



CATEGORY - 06 - MICE TOURISM

A) Professional MICE Organizer

This category is open – but not limited to - Professional MICE organizers, service providers and suppliers who maximize the hospitality experience for MICE travelers.

Important notes:

- Professional Conference Exhibition organizers entering this category should focus on the range and diversity of meetings and events organized by them and the flow on MICE tourism benefits.
- Service providers and suppliers entering this category should focus on the types of Conference , meetings , exhibition and events they have been directly involved with or managed and the flow on MICE tourism benefits.

Q1. PRODUCT (20 POINTS)

- Provide a general overview of the nature and history of your business. You must demonstrate your eligibility for entry in this category as outlined in the descriptor above.
- Describe your services.
- What additional tourism services do you provide for the MICE traveler?

TIPS

Part (c)

Additional tourism services could include pre- and post-touring packages, tourism information provided in registration kits, or at registration desks and E related services.

Q2. BUSINESS PLANS (20 POINTS)

- Describe the key features of your future business plan.
- Demonstrate your financial viability.
- Describe the risk issues you have identified for your business and summaries the risk mitigation strategies you have put in place.
- Demonstrate your involvement in, and contribution to, the tourism industry. Explain how it contributes to the success of your business and the tourism industry as a whole.

TIPS

Part (a)

Explain what you were trying to achieve i.e. your business vision, how you went about it and the related outcomes.

Part (b)

Would benefit from the inclusion of graphs illustrating income and expenditure and/or net profit/loss for the qualifying period. This could be presented as a percentage or LKR value.



To demonstrate if your business is viable you can show:

- An increase in average spend
- Reduction in loans
- Number of future MICE events compared to previous year
- Total number of events handled during last 3 years with the break down and percentage increased.
- Please provide year plans in place (particularly if you're a new business) to ensure the continuity of your business, that you have in pipeline. That could be:
 - Relationships you have with foreign and local industry related institutions.
 - Repeat events

Part (c)

Risk management relates to all parts of your business including risk to the visiting public, specific business related risk and Occupational Health and Safety. Consider using a practical example or detail an incident and outcome to prove how your risk management strategy works. Also consider displaying information in a matrix form and identifying levels of risk.

Part (d)

Demonstrate your involvement at local, provincial and/or national level. Examples could include promotion of your city or region as a MICE destination, cooperation with local and provincial tourism authorities, tourism accreditation, active membership of industry associations, leadership in industry forums, involvement in tradeshow etc.

Q3. MARKETING (20 POINTS)

- a) Who are your target markets and how did you identify them?
- b) Describe the marketing strategies used to attract each target market and detail the success/outcomes of those strategies.
- c) What is your distinctive difference and how do you promote it to attract each of your target markets?
- d) Demonstrate how potential clients are provided with an accurate and responsible depiction of what to expect from the MICE experience / service

TIPS

Consider all arms of marketing (e.g. sales, advertising, public relations, word of mouth and e-marketing) where appropriate. Your objective should be to demonstrate a clear plan, supported by market research, and the results achieved.

Part (a)

Explain what research you used to identify them.

Part (b)

Consider displaying your target markets and the strategies and outcomes for each in a table format. Ideally there should be a strategy described for each target market listed in part a).

Part (d)

Relates to your marketing material e.g. brochures, flyers, advertising, website etc. and keeping them up to date.



Q4. CUSTOMER SERVICE AND PROFESSIONAL DEVELOPMENT (20 POINTS)

- a) Explain how you achieve and maintain quality customer service throughout your organization.
- b) How do you identify and provide for people with specific needs?
- c) State the number of people working in the business and explain how you identify and determine professional development needs.
- d) Describe the range of training/skill development programs undertaken.

TIPS

Part (a)

Consider how you stay abreast of industry developments. Other points to consider could include your repeat business strategy, feedback collection and changes implemented based on feedback.

Part (b)

Specific needs could include language, physical, intellectual, dietary and other special needs e.g. groups, special interest etc.

Part (c)

You should consider full-time, part-time, and casual and volunteers.

Part (d)

Points to consider could include the objective of staff/self training/skill development programs, how they were measured, the extent of uptake and outcomes for the business.

Q5. SUSTAINABILITY AND INNOVATION (20 POINTS)

- a) Describe and demonstrate your commitment to Economic & Environment sustainability including "Green meetings".
- b) Describe how your business benefits and respects local community values and culture.
- c) Describe any innovations that have taken place during the qualifying period to improve your business and the specific benefits achieved.
- d) Describe & demonstrate your commitment to CSR projects.
- e) Describe contributions made by the company / employees for the development of MICE industry.

TIPS

Part (a)

Could include energy and water conservation, building design and location, waste management, recycling, engaging environmentally sensitive procedures and accreditation programs.

Part (b)

Benefits to the local community could include apprenticeships, in-kind contributions, employment of local residents, partnerships with community-based organizations etc.

The use of local products and services could include food and beverage suppliers, service providers, trades people, and local building material. If local products and services are not available, briefly explain.



Part (c)

Include innovations which have taken place to improve your visitor experience, infrastructure development, new marketing ideas or sales activities. Innovations do not include routine repairs and maintenance.

Total score: 100 points.

Due to the diversity of potential entrants in this category, this category will be visited if necessary and evaluated for verification purposes only and therefore no points will be awarded for the site inspection.