



EUROPEAN UNION
European Regional Development Fund

Experience Training

How to Attract the MICE Sector

August, 2022



AGENDA

- **Part 1:** Introduction to the MICE Sector
- **Part 2:** Why Focus on MICE?
- **Part 3:** Main Strategies to Attract MICE
- **Part 4:** Business Travel After the Pandemic
- **Part 5:** A Sector Deep Embedded Into Technology
- **Part 6:** Template for Attracting MICE

Key Takeaways



PART 1

Introduction to the MICE Sector

What is the MICE Sector?



The MICE Sector comprises everything related to **Meetings, Incentives, Conferences and Exhibitions**. It is often associated with the business travel sector.



What is the MICE Sector?



MEETINGS

Meetings are held in convention centres, in hotels' conference rooms or in other dedicated venues. They bring together groups of professionals from diverse sectors to discuss current challenges or set goals for their organisation. Meetings can be on an ad hoc basis or according to a set pattern, such as annual general meetings.



What is the MICE Sector?



INCENTIVES

Incentives are rewards a company may provide in return for an excellent professional performance from individual employees, groups or partners. Trips are often the type of incentives provided by organisations, such as a week's holiday in a resort.



What is the MICE Sector?



CONFERENCES

Unlike meetings, conferences often include the general public and also keynote speakers. Usually, the main goal is the exchange of information, relevant to a particular topic.



What is the MICE Sector?



EXHIBITIONS

In short, exhibitions are events at which products and services are displayed. They can be trade shows or hyper-focused events that help employees network and build lasting professional relationships.



There are Different Associations



Today we can find associations that cover all MICE areas and also others that are specialised only in some. These can be relevant for any business wanting to attract MICE (i.e. for knowledge, network).



The Relevance of Chapters for the Associations



Often Associations create their own Chapters, to specialise in penetrating specific markets.

Usually, Chapters are geographical units (i.e. countries or regions).

Chapters

The ICCA network not only enhances co-operation between members of the same profession in the Sectors, it also enables them to work together with members - regardless their Sectors - in the same geographical areas.

For this purpose Chapters, National and Local ICCA Committees have been formed. This element of the ICCA structure is based upon regional similarities in business matters such as marketing, market research and education. During recent years one aspect has dominated this regional co-operation, particularly at National and Local level: the concerted promotion of the region as an attractive destination for international meetings.

SITE Chapters

Welcome to our SITE chapters, increasing awareness of the power of motivational experienced around the world.



Which Sectors Meet More Often?



Every sector does meetings and can provide incentives.

Conferences are usually organised by large sectors like Medical and Pharmaceutical, IT & Technology, Science & Research, etc.

Any sector that wants to showcase its products and services has an active role in Exhibitions - like Travel and Tourism, IT & Technology, the Industrial sector, etc.



PART 2

Why Focusing on MICE?

Why Focusing on MICE?

To Generate More Revenue



Tourism businesses usually rely on leisure visitors to sell their services but the MICE sector can significantly increase their revenue.

Even though the pandemic might have changed some aspects of business travel, it continues to be an important source of revenue for hotels, restaurants and attractions.



To Minimise Seasonality's Negative Impacts



Tourism businesses often struggle to find a constant flow of clients throughout the week and the year.

These events can be a great way to compensate for the low season for them - meetings, conferences and exhibitions are usually run during the week and off the high season (Summer, Christmas, Easter).

This allows businesses to have a steady flow of staff as well, rather than high and low phases.



To Leverage the Brand



A tourism brand wants to be recognised by more people and organisations. The business travel sector can provide this opportunity as hotels, restaurants or attractions can be seen by a vast amount of people - for instance, holding a conference in a hotel.



Why Focusing on MICE?

To Take Advantage of Bleisure



Bleisure can be described as the practice of extending business travel for leisure purposes or combining work and leisure during a business trip.

For tourism businesses, this is a great opportunity to increase visitors' stay and expenditure or to ensure repeat visitors.



PART 3

How to *Attract* MICE?

What do Meeting Organisers Care About?



- Location
- Accommodation
- Catering
- Technical equipment

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For meeting organisers, it is key to find places with a good transport connection, good infrastructures, and plenty of places of interest around.

Other things, such as climate and security, are also very important for them to take a decision.

What do Meeting Organisers Care About?



- Location
- Accommodation
- Catering
- Technical equipment

Meeting and conference rooms are key to holding such events. Their comfort and capacity are relevant issues for organisers.

Other aspects, such as rooms, available amenities and booking and cancellation policies, are always assessed by them.

What do Meeting Organisers Care About?



- Location
- Accommodation
- Catering
- Technical equipment

Catering is also a critical factor. The quality of service and the decoration of the restaurant are very important aspects.

Menu options should also be extended and cover all possible dietary requirements - vegan, vegetarian, dairy-free, gluten-free, etc.

What do Meeting Organisers care about?



- Location
- Accommodation
- Catering
- Technical equipment

Video and sound equipment is key to ensuring a smooth and successful event. Lighting and projection equipment are also very important.

The same applies to the internet connection, as many people connect several devices at the same time and because, nowadays, many in-person events also livestream to online participants.

6 Main Tactics to Be Successful



1. Develop your Brand Proposition
2. Focus on quality
3. Work together with other businesses
4. Connect with DMOs
5. Create a Content Marketing Strategy
6. Develop trust with prospects and customers

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As a business, you should 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.

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Quality is key to attracting MICE events to your business. Good infrastructure, as well as a good services, are valued by organisers.

MICE organisers can be very demanding when it comes to offering a remarkable event.

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Offering a whole product can be a great way to attract MICE - by combining accommodation with catering and tours, for example.

Organisers will prefer to partner with those who have ready-to-be-sold products rather than having to combine services themselves.

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As a business, you can also partner with the 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.

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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.

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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 any MICE events (i.e. IAPCO's, PCMA's and ICCA's, among other associations).

PART 4

Business Travel After the Pandemic

Consequences of the Pandemic



The **pandemic strongly hit the MICE sector**. It will not be the same after the pandemic, since remote calls and meetings have been replacing business trips.

Also, a lot of **people feel they don't need to travel to attend these events** - many types of business trips are replaced by virtual meetings.



Consequences of the Pandemic



The business travel sector has been **recovering slower** than leisure travel, as everyone predicted (inflation and war effect as well).

But, at the same time, there was a significant “**return to office**” movement over the past few months - for many organisations, it still makes sense to plan in-person events or meetings.



What's New?



VIRTUAL MEETINGS



REASONS TO TRAVEL

What's New?



VIRTUAL MEETINGS

With the pandemic, meetings suddenly went from in-person to online. This trend will remain - many meetings or conferences will exclusively take place in the online space.

This is a huge opportunity for businesses to attract remote workers or digital nomads - people who want to work in a different place for some time.



REASONS TO TRAVEL

MICE organisers and businesses need to refine their approach to meetings and conferences.

People won't attend them unless they see that there is a clear benefit in attending in-person, otherwise, they will prefer online events - among the reasons can be a sense of community, the opportunity to network or to contact prospects.

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PART 5

A Sector Deep Embedded Into Technology

Technology-led Events



Today, **one cannot imagine that a MICE event isn't supported by technology** (either apps or tools). In this sector, technology is key because it allows demand and supply to be in touch.

The **event itself is embedded into technology** - from the booking process to the check-in, the streaming, and the experiences provided, among other key moments. Tech is also great to enable active participation and interaction.



Technology-led Events



Technologies, like **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.



PART 6

Template for Attracting MICE

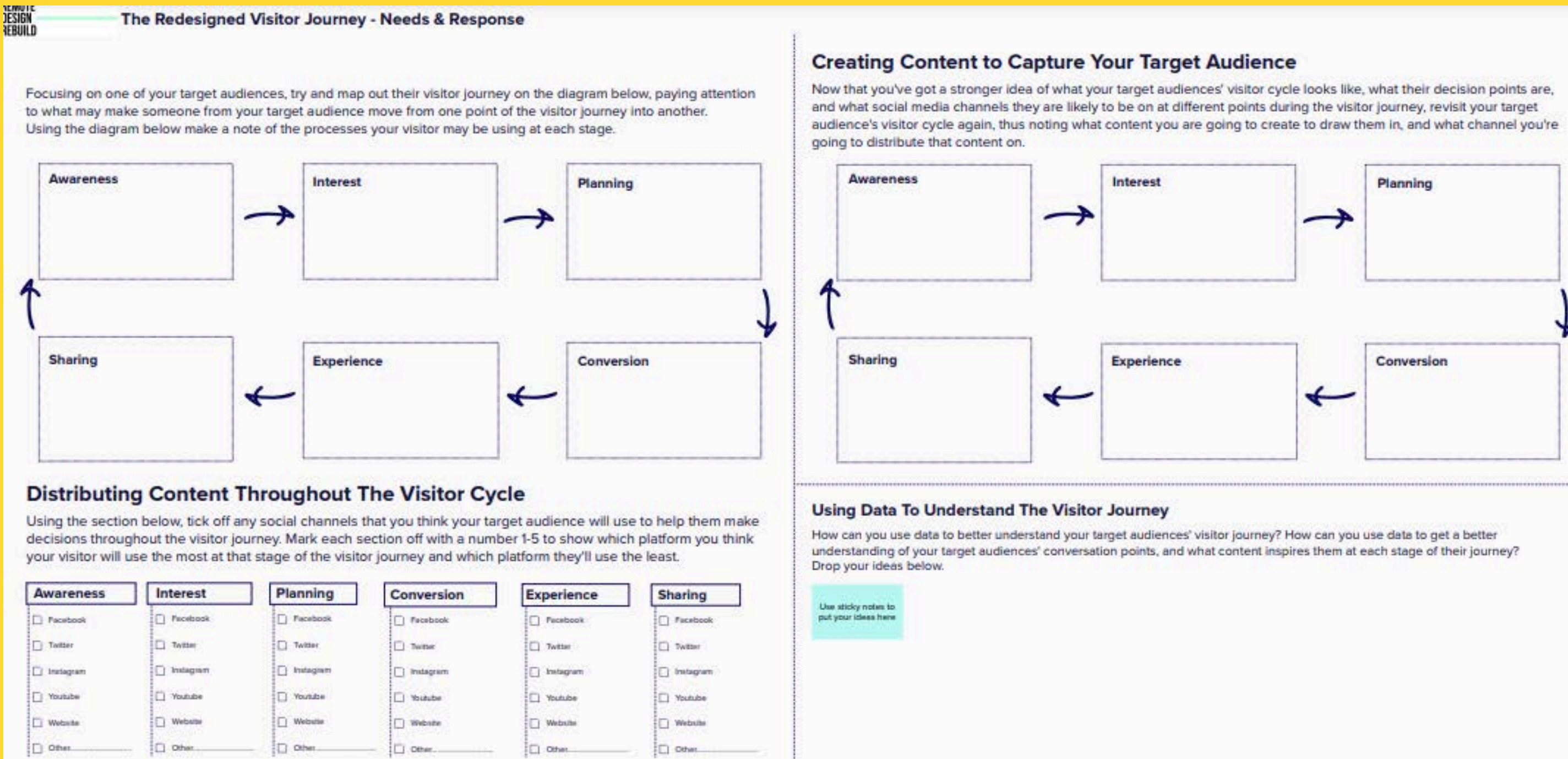
Template for Attracting MICE



Template for The Redesigned Visitor Journey - Needs & Response

- Work on targeting your MICE audience at each stage of their visitor cycle
- Identify which of the channels your visitors use along the cycle
- How data can help you understand the visitor journey of your target audience, their conversation points and what content inspires them

[Link to Mural](#)



KEY TAKEAWAYS

- With the right strategy, MICE can leverage your business
- Quality is key to attracting MICE
- Working together with other businesses and with DMOs helps you deliver a complete product
- Technology is part of any MICE experience





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