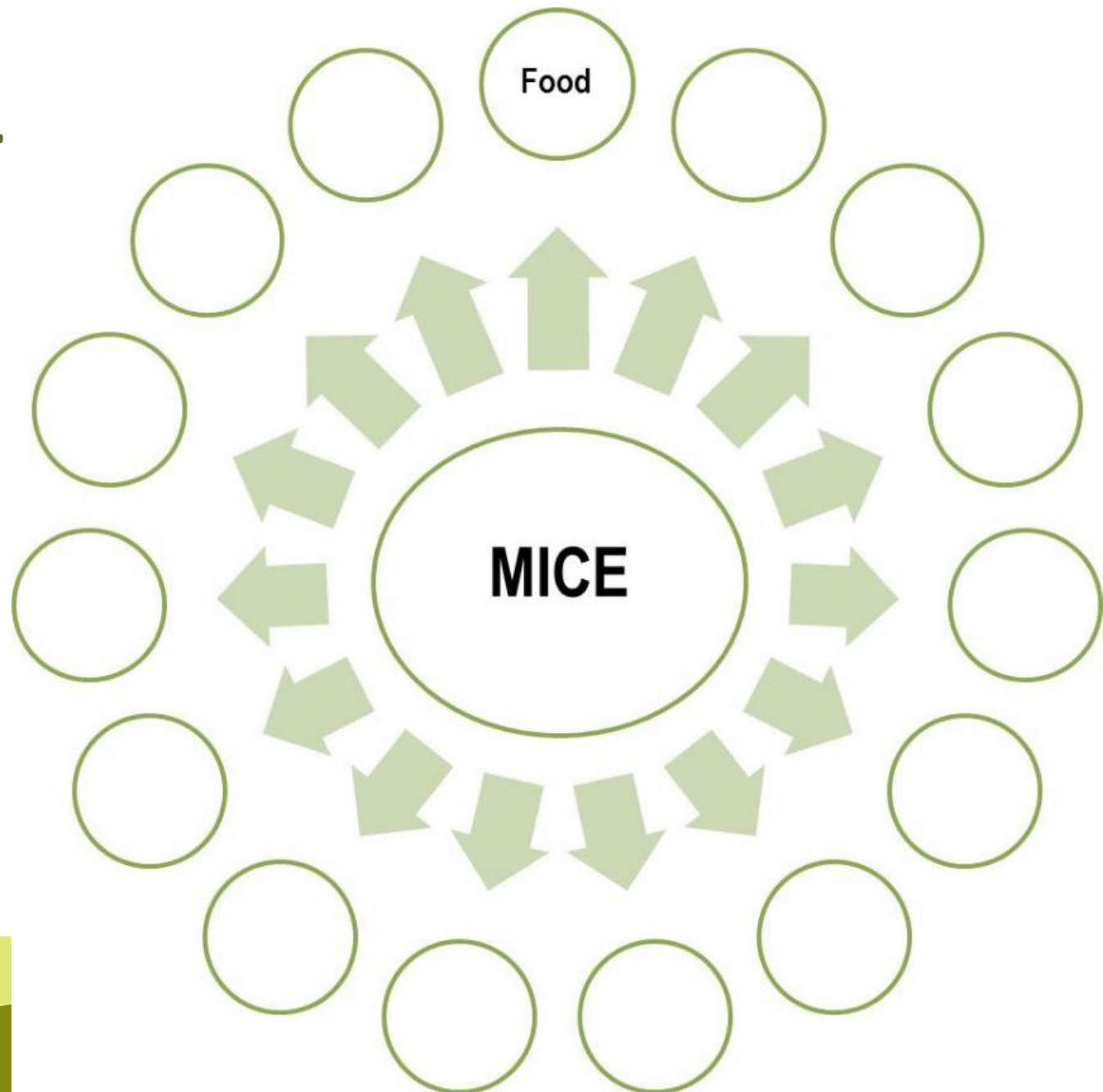
1. Overview of MICE and their characteristics
2. MICE Industry Stakeholders
3. MICE Planning Process
4. Q & A

# Overview of MICE

# 1. The MICE Business

- The term MICE represents a sector of tourism
- They are business and trade events
- Its fundamental purpose is to promote and market products, engage in commerce, or meet corporate objectives

# Activity 1.1



# 1. The MICE Business (cont'd)

- MICE are events and activities that involve attendees who share a common interest and gather in a place

M = Meetings (Corporate)

I = Incentives

C = Conventions (Congress, Conferences, Confexes)

E = Exhibitions

# 1.1 Meetings

- Meetings bring people together in one place for the purposes of sharing information and discussing and solving problems



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# 1.1.1 Types of Meeting

- Board meetings
- Management meetings
- Shareholders meetings
- Training seminars
- Meetings with partners, suppliers and clients
- Product launches, strategic planning, retreats



# Activity 1.2



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Visit Hong Kong Tourism Board website ([www.discoverhongkong.com](http://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.

# Recommendation

- Visit Hong Kong Convention and Exhibition Centre website

<https://www.hkcec.com/en/event-calendar>

&

- Visit AsiaWorld-Expo website

<https://www.asiaworld-expo.com/events>

to check the event calendars for various meetings

## 1.2 Incentives

- It is a management tool for rewarding and motivating sales representatives, dealers, distributors, production workers, support staff, and in some cases, customers

## 1.2.1 Incentive Travel

- Application of travel as a motivational award
- A corporate-paid trip offered as a prize to stimulate productivity
- A trip to motivate staff with the aim to encourage employees to meet challenging business objectives

# 1.2.2 Factors behind Incentive Travel Decisions



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- Incentive budget economy
- Buying power
- Political climate
- Safety and security
- Value
- Uniqueness of experience

# Recommendation

By watching the video clip “Flat Out Pyramid”

<https://www.youtube.com/watch?v=UdfVvC2Nu5A>

**Answer the following question:**

What are the benefits of team-building activities such as those shown in the video?

# 1.3 Conventions

- Conventions are gatherings of people with common objectives, organized to exchange ideas, views and information of common interest to the group

# 1.3.1 Types of Convention

- Congress
- Convention
- Conference
- Symposium
- Forum



# 1.3.1 Types of Convention (cont'd)



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## Congress

- European term for convention
- the regular coming together of large groups of individuals, generally to discuss a particular subject
- a congress will often last several days and have several simultaneous sessions
- e.g. World Congress of Anesthesiologists

Source: <http://www.eventscouncil.org/APEX/glossary.aspx>

# 1.3.1 Types of Convention (cont'd)



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## Convention

- gathering of delegates, representatives, and members of a membership or industry organization convened for a common purpose
- common features include educational sessions, committee meetings, social functions, and meetings to conduct the governance business of the organization

Source: <http://www.eventscouncil.org/APEX/glossary.aspx>

# 1.3.1 Types of Convention (cont'd)



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## Convention *cont'd*

- convention is typically recurring event with specific, established timing
- e.g. American Psychological Association Annual Convention

Source: <http://www.eventscouncil.org/APEX/glossary.aspx>

# 1.3.1 Types of Convention (cont'd)



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## Conference

- participatory meeting designed for discussion, fact-finding, problem solving and consultation
- an event used by any organization to meet and exchange views, convey a message, open a debate or give publicity to some area of opinion on a specific issue

Source: <http://www.eventscouncil.org/APEX/glossary.aspx>

# 1.3.1 Types of Convention (cont'd)



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## Conference *cont'd*

- no tradition, continuity or timing is required to convene a conference
- conference is usually of short duration with specific objectives, and are generally on a smaller scale than congress or convention
- e.g. International Conference on Oral and Maxillofacial Surgeons

Source: <http://www.eventscouncil.org/APEX/glossary.aspx>

# 1.3.1 Types of Convention (cont'd)



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## Symposium

- a meeting of a number of experts in a particular field, at which papers are presented and discussed by specialists on particular subjects with a view to making recommendations concerning the problems under discussion
- e.g. Hong Kong International Dental Expo and Symposium

Source: <http://www.eventscouncil.org/APEX/glossary.aspx>

# 1.3.1 Types of Convention (cont'd)



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## Forum

- open discussion with audience, panel, and moderator
- a meeting or part of a meeting set aside for an open discussion by recognized participants on subjects of public interest
- e.g. Hong Kong Forum

Source: <http://www.eventscouncil.org/APEX/glossary.aspx>

# Activity 1.4

	Conventions	Meetings
1. How long did it take to plan this event?		
2. Who decided where to have this event?		
3. Were there any criteria on site selection?		



# Recommendation

	Meetings	Conventions
1. Background info	Difficult to identify	Easily obtainable
2. Contact	Many individuals	Committee
3. Lead time	Short(er) 1-6 months	Long(er) 1-4 years
4. Pattern	Held as needs arise (year around)	Regular cycle (Spring/Autumn)
5. Attendance	Compulsory to attend	Delegates' option
6. Charges	On employers' expenses	Delegates pay their own expenses
7. Destination	Restricted	Flexible
8. Group size	Mostly less than 100	Often more than 100

# Recommendation (cont'd)

	Meetings	Conventions
9. Frequency	Numerous	Few
10. Duration	1-2 days	3-5 days
11. Lodging	Limited range	Wide range
12. Venue and facilities	Good standard hotels with meeting facilities	Convention centres and venues with good standard and sufficient meeting facilities
13. Decision-making process	Straightforward, and more or less immediate	Prolonged, often involving a committee
14. Delegates' companion	Rarely attend	Frequently attend

# 1.4 Exhibitions

- A display for public view of products or promotional materials for the purpose of public relations, sales, and/or marketing
- Types of exhibition include:
  - public shows;
  - trade shows; and
  - combined events (trade + public)

## 1.4.1 Types of Exhibition

### Public shows (Consumer shows)

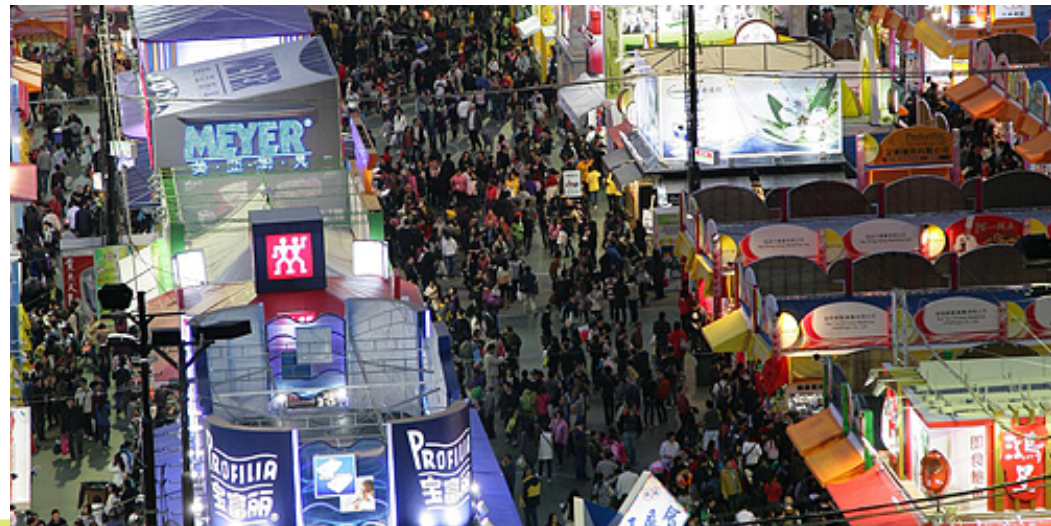
- business-to-consumer (B2C)
- open to the public audience/local clientele
- used by a consumer-based industry to bring their products directly to their market's end user
- charge a reasonable admission fee or no admission fee is required
- involve retail sales

# Examples in Hong Kong

## Hong Kong Book Fair



## Hong Kong Brands and Products Expo



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## 1.4.1 Types of Exhibition (cont'd)

### Trade shows (Trade fairs / Expositions)

- business-to-business (B2B)
- group of product suppliers who set up physical exhibits in a venue to appeal to specific buyer groups or markets
  - not open to the public audience, only open to those who have a specific and demonstrable relationship to the event

## 1.4.1 Types of Exhibition (cont'd)

### Trade shows (Trade fairs / Expositions) *cont'd*

- attract international trade buyers
  - adults only
- no retail sales
  - sometimes exhibitors may sell on the last day of the show in order to save the freight charges
- invitation is required
  - only invite those who have a specific and demonstrable relationship to the event



# Examples in Hong Kong (cont'd)

## Electronic Asia

### FILMART

**FILMART:**  
**Asia's Largest Film Market**

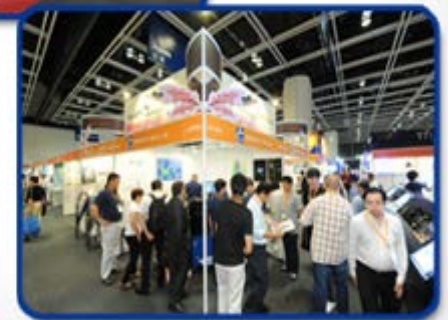


**Book your exhibition space at FILMART 2014 now!**  
FILMART 2014 is now accepting booth applications. Join us now to explore global business opportunities! Early bird discount ends on 6 December. [Click here for online applications.](#)



**A toast to the success**  
The 17th edition in March 2013 attracted 710 exhibitors from 30 countries and regions, and more than 6,300 visitors from nearly 50 countries and regions.

**A World of Electronic Components & Technologies**



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# 1.4.1 Types of Exhibition (cont'd)



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## Combined shows (trade + public shows)

- a combination of trade show and public show
- same venue, different periods
  - e.g. first few days scheduled for trade show whereas the last day of the show is opened to the general public
  - e.g. the International Travel Expo (ITE Hong Kong)
- same period, different venues
  - e.g. Hall A - trade show and Hall B - public show

## 1.4.2 Types of Event Facilities

### Traditional facilities

- purpose-built centres
- hotels
- colleges, universities & other academic venues
- civic venues

# Examples in Hong Kong



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- Hong Kong Convention and Exhibition Centre
- AsiaWorld-Expo
- Kowloonbay International Trade and Exhibition Centre



## 1.4.2 Types of Event Facilities (cont'd)

### Non-traditional facilities

- sporting venues
- cultural and entertainment venues
- tourist attractions
- transports

# Examples in Hong Kong

- PMQ
- 1881 Heritage
- Parking lot
- Pier



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# Parking Lot



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# Pier



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# 1.5 The Value of MICE

- higher expenditures
- even out travel demand
- prior arrangement
- large scale
- standardized services
- enhance secondary businesses
- improve host city image
- independent of tourism attractions
- no fixed destination
- flexibility of venue selection



## 1.5 The Value of MICE (cont'd)

	2014	2012	2010
Expenditure contributed to the Hong Kong's economy in HK\$(billion)	52.9	40.8	35.8
Fiscal contributed to the Hong Kong's economy in HK\$ (billion)	2.1	1.4	1.1
Employment generated ( number of full-time jobs)	83,500	69,600	69,150

*Source: Hong Kong Exhibition & Convention Industry Association (HKECIA) Economic Impact Study 2014*

<https://www.exhibitions.org.hk/en/media-centre/133-eis-2014>

## 1.5 The Value of MICE (cont'd)

- Being the world's 7<sup>th</sup> largest trading economy, Hong Kong has developed into a premier convention and exhibition centre in the region
- In 2016, Hong Kong was crowned as “Asia's Leading Meetings & Conference Destination” in the World Travel Awards and “Best Business City in Asia” in the Smart Travel Asia Award

*Source: Convention and Exhibition Industry in Hong Kong | HKTDC*

<http://hong-kong-economy-research.hktdc.com/business-news/article/Hong-Kong-Industry-Profiles/Convention-and-Exhibition-Industry-in-Hong-Kong/hkip/en/1/1X000000/1X0018NP.htm>

## 1.5 The Value of MICE (cont'd)

- In 2016, Hong Kong hosted more than 100 exhibitions, with more than 1.8 million overseas overnight MICE visitors

**Hong Kong's Overnight Visitors**

	2015	2016	% Change
Number of Visitors (million)	26.7	26.6	-0.5
For Business and Meetings	15%	15%	

Source: Hong Kong Tourism Board

Source: *Convention and Exhibition Industry in Hong Kong* | HKTDC

<http://hong-kong-economy-research.hktdc.com/business-news/article/Hong-Kong-Industry-Profiles/Convention-and-Exhibition-Industry-in-Hong-Kong/hkip/en/1/1X000000/1X0018NP.htm>

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## Overnight MICE Arrivals by Country/Region

Major Markets	2015			2016		
	No of Arrivals	% Total	Growth (%)	No of Arrivals	% Total	Growth (YoY%)
Chinese mainland	891,573	51.8	0	967,497	51.2	8.5
South and Southeast Asia	243,277	14.1	-13.4	283,849	15	16.7
Europe, Africa and the Middle East	190,886	11.1	-10.7	204,604	10.8	7.2
The Americas	124,321	7.2	-19.5	149,358	7.9	20.1
North Asia	139,798	8.1	7.1	147,333	7.8	5.4
Taiwan	77,820	4.5	-12.2	79,840	4.2	2.6
Australia, NZ and S. Pacific	43,248	2.5	-10	49,781	2.6	15.1
Macau SAR	10,515	0.6	32.7	8,755	0.5	-16.7
<b>Total</b>	<b>1,721,438</b>	<b>100</b>	<b>-5.2</b>	<b>1,891,017</b>	<b>100</b>	<b>9.9</b>

Source: Hong Kong Tourism Board (HKTB)

## 1.5 The Value of MICE (cont'd)

- The HKTDC organizes more than 30 large-scale exhibitions a year, forming 11 of the largest marketplaces of their kinds in Asia, 5 of which are the world's largest, including electronics, jewellery, gifts, watches & clocks and lighting.
- The fairs attracted around 39,000 exhibitors and more than 770,000 buyers in 2016.

*Source: Convention and Exhibition Industry in Hong Kong | HKTDC*

<http://hong-kong-economy-research.hktdc.com/business-news/article/Hong-Kong-Industry-Profiles/Convention-and-Exhibition-Industry-in-Hong-Kong/hkip/en/1/1X000000/1X0018NP.htm>

# Activity 1.6



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Visit the website of the HKSAR Government for more information on the average spending and length of stay of leisure tourists to Hong Kong

<http://www.legco.gov.hk/research-publications/english/1415rb06-hong-kongs-tourism-industry-20150805-e.pdf>

# Recommendation



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Visit the website of PartnerNet on Research Publications: A statistical review of Hong Kong Tourism (published annually)

[https://securepartnernet.hktb.com/en/research\\_statistics/research\\_publications/index.html](https://securepartnernet.hktb.com/en/research_statistics/research_publications/index.html)

# Activity 1.7







for 15 mins

# MICE Stakeholders



## 2. Sectors Involved in MICE Business

- People
- Agencies and intermediaries
- Suppliers (2.1, 2.2)
- Organizations
- Public sectors
- Buyers (clients)
- Others

## 2. Sectors Involved in MICE Business



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(cont'd)

### People

- Delegates: representatives at a conference/ or meeting
- Attendees: persons attending an event
- Visitors: attendees at an exhibition
- Exhibitors: companies or organizations sponsoring an exhibit booth or stand
- Speakers: persons who present on a specific topic or topics, including keynote

## 2. Sectors Involved in MICE Business

(cont'd)

### Agencies and intermediaries

- Conference production company
- Event management company
- Destination management company
- Incentive travel house
- Business travel agency
- Venue finding agency

## 2. Sectors Involved in MICE Business



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(cont'd)

### Suppliers

- These are the organizations and enterprises which provide services to event activities



## 2. Sectors Involved in MICE Business



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(cont'd)

### Suppliers *cont'd*

- Venues and facilities
- Airlines
- Cruise lines
- Hotels / accommodation
- Restaurants / bars / cafes
- Exhibition contractors
- Technical specialists



## 2. Sectors Involved in MICE Business



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(cont'd)

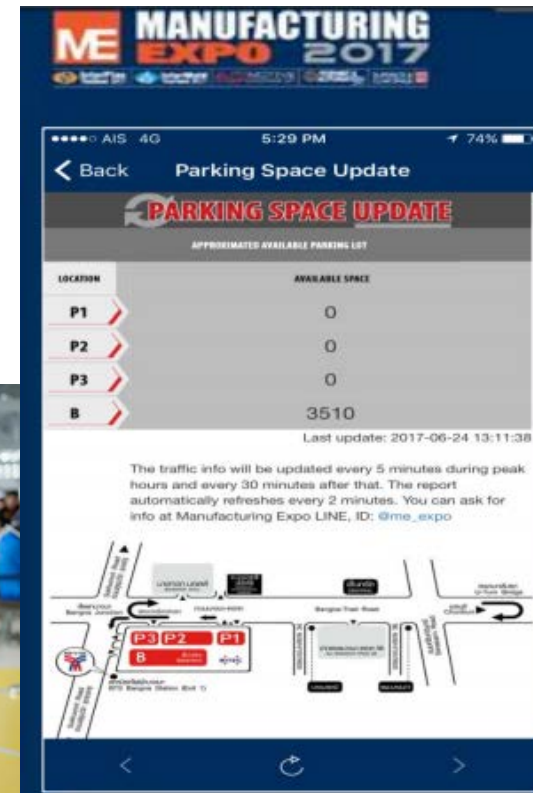
### Other suppliers *cont'd*

- Audio-visual contractors
- Telecommunications companies
- Transport operators
- Interpreters and translators
- Entertainment companies
- Specialty caterers
- Floral contractors, etc.

# Examples of Facilities on IT

## Value added, Multifunction Versatility

- self-registration station
- electronic badge and mobile scan
- real-time parking space
- real-time attendant report



# Examples of Facilities on IT (cont'd)



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## On-site Data Capture

- growing use of RFID (Radio Frequency Identification) technology in the form of bracelets and pendants
- help show organisers understand attendees' visiting patterns

上海迪士尼樂園 Shanghai Disney Resort



# Examples of Facilities on IT (cont'd)



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## New Technology

- smartphones, “wearable” computing and AV technologies
- enable exhibition and event producers to create and deliver highly engaging presentations and environmental space





# Examples of Facilities on IT (cont'd)



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## Smart Event – Visitor Services 智慧會展 – 觀眾服務



- ✓ General event information
- ✓ Floor plan
- ✓ Exhibitor list
- ✓ Session agenda
- ✓ Speaker list



- ✓ Mobile Online mobile registration
- ✓ Interactive marketing
- ✓ Customer service
- ✓ News alerts
- ✓ Announcements



# Examples of Facilities on IT (cont'd)



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## Engagement

- use of on-site smartphone apps and on-site activities
  - e.g. gamification, treasure hunts



## 2. Sectors Involved in MICE Business

(cont'd)

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### Organizations

- National Trade Organization e.g. Hong Kong Trade Development Council
- Trade Association e.g. Hong Kong Exhibition & Convention Industry Association (HKECIA)
- Trade Media
- Educational Institutions, etc.

## 2. Sectors Involved in MICE Business

(cont'd)

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### Public sectors

- National Tourism Organization (NTO)
- Destination Marketing Organization (DMO)
- Destination Marketing Company (DMC)
- Convention and Visitor Bureau (CVB)



## 2. Sectors Involved in MICE Business

(cont'd)

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### Buyers (clients)

- These are the decision makers who hire conference venues and related services in order to stage their events: **associations, corporations, event planners, and government organizations / departments**

## 2. Sectors Involved in MICE Business

(cont'd)

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### Buyers (clients) *cont'd*

- Associations: these are non-profit professional, trade or industry organizations formed by their members
- Corporations: these are companies, entrepreneurial or business organizations

## 2. Sectors Involved in MICE Business

(cont'd)

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### Buyers (clients) *cont'd*

- Event planners: these are professional agents which hired by organizations to plan their business activities
- Government organizations/departments: these are public organizations and departments at different levels that provide funding and ideas for various event activities such as Federal (national), State (provincial) and Local (municipal)

## 2. Sectors Involved in MICE Business

(cont'd)

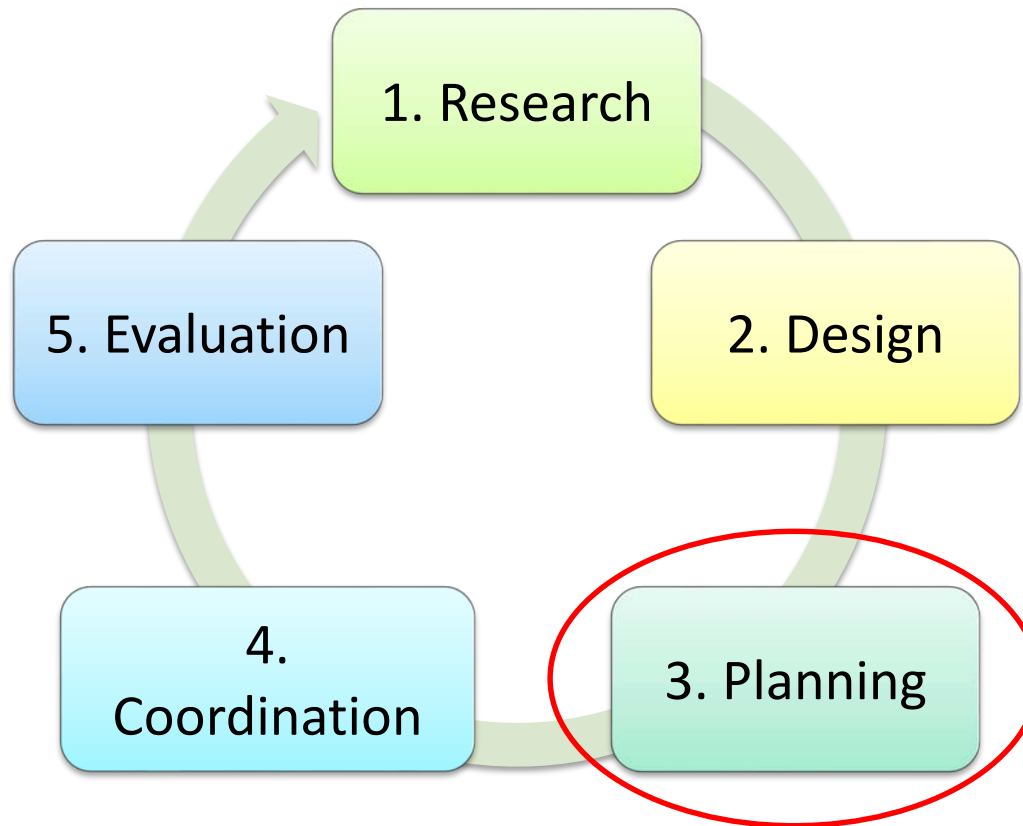
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### Other players

- Commercial sponsors
- Insurance brokers
- Public relation (PR) consultants
- Human resources (HR) agencies
- Printing companies, etc.

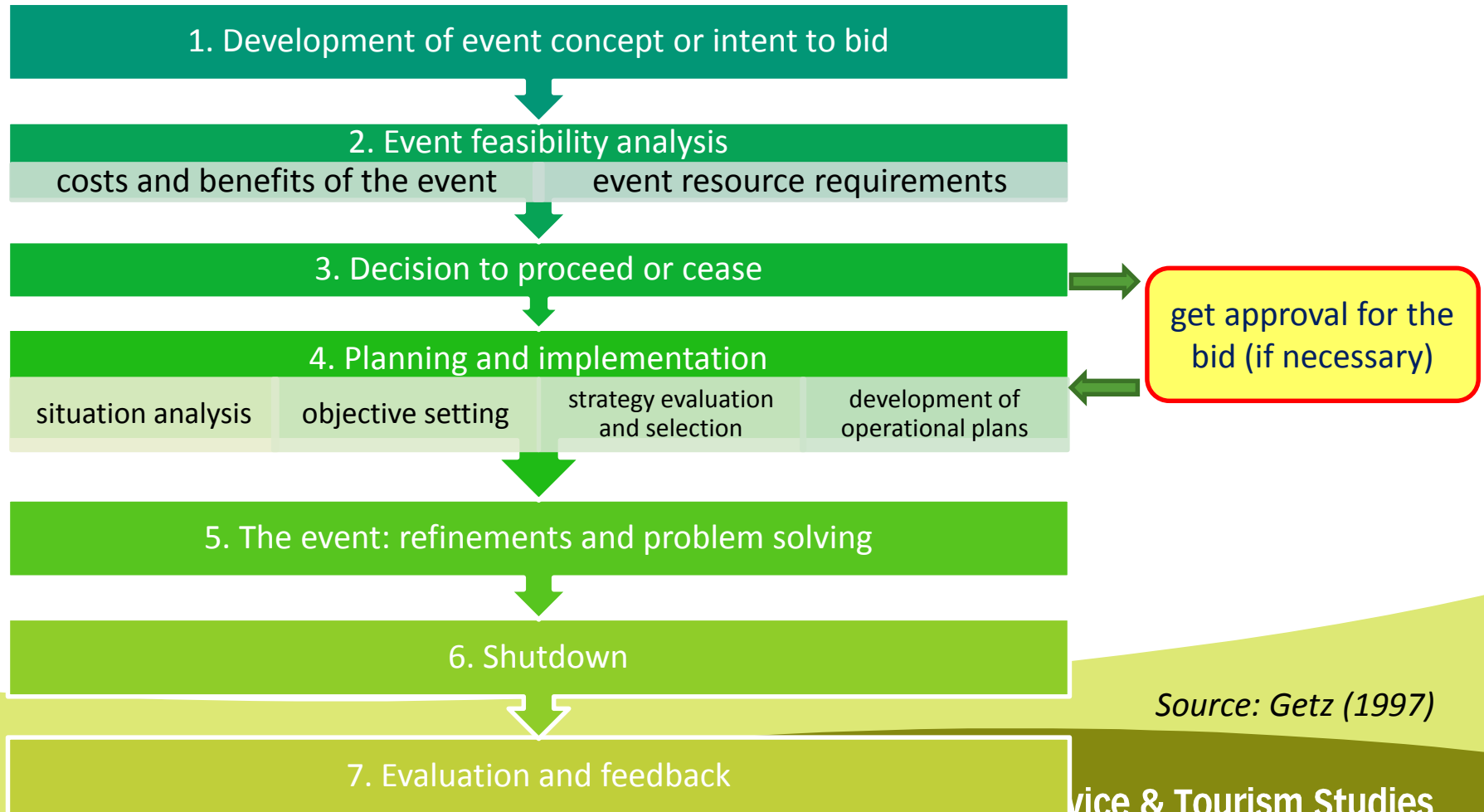
# MICE Planning

# 3. MICE Planning



*Sources: Goldbaltt, J. & Goldbaltt, S. (2014). Special events: creating and sustaining a new world for celebration.*

# 3. MICE Planning (cont'd)



Source: Getz (1997)

# 3.1 The Planning Process

- 1 • What to achieve?
- 2 • Which types of activity namely meeting, incentive, convention or exhibition best works for the organization?
- 3 • Who to ask for direction?
- 4 • Identify those deciding factors?
- 5 • Identify the risk factors as well as the challenges?
- 6 • Is it ready to move forward with the plan?
- 7 • Who is/are in charge?
- 8 • Ensure doing the right thing?
- 9 • How to do it better next time?



## 3.1 The Planning Process (cont'd)



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Planning is an ongoing process to plan, organize and manage all aspects within the event to ensure that the event can run smoothly and successfully.

# 3.1 The Planning Process (cont'd)



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## Setting objectives

- Effective objectives make event organizers easier to assist in the planning and management of an event
- Supply a basis for measurement and evaluation
- Help define the major areas of responsibility and tasks

## 3.1 The Planning Process (cont'd)

### SMART principles of setting objectives

#### – Specific

- must be specific in targeting an objective e.g. to increase the no. of visitors

#### – Measurable

- must have a measurable indicator(s) of progress/success e.g. to increase visitors by 10%

# 3.1 The Planning Process *cont'd*



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## SMART principles of setting objectives *cont'd*

### – **Attainable / Agreeable**

- must be capable of being assigned to someone to accomplish or agree by all stakeholders e.g. to increase visitors by 10% (rather than 30%)

### – **Realistic**

- must be realistic within allotted resources

# 3.1 The Planning Process *cont'd*



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## SMART principles of setting objectives *cont'd*

### – Time specific

- must have a specified duration e.g. to increase visitors registration by 10% within next 3-month

## 3.1.1 Organization Goals

- Different types of organization have different goals when producing events
- Long-term aims to achieve
- Goals without supporting objectives are unachievable

## 3.2 Organization Structure



## 3.3 How to start a project?

- 3.3.1 Preparation stage } Event feasibility study & theme development
- 3.3.2 Program subcommittee } Formation of event
- 3.3.3 Social subcommittee } organizational structure
- 3.3.4 Registration and hotel & tour booking team } Event mgt
- 3.3.5 Publicity subcommittee } Event promotion
- 3.3.6 Sponsorship subcommittee }
- 3.3.7 Printing and production team } Event production
- 3.3.8 On-site preparation } Event operation
- 3.3.9 Wrap up }



## 3.4 Planning Stage

- Event General Information
  - nature, time frame
- Program Planning
  - event main and side programs
- Timeline and Scheduling
  - important dates and deadlines
- Financial Management and Budget Control
  - revenue forecast and expenditure allocation

## 3.4 Planning Stage (cont'd)

- Site and Venue Selection
  - space allocation
  - floor plan design
- Sales and Account Servicing
- Participants Management
  - registration
  - transportation and accommodation

## 3.4 Planning Stage (cont'd)

- Vendor Management
  - specific criteria for selecting vendors
  - negotiations and contracts
- Event Publicity and Marketing
  - exhibitors and visitors promotion plan
  - advertising and media plan
- Event Food and Beverage Service

## 3.4 Planning Stage (cont'd)

- Event Safety and Security
  - potential risks and counter measures
  - contingency plan
- Event Legal Issues
  - insurance
  - contracts and licensing
  - terms and conditions

# Example of Event Scheduling

	CUSTOM-BUILT STAND	STANDARD BOOTH
Booth Construction	<u>Halls 1, 3, 5</u> 11 October 9am – 10pm 12 October 9am – 12nn  <u>Grand Hall, Convention Hall and Expo Drive Hall and Concourse of each Hall</u> 11 October 2pm – 10pm 12 October 9am – 12nn	N/A
Booth Decoration	12 October 8:30am – 8pm All booths must be fully decorated by 8pm	
Move-In Exhibits	12 October (Please refer to schedule as printed on the Vehicle Pass)	
Move-Out Exhibits	16 October (Please refer to schedule as printed on the Vehicle Pass)	
Termination of Booth Electricity	13-15 October 7:30pm 16 October 6:30pm	
Booth Dismantling including Additional Lighting	16 October 8pm - 12 midnight	N/A

# Example of Event Scheduling (cont'd)



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**Venue: Hall 1A, Hong Kong Convention and Exhibition Centre (HKCEC)**

## Move-in

Date	Time	Schedule
11 May 2016 (Wed)	0800 - 2359	Floor marking, move-in and construction by Official Contractor, AMC
	1100 - 2330	Move-in and construction of Raw Space Exhibitors
	1400 - 2330	Move-in and construction of Walk-On-Package Exhibitors
12 May 2016 (Thu)	0900 - 0945	Final touch-up and cleaning of venue by all Contractors and HKCEC

**NOTE:** Only Exhibitors, Working Staff and Appointed Contractors with valid entrance badges are allowed to enter the venue during the Move-in Period.

## Show Open Days

Date	Time	Schedule
12 May 2016 (Thu)	1000 – 1800	Show Open
13 May 2016 (Fri)	1000 - 1800	Show Open

## Move-out

Date	Time	Schedule
13 May 2016 (Fri)	From 1800	Packing and removal of exhibits by exhibitors or their appointed forwarders
	1830 onwards	Termination of Booth Electricity to booths
	1900 - 2359	Tear down of booth fitting for Exhibitors, Working Staff and Appointed Contractors

ism Studies

# Example of Event Timeline

## 3 years before the meeting

- solicit the site proposals & schedule site inspection trips to review and evaluate facilities
- finalize convention dates and site
- finalize facility/hotel arrangements
- conduct 1st meeting with Organizing Committees
- finalize conference themes

# Example of Event Timeline (cont'd)



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## 2 years before the meeting

- submit budget to finance committee
- select and appoint event manager / Professional Conference Organiser (PCO)
- prepare preliminary budget
- design of logo, stationary



# Example of Event Timeline (cont'd)



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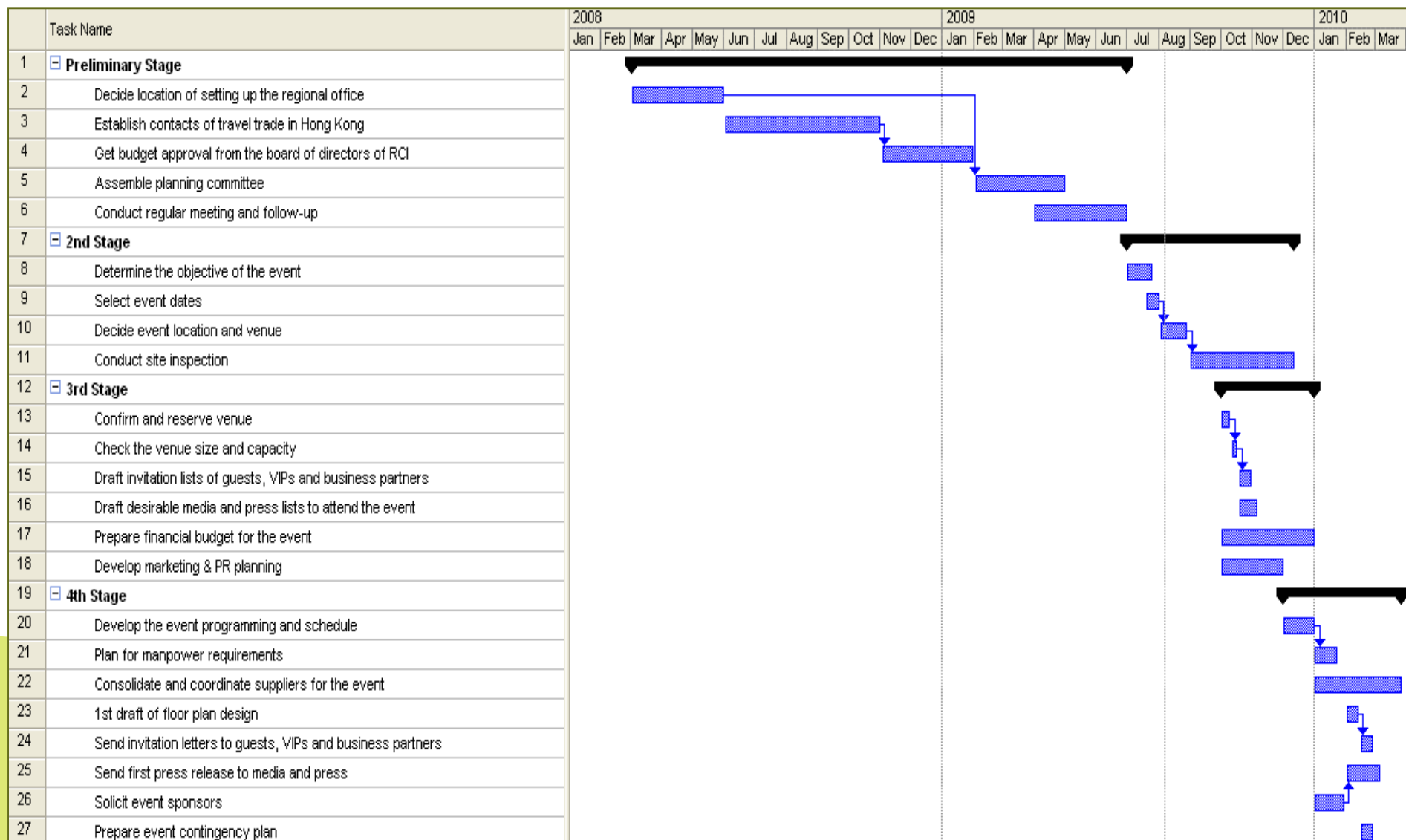
## 1 year before the meeting

- get event stationery printed
- prepare preliminary announcement to delegates and registration form
- prepare conference brochure and design brochure cover
- commence pre-conference promotion(s)
- inspect, select, negotiate and reserve potential hotels and assign meeting venues

# Example of Event Timeline (cont'd)



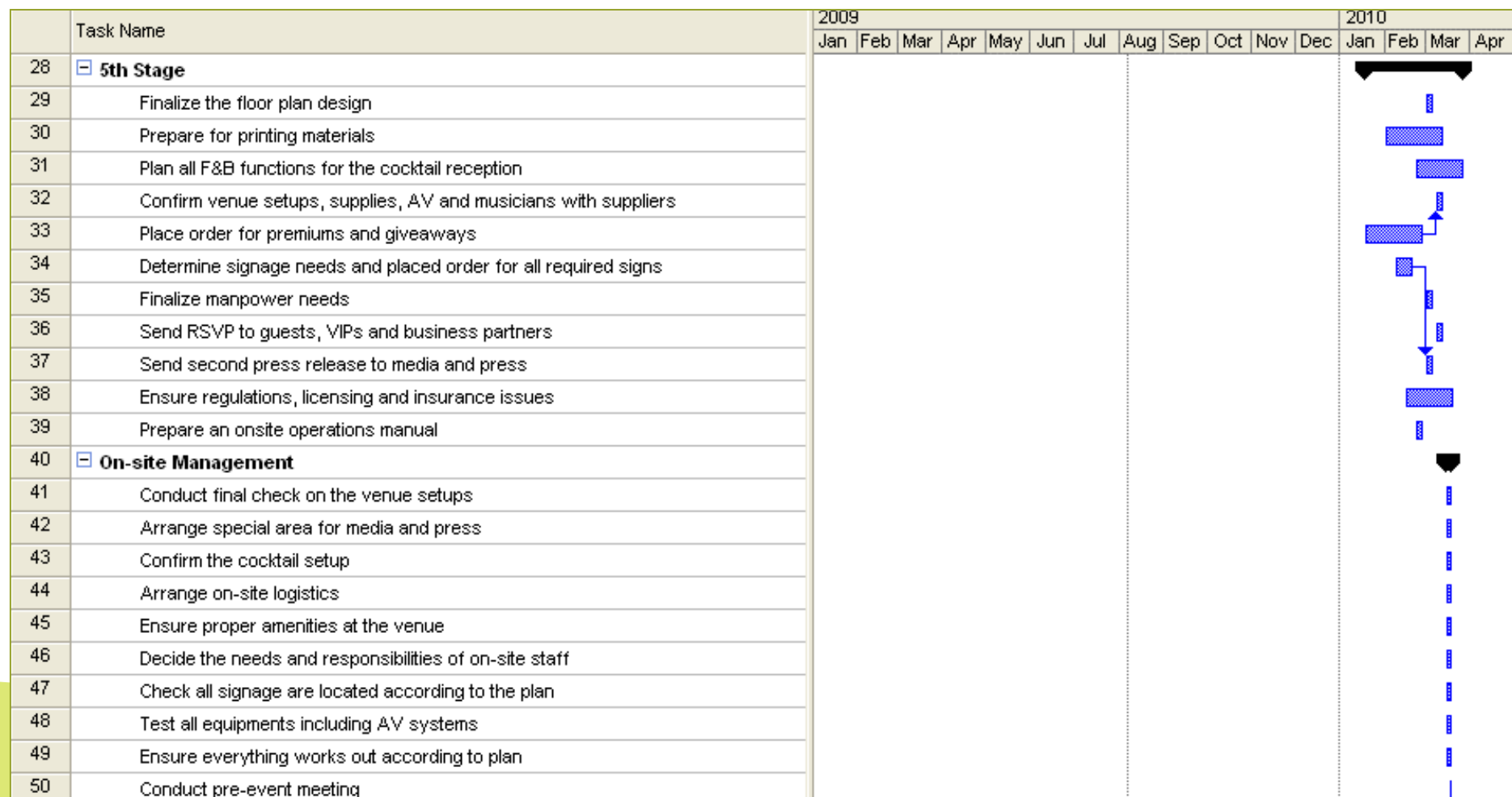
Member of VTC Group  
VTC 機構成員



# Example of Event Timeline (cont'd)



Member of VTC Group  
VTC 機構成員



Hotel, Service & Tourism Studies  
酒店、服務及旅遊學

# Example of Event Timeline (cont'd)



Member of VTC Group  
VTC 機構成員

Task Name	2009												2010				
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
51 <input type="checkbox"/> <b>During the Event</b>																	
52     Conduct briefing to on-site company and causal staff																	
53     Ensure staff report to you periodically for the event status																	
54     Conduct on-site evaluation																	
55     Inspect the venue from time to time and to be alert for all event details to prevent p																	
56 <input type="checkbox"/> <b>1 Day after the Event</b>																	
57     Hold post-event evaluation meeting																	
58     Arrange dismantle of all equipments and materials																	
59     Assign housekeeping to clean up the venue																	
60 <input type="checkbox"/> <b>1 Week after the Event</b>																	
61     Compile post-event report																	
62     Send thank-you letters to guests, VIPs and suppliers																	
63 <input type="checkbox"/> <b>1 Month after the Event</b>																	
64     Review and pay all outstanding bills																	

# Activity





# The End