

Experience Training

How to Attract the MICE Sector

Coming up in this experience training module:

- ▶ Part 1: Why Focus on MICE?
- ▶ Part 2: Main Strategies to Attract MICE
- ▶ Part 3: Business Travel After the Pandemic
- ▶ Part 4: A Sector Deeply Embedded into Technology
- ▶ Part 5: Key Takeaways

How to Attract the MICE Sector



Why Focus on MICE?



To generate more revenue



Minimizing the negative impacts of seasonality



To take advantage of the brand



To enjoy the bleisure



How to Attract MICE?

Location



Good transport connection



Good infrastructure



Plenty of places of interest around

Accommodation



Meeting and conference rooms



Comfortable rooms



Booking and cancellation policies

Catering



Quality of service



Decoration



Menu options

Technical equipment



Video and sound



Lighting and projection



Internet connection

Main Strategies to Attract MICE

Develop Your Brand Proposition

- Understand why an organiser would choose you as a partner
- The brand proposition helps you find a leader position in the market and your main competitive advantages

Focus on Quality

- Good infrastructure, as well as good services, are valued by organisers
- MICE organisers can be very demanding when it comes to offering a remarkable event

Work Together with Other Businesses

- Offering a whole product can be a great way to attract MICE
- Organisers will prefer to partner with those who have ready-to-be-sold products rather than having to combine services themselves.

Connect with DMOs

- As a business, you can also partner with local and regional DMOs to bring events to the destination
- DMOs need reliable business partners on their side to make stronger bids to attract MICE

Create a Content Marketing Strategy

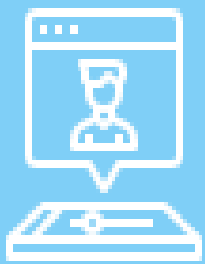
- Use storytelling to attract MICE's attention. Great content is key to delivering and sharing your brand proposition
- Convince organisers by showing them why you are the right partner to work with and to deliver remarkable experiences to their clients

Business Travel After the Pandemic

Consequences

- Pandemic strongly hit the MICE sector
- Remote calls and meetings have been replacing business trips
- A lot of people feel they don't need to travel to attend these events
- A significant "return to office" movement over the past few months

What's new?



VIRTUAL MEETINGS

Meetings suddenly went from in-person to online. This trend will remain - many meetings and conferences will take place exclusively online.



REASONS TO TRAVEL

MICE needs to refine their approach to events. People won't attend them unless they see that there is a clear benefit in attending in person.

Develop Trust with Prospects and Customers

- As in business, personal relationships can also play a key role in the MICE sector.
- If your goal is to connect with MICE organisers, you can attend trade shows and / or any MICE events (i.e. IAPCOs, PCMA's and ICCAs, among other associations).

A Sector Deeply Embedded Into Technology



Technology is key for MICE events (either apps or tools), because it allows demand and supply to be in touch.



The event itself is **embedded with technology** - from the booking process to the check-in, the streaming and the experiences provided.



Technologies, such as facial recognition, voice control and augmented reality, allow MICE organisers to deliver **unique and great** events.



Businesses need to be agile to keep up with technology innovation in MICE to not lose track of what's new.

Key Takeaways



Quality is key



Technology is part of any MICE experience



Work together with other businesses

Work together with DMOs