



# MICE

Meeting | Incentive | Congress | Event



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# PREFACE

The main goal of publishing this book is to provide basic guidance and information to anyone interested in the MICE industry. This book is about MICE basic essential skills in handling various type of Meeting, Incentive, Conventions and Exhibition in the event industry. It is intended to make it easier for the reader to get a basic overview of MICE.

The book has five main chapters that focus on various basic aspects and theories in the MICE industry. In order to gain better learning effects, this book should be use as a reference. Lastly, we hope that this book will be beneficial to student, particularly those studying DTE30163 – MICE.

Thank You

# ACKNOWLEDGEMENT

Praise be upon the Almighty Allah for giving us the strength to complete this e-book.

We would like to record our warm appreciation and thanks to the many parties who have provided encouragement and helpful comments towards the arrangement this MICE book. It is our hope that this e-book would help students and readers to gain better understanding of this course.

NUR ILYANI BINTI RAMLY  
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# Definition of MICE

In the context of event management and tourism, the term "MICE" is an acronym that stands for Meetings, Incentives, Conferences, and Exhibitions. Each sector of MICE represents a specific type of event or activity. These sectors collectively form the MICE industry, which plays a significant role in promoting business tourism, fostering economic growth, and facilitating knowledge exchange across various sectors and industries



EXPLAIN THE IMPORTANCE OF MICE IN THE EVENT INDUSTRY

## The importance of MICE in the event industry

### **Economic Impact**

The MICE industry has a significant economic impact on local and global economies.. MICE events attract a large number of attendees, leading to increased tourism, hotel bookings, transportation services, and spending on restaurants, entertainment, and retail

### **Knowledge Sharing and Networking**

MICE events provide a platform for professionals, experts, and industry stakeholders to gather and exchange knowledge, ideas, and best practices. Networking opportunities at MICE events allow attendees to build valuable relationships, collaborate on projects, and expand their professional networks.

### **Business Opportunities Knowledge Sharing and Networking**

MICE events create business opportunities for companies, organizations, and entrepreneurs. Exhibitions and trade shows enable exhibitors to showcase their products, services, or innovations to a targeted audience, leading to potential sales, partnerships, and business growth.

### **Destination Promotion**

MICE events contribute to the promotion and branding of destinations. Hosting conferences, exhibitions, or incentives in a particular location raises its profile, visibility, and reputation. Successful MICE events can position a destination as a favourable choice for future events, attracting more business tourism and establishing it as a hub for specific industries or fields.

### **Industry Advancement**

The MICE sector fosters industry advancement by providing a platform for collaboration, knowledge exchange, and innovation.By bringing together professionals, researchers, experts, and thought leaders, MICE events drive progress, spark creativity, and encourage the development of new ideas, products, and services

### **Cultural Exchange and Diversity**

MICE events often attract international participants, creating opportunities for cultural exchange and fostering diversity. Attendees from different countries and backgrounds come together to share experiences, perspectives, and traditions.

## IDENTIFY THE RELATED PARTIES IN MICE

# Related parties in MICE:

### **Association**

Associations are typically professional or industry-specific organizations that represent the interests of a particular profession, trade, or group of individuals. They play a significant role in the MICE industry by organizing conferences, seminars, and events relevant to their members or industry.

### **Convention and conference**

Convention and conference centers are specialized venues designed to host large-scale events, including conferences, conventions, trade shows, and exhibitions. They provide dedicated spaces, infrastructure, and services tailored to the needs of MICE activities.



## IDENTIFY THE RELATED PARTIES IN MICE

# Related parties in MICE:

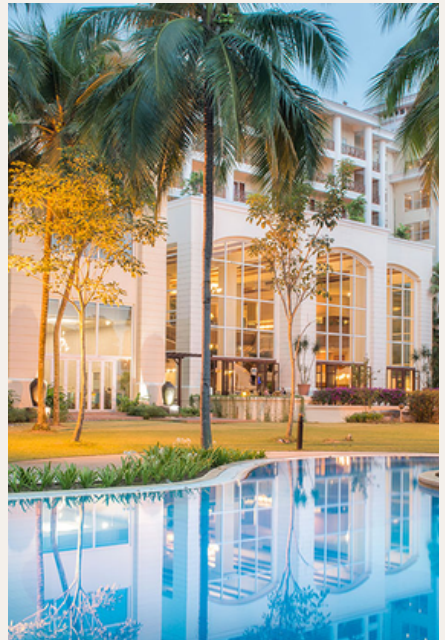
### Trade Exhibition

The related parties in a trade exhibition include the organizers, exhibitors, visitors, venue and service providers, industry associations, and media. Their collective involvement and collaboration contribute to the success and effectiveness of the trade exhibition, fostering business opportunities, knowledge exchange, and industry promotion.



### Hotel and Resort

Hotels and resorts are important related parties in the MICE industry. They provide accommodation, event spaces, catering services, logistical support, and additional amenities for MICE events. Their collaboration with event organizers contributes to the success and convenience of participants, creating a positive experience for attendees of MICE activities.





## IDENTIFY THE RELATED PARTIES IN MICE

# Related parties in MICE:

### Tourism Operator

In the context of MICE (Meetings, Incentives, Conferences, and Exhibitions), tourism operators are one of the related parties involved. Here's how tourism operators are involved in the MICE industry:

**Destination Management Companies (DMCs):** DMCs are specialized tourism operators that provide comprehensive services to MICE organizers and participants.

**Travel Agencies:** Travel agencies serve as intermediaries between MICE organizers and participants, providing services such as flight bookings, visa assistance, travel insurance, and ground transportation arrangements.

**Tour Operators:** Tour operators offer pre- and post-event tour packages or excursions for MICE participants who wish to explore the host destination further. These operators organize guided tours, cultural experiences, sightseeing activities, and other leisure activities tailored to the interests of the MICE attendees.

**Hospitality Industry:** Tourism operators collaborate with the hospitality industry, including hotels, resorts, and other accommodation providers.

**Local Attractions and Venues:** Tourism operators play a role in connecting MICE organizers with local attractions, venues, and unique experiences.

**Destination Marketing Organizations (DMOs):** DMOs collaborate with tourism operators to promote the host destination as a favourable location for MICE events.



## EXPLAIN THE MICE IN EVENT INDUSTRY

## DISCUSS THE ORGANIZATIONAL STRUCTURE IN MICE MANAGEMENT

# Organizational structure in MICE management

The organizational structure in MICE (Meetings, Incentives, Conferences, and Exhibitions/Events) management can vary depending on the specific event and the company or organization responsible for its planning and execution

**Event Manager/Coordinator:** This role is responsible for overseeing the entire event planning and execution process. The event manager/coordinator handles logistics, budgeting, scheduling, and coordination of various tasks.

**Sales and Marketing Team:** This team focuses on promoting the event, attracting sponsors, exhibitors, and attendees, and generating revenue. They handle marketing campaigns, sales strategies, sponsorships, partnerships, and delegate/attendee registration.

**Venue Management:** Venue management professionals handle the selection, negotiation, and coordination of event venues.

**Program/Content Development Team:** This team is responsible for developing the program or content for the event, including the agenda, speakers, sessions, workshops, and any other educational or entertainment elements.

**Operations and Logistics Team:** This team handles the logistics and operations of the event, including transportation, accommodation, catering, audiovisual equipment, signage, security, and other on-site arrangements.

**Technology and IT Support:** In today's digital era, technology plays a crucial role in event management. This team manages the event's website, online registration system, mobile apps, virtual event platforms, live streaming, and other technical aspects.

**Exhibitor and Sponsor Relations:** This team is responsible for managing relationships with exhibitors, sponsors, and partners.

**On-Site Staff:** On-site staff includes event coordinators, registration staff, ushers, technicians, security personnel, and other individuals who help manage the event on the ground.

It's important to note that the size and complexity of the event will determine the number of team members and their specific roles within the organizational structure. Collaboration and effective communication between these different roles are crucial to ensure a successful MICE event.

## Involvement of the event industry in hosting MICE.

The event industry plays a significant role in hosting MICE (Meetings, Incentives, Conferences, and Exhibitions/Events) activities. Event management companies, event planners, venues, suppliers, and various service providers work together to ensure the successful planning, execution, and delivery of MICE events. Here are some key aspects of the event industry's involvement in hosting MICE:

**Event Planning and Coordination:** Event management companies and event planners take the lead in organizing MICE events

**Venue Selection and Management:** Venues play a crucial role in MICE events. Event professionals assist in identifying and selecting suitable venues that can accommodate the event's size, format, and requirements.

**Marketing and Promotion:** The event industry contributes to the marketing and promotion of MICE events.

**Sponsorship and Exhibitor Management:** Event industry professionals assist in securing sponsors and exhibitors for MICE events.

**Event Technology and Production:** The event industry leverages technology and production services to enhance the MICE experience.

**On-Site Management and Logistics:** During MICE events, the event industry is responsible for on-site management and logistics.

**Delegate Experience and Engagement:** Event professionals focus on creating engaging experiences for delegates attending MICE events.

**Post-Event Evaluation:** After the event, the event industry plays a role in evaluating its success.

The involvement of the event industry in hosting MICE events is crucial for ensuring a well-organized, engaging, and successful experience for participants. By leveraging their expertise in event planning, logistics, marketing, technology, and attendee engagement, event professionals contribute to the overall success of MICE events and facilitate the achievement of the event objectives.

# Recap Question

1. Define the meaning of MICE?
2. List TWO (2) benefits MICE brings to the city of some country.
3. Explain about the Incentive event in your own words.

## 2.0 MICE PLANNING

In MICE planning, several key components require attention during the preparation stage, including the layout plan, budgeting, sponsorship, and financial analysis. Let's explore each of these aspects:

**Preparation Stage:** The preparation stage involves understanding the event objectives, target audience, and gathering the necessary information to initiate the planning process. This includes determining the purpose of the event, setting goals, defining the scope, and creating a project plan.

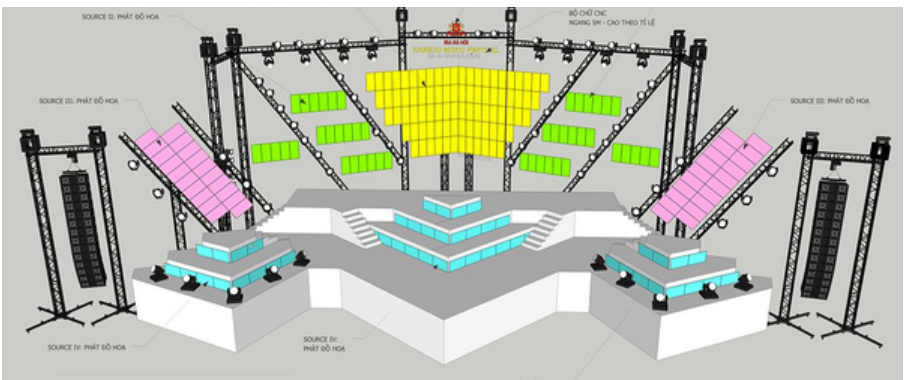
**Layout Plan:** The layout plan refers to the design and arrangement of spaces within the event venue. This includes determining the positioning of meeting rooms, exhibition areas, registration desks, networking zones, and other event elements.

**Budgeting:** Budgeting is a critical aspect of MICE planning, ensuring that financial resources are allocated appropriately. Event planners need to identify all the expenses associated with the event, including venue rental, catering, audio visual equipment, marketing, transportation, staff, and other miscellaneous costs.

**Sponsorship:** Sponsorship plays a significant role in MICE events as it helps generate additional revenue, enhance the event experience, and provide exposure for sponsors.

**Financial Analysis:** Financial analysis involves assessing the financial viability and potential returns of the MICE event. Event planners conduct a comprehensive evaluation of the projected revenue and expenses to determine the event's financial feasibility.

These components are interconnected and require careful consideration during the planning phase of a MICE event. Efficient layout planning, accurate budgeting, securing sponsorship, and conducting financial analysis contribute to the overall success and sustainability of the event, ensuring that it meets the objectives while being financially viable.



# Determine MICE special needs, protocol and special guest requirements

In the context of MICE (Meetings, Incentives, Conferences, and Exhibitions/Events), there are certain considerations for special needs, protocols, and special guest requirements. Let's explore each of these aspects:

**Special Needs:** MICE events should take into account the special needs of attendees who may have disabilities or require specific accommodations. This includes providing wheelchair accessibility, ramps, elevators, and accessible restrooms.

**Protocol:** MICE events often involve protocol considerations, especially when hosting high-profile individuals, government officials, or VIP guests. Event planners should be familiar with and adhere to the protocol guidelines and etiquette specific to the industry, organization, or country where the event is taking place.

**Special Guest Requirements:** MICE events may include special guests such as keynote speakers, celebrities, industry experts, or panelists. Event organizers need to identify and fulfill any specific requirements or preferences of these guests to ensure their comfort and smooth participation.

Event planners should proactively gather information regarding special needs, protocol guidelines, and special guest requirements during the pre-event phase. They can communicate with attendees and special guests through registration forms, surveys, or direct communication channels to identify and address any specific needs or requirements.



# Identify protocol procedures for VIPs

Protocol procedures for VIPs in MICE events can vary depending on the specific context, cultural norms, and the level of formality involved. However, here are some common protocol procedures that event organizers often follow when hosting VIPs:

**Pre-event Communication:** Establish clear and prompt communication channels with the VIP and their team. This helps in understanding their specific requirements, preferences, and any protocol guidelines they may have.

**VIP Reception and Greeting:** Designate a VIP reception area or a dedicated point of contact to welcome and greet the VIP upon their arrival. This can include providing a private check-in area, a dedicated staff member to guide them, and offering any necessary assistance.

**Seating Arrangements:** Arrange special seating for the VIP during conferences, panel discussions, or formal events. Consider placing the VIP in a prominent position, such as the front row or a central location, to acknowledge their status and provide them with a clear view of the stage or podium.

**VIP Security and Escort:** Coordinate with the appropriate security personnel to ensure the VIP's safety and privacy. Arrange for a designated security team or personal escort to accompany the VIP throughout the event, if necessary.



## 2.0 MICE PLANNING



**Introductions and Formalities:** Ensure that the VIP is introduced to key individuals, event organizers, and other dignitaries in a respectful and formal manner. Clearly communicate their name, title, and any relevant affiliations when introducing them during speeches or presentations.

**Special Accommodations:** Fulfill any special requirements or preferences of the VIP, such as dietary restrictions, specific transportation arrangements, or preferred accommodation options. Work closely with the VIP's team to meet their specific needs.



**VIP Support Staff:** Assign a dedicated event staff member to serve as the point of contact for the VIP, attending to their needs, coordinating any necessary logistics, and addressing any requests or concerns promptly.

**Media Interactions:** If the VIP is open to media engagements, facilitate media interactions by organizing press conferences, interviews, or photo opportunities. Ensure that appropriate media arrangements and a designated media point person are in place.



**Gift or Welcome Gesture:** Consider presenting a thoughtful gift or welcome gesture to the VIP as a token of appreciation for their presence and contribution to the event. The gift should align with the VIP's preferences and cultural norms.

It is important to note that the level of protocol and formality may vary depending on the VIP's stature and cultural context. When hosting VIPs, it is essential to research and adhere to any specific cultural or diplomatic protocol guidelines to ensure respectful and appropriate treatment throughout the event.



# Identify internal and external resources

In the context of MICE (Meetings, Incentives, Conferences, and Exhibitions/Events) planning, various internal and external resources are utilized to ensure the successful execution of the event. Let's explore both types of resources:

### **Internal Resources:**

**Event Management Team:** The internal event management team consists of professionals within the organization responsible for planning and executing the MICE event. This team handles tasks such as budgeting, logistics, marketing, coordination, and on-site management.

**Organizational Infrastructure:** Internal resources include the organization's physical infrastructure and facilities, such as office spaces, meeting rooms, equipment, and technology infrastructure. These resources may be used for internal planning and coordination of the event.

**Staff and Volunteers:** Internal resources also involve the organization's staff members and volunteers who contribute to different aspects of the event. They may be involved in registration, attendee management, customer service, technical support, or other event-related roles.

**Expertise and Knowledge:** The internal resources of an organization include the expertise and knowledge of its employees. This includes the event management team's experience in planning and executing events, as well as subject matter experts within the organization who can provide valuable insights and guidance related to the event's content or theme.

### **External Resources:**

**Venue and Accommodation:** External resources include event venues and accommodation providers. These entities offer the physical space required for hosting the event, such as conference centers, hotels, exhibition halls, or specialized event venues. They also provide accommodation options for attendees, speakers, and VIP guests.

# External resources

**Speakers and Presenters:** External resources involve engaging speakers, presenters, or subject matter experts who contribute their knowledge and insights during the event. These individuals may be industry experts, thought leaders, or motivational speakers who provide valuable content and enhance the event's educational or entertainment value.

**Sponsors and Partners:** External resources include sponsors and partners who provide financial support, resources, or in-kind contributions to the event. Sponsors may offer funding, products, services, or marketing support in exchange for branding opportunities and exposure to the event's audience.

**Marketing and Promotional Channels:** External resources encompass marketing and promotional channels used to reach the target audience. This includes advertising platforms, social media channels, event listing websites, email marketing services, and media partnerships that help in promoting the event and attracting attendees.

**Professional Event Planners and Agencies:** Event planning firms or agencies with expertise in MICE events can be valuable external resources. They provide specialized knowledge, experience, and manpower to handle different aspects of event planning and execution.

By leveraging a combination of internal and external resources, event organizers can effectively plan, coordinate, and execute MICE events, ensuring a successful and memorable experience for all stakeholders involved.

# Identify environmentally friendly MICE activity

Promoting environmentally friendly practices in MICE (Meetings, Incentives, Conferences, and Exhibitions/Events) activities is crucial for minimizing the environmental impact of such events. Here are some environmentally friendly MICE activities:

**Sustainable Venue Selection:** Choose event venues that prioritize sustainability and have green certifications or initiatives in place. Look for venues with energy-efficient facilities, waste management practices, water conservation measures, and sustainable transportation options.

**Waste Reduction and Recycling:** Implement waste reduction strategies such as providing recycling stations throughout the event venue and encouraging attendees to recycle. Minimize the use of single-use plastics and disposable items by opting for reusable or biodegradable alternatives.

**Paperless Solutions:** Embrace digital technologies to minimize paper usage. Utilize mobile apps, event websites, and email communications for registration, event agendas, session materials, and feedback forms. Encourage participants to bring their own electronic devices for accessing event information and materials.

**Energy Efficiency:** Optimize energy consumption during the event by using energy-efficient lighting, equipment, and appliances. Encourage attendees to turn off lights, electronics, and air conditioning when not in use. Utilize natural lighting and ventilation whenever possible.

**Sustainable Transportation:** Promote sustainable transportation options for attendees, such as providing information about public transportation routes, arranging shared transportation services, or facilitating carpooling.

**Sustainable Food and Beverage:** Choose catering options that prioritize locally sourced, seasonal, and organic food items.

**Green Exhibitions:** Encourage exhibitors to adopt sustainable practices by using eco-friendly materials for their displays and avoiding excessive printing.

**Environmental Education and Awareness:** Incorporate sustainability-themed sessions or workshops into the event program to raise awareness and educate participants about environmental issues.

**Collaboration with Local Sustainability Initiatives:** Partner with local sustainability organizations or initiatives to further promote environmental awareness and engagement. Support local community projects focused on environmental conservation or donate a portion of event proceeds to such initiatives.

By implementing these environmentally friendly MICE activities, event organizers can contribute to sustainable practices and reduce the environmental impact of their events. It is important to communicate these initiatives to attendees and encourage their active participation in creating a greener event experience.

# Programme planning and design that include performers, speakers and other elements of the event

Programme planning and design in event management involve the careful selection and arrangement of various elements, including performers, speakers, and other components, to create a cohesive and engaging event experience. Here's an explanation of how these elements are incorporated into the programme planning and design:

**Define Event Objectives and Theme:** The first step in programme planning is to establish the event's objectives and theme.

**Identify Target Audience:** Understand the target audience demographics, interests, and preferences.

**Determine Programme Structure:** Determine the overall structure and format of the programme. This includes deciding on the duration of the event, session timings, breaks, and any specific segments or activities.

**Select Performers:** Identify and select performers who align with the event's theme and audience preferences.

**Invite Speakers:** Identify speakers who are experts or thought leaders in the event's industry or relevant topics. Consider their knowledge, expertise, and ability to deliver engaging.

**Plan the Programme Content:** Create a schedule or agenda that outlines the sequence of performances, presentations, and activities.

**Incorporate Interactive Elements:** To enhance attendee engagement, include interactive elements within the programme.

**Coordinate Technical Requirements:** Determine the technical requirements for each element of the programme, such as audiovisual equipment, stage setup, lighting, and sound.

**Rehearse and Review:** Conduct rehearsals and run-throughs with performers, speakers, and event staff to ensure smooth coordination and timing.

**Provide Supporting Materials:** Create supporting materials such as event brochures, programmes, or handouts that provide information about performers, speakers, and other elements of the programme.

Throughout the programme planning and design process, it is important to maintain a balance between entertainment, education, and engagement. Regularly review and update the programme to address any changes or new opportunities that arise..

# Factors affecting programme planning and design

Several factors can influence the programmed planning and design for an event. These factors shape the overall structure, content, and flow of the programmed. Here are some key factors that can affect programmed planning and design:

**Event Objectives:** The objectives of the event play a crucial role in determining the programmed.

**Target Audience:** Understanding the characteristics, preferences, and expectations of the target audience is essential.

**Event Format and Duration:** The format and duration of the event impact the programmed planning.

**Event Theme and Tone:** The theme and tone of the event create a framework for the programmed.

**Budgetary Constraints:** The available budget for the event affects the scope and scale of the programmed.

**Venue and Logistics:** The venue's facilities, layout, and technical capabilities can influence the programmed design.

**Availability and Scheduling:** The availability and scheduling of performers and speakers are significant factors.

**Content Relevance and Diversity:** The content of the programmed should be relevant, diverse, and engaging to cater to the interests and needs of the target audience.

**Stakeholder Expectations:** The expectations of stakeholders such as event sponsors, partners, exhibitors, and attendees can impact the programmed planning.

**Industry Trends and Best Practices:** Staying updated with industry trends, innovations, and best practices can inform the programme planning process. It helps ensure that the event remains relevant, competitive, and aligned with the latest developments in the field.

By considering these factors, event organizers can develop a well-rounded and effective programme that meets the objectives of the event, engages the target audience, and creates a memorable experience for all attendees

# Recap Question

1. List down five (5) purposes of meeting?
2. Figure out five (5) benefits of MICE event.
3. Search three (3) example of Conference special needs of the event.
4. Write down two (2) example of internal and two (2) example of external resources in MICE event planning.

# Establish the Organizing Committee

Committees are formed for a specific purpose and can assist in segmenting and task-specificizing your intimidating job list. With a proper team in place, event planning runs much more smoothly, and this fundamental framework can be applied to any type of event, regardless of size or budget.

They are several issues need to be considers for example :

- 1.Venue and Logistic
- 2.Program, Prize and Entertainment
- 3.Food and Beverage
- 4.Deco and Technical
- 5.Marketing and Promotion
- 6.Fundrasing and Sponsorship
- 7.Safety and Security



# GANTT CHARTS

Popular technique for preparing network diagram is GANTT charts.

A GANTT chart is simply a bar chart that plots the time required for each task. Need to Focus on:

**Planning**



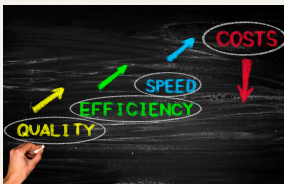
**Scheduling**



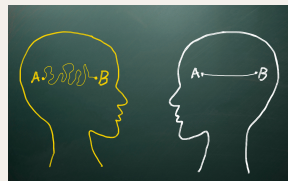
**Allocating and Controlling resources**



**Controlling progress and costs**



**Communicating**





# SAMPLE GANTT CHART



## SAMPLE EVENT GANTT CHART



# IDENTIFY THE FINANCIAL SOURCE AND SPONSOR

Sponsors can make an event successful or unsuccessful. They provide participants with funding, exposure, credibility and added value.

For many events, sponsorship is key to effective marketing. In addition to raising funds, working with one or more event sponsors also opens up opportunities to:

- increase brand awareness
- increase in sales
- Improve brand image



# How Sponsorship Works

To secure sponsorship, the process should be broken down into several steps.

1. Define your event and its goals.
2. Determine why companies should want to sponsor your event.
3. Imagine your ideal sponsor.
4. Research companies ready to sponsor that meet your criteria.
5. Make a final list of potential sponsors.
6. Pitch your sponsorship to your prospects.
7. Secure the sponsorship and build relationships.



# Types of Sponsorships

To better understand the types of sponsorships you may want to utilize at your event, please see the breakdown of sponsorship types below.

- **Financial Sponsorship:**

The most common type of sponsorship, in which a sponsor offers money to an event organizer in exchange for promotion at the event, or other benefits outlined in their sponsorship agreement.



- **In-Kind Sponsorship:**

An in-kind sponsorship offers goods or services to the event organizer rather than money. Such as venues, food producers or caterers, companies in the digital or tech sectors, or with any company that may offer up their physical products for use as prizes.



- **Media Sponsorship:**

Media sponsorships provide publicity, advertising and news or social media coverage for events. These sponsorships are especially beneficial to companies or organizations who may not have the budget for splashy ad campaigns, like nonprofit organizations.



- **Promotional Sponsorship:**

A promotional sponsor is an individual with a significant social media following or platform. These sponsors can promote your event to their fan base in exchange for a fee, event tickets, free products, etc.



# Identify the Equipment Requirement

In general, a successful event forces organizers to step outside of their comfort zone, increases production, and, eventually, fosters teamwork. Behind it all, logistics, i.e. equipment, is in charge of making an event happen.

Special event equipment is not a wish, but a must. The equipment required might fall into one of three categories: event management, event photography, or event lighting.

Creating an equipment checklist will vary depending on the type, size, location, and nature of your event.





# Equipment that is relevant for most events

Every event is unique, but there are certain types of equipment that are always needed to run smoothly. Let's take a look at some of the more common event gear.

### 1. Tables and chairs

Any event that features food, talks, or performances will need tables and chairs for the guests. Notable exceptions include receptions and raves. But even so, a table or two can be handy.



You may need tables for:

- Meals
- Registration
- Information display
- Equipment
- Merchandise

### 2 Tents and canopies

If you're organising an outdoor event, you should bring a tent or cover to protect yourself from the elements.



# Equipment that is relevant for most events

### 3. Signs and banners

Every event needs event signage, even if it's merely to direct people to the location of the event.

However, there are a variety of purposes for signs and banners, such as :

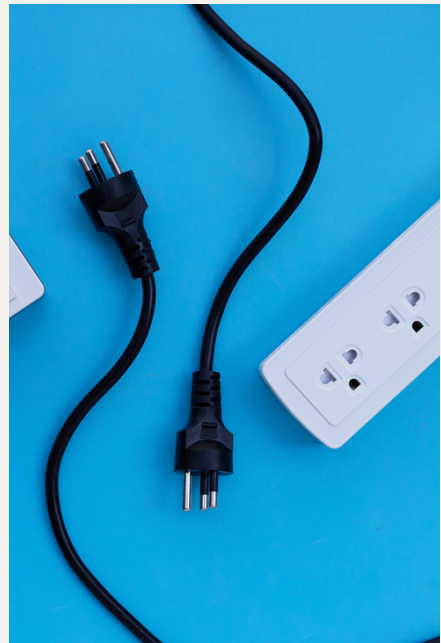


- 1.Branding
- 2.Programme
- 3.Directions
- 4.Parking
- 5.Smoking

### 4. Power and cables

If you're planning an outdoor event, you'll need to think about how to deliver electricity to the event.

However, even indoor events may necessitate the use of an additional extension cable or two.



# Equipment that is relevant for most events

### 5. Lighting

Here are some of the areas you might need lighting for:

- The venue overall
- Podiums
- Stages
- Railings
- Ropes and nets
- Tents and canopies



### 6. Stage

If your event includes a performer or speaker, having a stage allows everyone in the crowd to see and hear them.





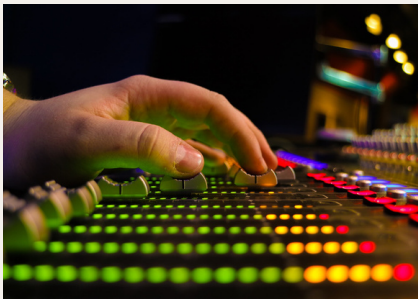
# Equipment that is relevant for most events

## 7. Sound

Sound equipment, like lighting, is a vital component of any event that includes speeches or performances.

Here is some of the audio equipment you may require:

- Microphones
- Speakers
- Stage monitors
- Microphone and speaker stands
- Mixing desk
- Headphones
- Turntables
- Music player (phone, tablet, or laptop)



# Marketing and Promotion Plan

MICE marketing is complex in nature because it combines intangible and tangible goods and services. Marketers must have a good knowledge of the products and services needed for Meetings, Incentives, Conferences and Exhibitions.

When MICE marketing starts with the customer and ends with the customer. This means that the marketer must have a good knowledge of the potential customer's needs and therefore a suitable product must be developed with all the components/by-products involved.

The goal of any MICE planner is to design an event that will have an impact on attendees as well as to fulfil its objectives in terms of marketing; and social media can be extremely effective for both.

Social platforms like Facebook, Twitter and YouTube have a huge influence on popular culture. Photo sharing platforms like Pinterest, Instagram and Flickr can be used to inspire new ideas and garner excitement for travel and events of all types. LinkedIn connects you to professionals worldwide, which can be very useful in spreading your message.



# The marketing plan is composed of four stages



1. Conducting a market analysis (feasibility study).
2. Identifying the target audience and marketing objectives (e.g., revenue).
3. Defining the marketing mix and marketing strategy.
4. Implementing, monitoring, and evaluating the marketing performance.



# Conducting a Market Analysis (feasibility study).

Based on the feasibility study and format, the following information should already be available at this time.

Event purpose, theme, scope (original program), market dates and venues



# Identify Target Audience

The first step in creating a marketing plan is to extend the information from your proof of concept to further define your target audience.

The goal of this phase is to see whether there is a mismatch between your attendance expectations and the possibility of that target person attending the event

- Build your audience profile (types of audience)
- Understand your audience more
  - learn about their interest
  - what they do (course/profession)
  - what they read or listen to
  - where they live, how they travel



# Set Market Objectives

Keep your goals SMART (Specific, Measurable, Achievable, Realistic, Time bound). Remember that your marketing objectives should be in line with your overall event goals. Our event goals are our reasons for hosting an event. Our objectives are how we get there.

Event objectives should be:

**S** – Specific: What kind of results are you aiming for? What is the deadline.

**M** – Measurable: You should measure your objectives with numerical data whenever possible. For example: "300 students attend PTSS Foodies' Fest.

**A** – Achievable: Set objectives that motivate you to succeed, but don't set objectives that are impossible to achieve.

**R** – Relevant: The objective should be related to the event goal. Otherwise it's not worth continuing.

**T** – Time-bound: Goals should have deadlines. This means that you have defined start and end dates allowing you to assess whether you fulfilled your goal within the allocated time.





# Set Marketing Strategy

## Identifying : Marketing Mix and Marketing Tools.

Here is an example of the event marketing mix that can be applied.

- **Product** – What the event offers. Is the program enough to provide expected experience.
- **Price**– Cost of attending. Can the target audience afford the ticket price and is there a need to offer group discounts.
- **Place** – Ease of participation. How easy is it to buy tickets and find a venue?
- **Promotion** –Saying the right things to the right people.
- **Positioning** –How you present your product/event to the public, thereby creating expectations to an extent.



# Selected Marketing Tools

Prints: posters, flyers, printed program, tickets, postcards, direct mail, etc.



Mass Media: media advertising (print, radio, TV), press releases, etc.



Internet-based Materials: website, blogs, social networking sites like Facebook, and email (personalized or mass mail), etc.





# Selected Marketing Tools

Outdoor Advertising: billboards, streamers, etc



Public Relations : telemarketing, door-to-door campaigns, referral programs, etc.



# Choosing Marketing Tools

### Posters

- Must contain only key messages.
- To create awareness and anticipation.
- Include the event title, date, time, venue, and contact details.
- Eye-catching
- Easy to read from an appropriate distance.
- Determine place and size of distribution before printing
- Display posters well before the event



# Choosing Marketing Tools

### Brochure

Event brochures should create a big impression, from the attractive headlines and excellent photos to the vivid colors and appropriate information. However, there must be a good balance of effect and information.

- Create a killer front cover
- Put emphasis on the logo
- Include the date, location, and any other contact information
- Make sure to insert the conditions of participation
- Mention the previous event brochures editions
- Include the event program's timetable
- Insert a section about speakers
- Write about organization and sponsorship
- Get the imagery and typography right
- Conclude with a call to action



# Choosing Marketing Tools

### Banner

Banners are one of the most lucrative investments to advertise event, brand or products in a sophisticated way. However, to stand out from the competitor, you need to make sure that your event banners are visually appealing and that your target audience can easily spot them.

What should be included in a banner?

- Large, easy to read text.
- A single, focused message.
- A relevant image.
- Color psychology.
- Smart background choices.
- A well balanced layout.



# IDENTIFY FOOD PREPARATION

MICE is no more about hosting a conference; it is about providing a comprehensive, well-balanced gathering and excellent food and beverage (F&B) services with unique themes for each event. F&B is a critical component in the effective implementation of any MICE event.

- Catering: Depending on the supplier's expectations and the number of attendees/guest. Tableware was also included in the catering services.
- Provision of Food and Beverage  
(Breakfast, Lunch, Dinner, Refreshment)
- Style of service  
(Buffet Style, Table Style, Self-Serve)



# MENU NEGOTIATION

Pricing your menus right is a vital component of negotiating contracts and agreements. Food and labor expenses, market demand, competitiveness, seasonality, and client preferences must all be considered.

- Elements to Consider When Selecting the Menu
  1. What to Serve
  2. Style of Service
  3. Type of menu



# Identify the techniques and preparation for registration, lodging, transport, location, programme and activity

### PREPARATION FOR PARTICIPANT'S REGISTRATION

Meetings, incentives, conferences, and exhibitions (MICE) are all specialty events that require registration. It is typically used as a means to an end by gathering and aggregating data about the participants. It is a beginning point before the event begins.

This information can be utilized for a variety of purposes, including tracking a participant's movement and participation throughout an event, personalizing an experience, and optimizing future events. As a result, it is critical that the process be made convenient and productive at this stage.





# Identify Preparation for Registration

### Event Registration Basics

There are various ways to set up event registration, but in general, event planners can implement registration in two ways:

1. **Develop a microsite:**

- A website for their event that showcases specific components of their event, such as their speakers, community page, FAQs, and more.
- Furthermore, the microsite can elaborate on the design of the event's in-person and virtual components.
- Microsites can be adjusted as needed; there can be multiple sites with various types of information.

2. **Create a simple registration form** where attendees may acquire their tickets. Browsing is restricted.

.





# Identify Preparation for Registration

### Onsite Event Registration Timeline

- Opening event registration 2–3 months in advance.
- Create your microsite and a form so that tickets can be sold.
- Make sure two weeks (2) before the event, the onsite event registration equipment is ready to go.
- Meet with the onsite technician to confirm that your event registration is correctly set up.
- One day before your event, ready your venue by getting in all of the crucial registration equipment, such as printers, tablets, and scanners.
- Plan and monitor the registration procedure carefully.
- Use on-brand signs to guide your attendees and make event registration an exciting element of your event's grand entry.
- Make sure there is adequate staff to avoid excessive queues and to assist individuals who want assistance.



# PREPARATION FOR PARTICIPANT'S LODGING

Some of the factors you need to consider include capacity, location, availability and logistics. Here are some things that event's organizer need to know when sourcing a hotel for your corporate event:



First and foremost, the hotel must stay within its budget. Remember to budget for extra costs such as catering, housekeeping, speaker fees, and so forth. Overspending can have a significant impact on your attendees' experience.



Following that, the hotel must be large enough to accommodate the quantity of guests you wish to invite. Hotels typically provide a variety of room sizes for rent, so choose the proper size to ensure that all visitors are comfortable.



The hotel must also be easily accessible to all participants. It's ideal to pick a hotel near a subway or bus stop. Keep in mind that not all attendees have vehicles. The same goes for other providers such as caterers, organizers, and others.

Lastly, the hotel must be available on the specified day. When you just have a short time to organize, this can be difficult, but a quick call to the hotel can easily clear things up. You should also have alternative venues available so that you could contact these hotels to ensure that you have an option to conduct your event.

# Recap Question

1. List seven (7) importance of components in the event project proposal.
2. List down six (6) important requirements of bureau planning.

# 4.0 POST-EVENT ACTIVITIES

The term "post event" can also be used more generally to refer to anything that happens after an event for example when you are reflecting on what happened at an event, or when you are planning for a future event.

## 4.1 DEMONSTRATE SKILLS FOR MICE MANAGEMENT AND OPERATION

Post Event Activities for MICE management and operation

1. Evaluation of participants feedback
2. Follow-up with any outstanding financial and accounting items
3. Management cost analysis
4. Supplier performance
5. SWOT analysis
6. Post-mortem report writing and suggestion
7. Delivery a Post-mortem report

If you're organising an outdoor event, you should bring a tent or cover to protect yourself from the elements.

### 4.1.1 EVALUATION OF PARTICIPANT FEEDBACK

Collect feedback from a variety of sources.

This could include participants, sponsors, speakers, and event staff.

Use a variety of methods to collect feedback.

This could include surveys, interviews, and focus groups.

Analyze the feedback and identify trends.

This will help you to understand what participants liked and disliked about the event, and what they would like to see in the future.

Use the feedback to improve future events.

This could involve making changes to the content, format, or logistics of the event.

## 4.0 POST-EVENT ACTIVITIES

The term "post event" can also be used more generally to refer to anything that happens after an event for example when you are reflecting on what happened at an event, or when you are planning for a future event.

## PARTICIPANTS FEEDBACK FOR MICE ACTIVITIES

# Post-Event Questionnaire

Whether a survey is conducted after an event or after a session, the goal is to obtain as much detailed feedback as you can from your audience with the least amount of time and effort. The questionnaire's structure should not change regardless of the questions that are asked of the various stakeholder types.

The survey shouldn't have more than 10 to 12 items, most of which should be rating or multiple-choice questions with a couple of open-ended ones thrown in.



4 stakeholder categories are as followed

- attendees
- sponsors
- managers of attendees
- event volunteers

## CHAPTER 4: POST-EVENT ACTIVITIES

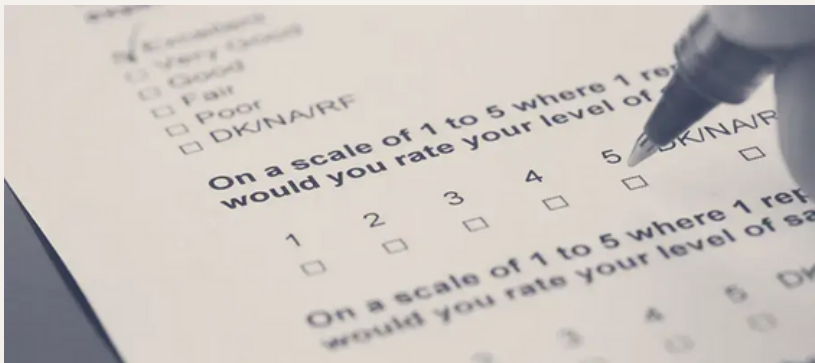
### Example of Post-Event Questionnaire

Attendee post-session or post-event survey questions  
grading the inquiries from 1 to 10

- How likely are you to tell your co-workers or friends about this event?
- How applicable and pertinent were the sessions to your line of work?
- How well-organized, in your opinion, was the event?
- How easy was the event app to use?
- Did you have enough time to network with other speakers and professionals?
- Before the event, did you receive all the information you needed?
- How did you feel about the conference's and sessions' lengths?
- Was the location of the event venue convenient?

Closed-ended inquiries

What did the event's climax involve?  
Which lectures were the most instructive and pertinent?  
Which aspect of the event stood out to you?



# THE FOLLOW-UP WITH ANY OUTSTANDING FINANCIAL AND ACCOUNTING ITEMS

### Shut the book

Make a timeline for when any unpaid bills are due and how you intend to pay them if there are any. The time has come to finish up your financials and be ready for your post-event meetings.

It's true that this isn't the most exciting aspect of event planning. Dealing with payments, receipts, and numbers in your budget is not particularly enjoyable. But you have to do it, right?

It's time to roll up your sleeves and take care of closing the books if you don't already have someone handling the money and paying bills.

This will consist of:

- Compiling revenue from ticket sales, food and beverage credits, product sales, and other sources.
- Reimbursing your speakers, performers, vendors, and other service providers, such as IT and all
- Assessing how your final income and expenses compare to those in your original budget.
- Disseminating the financial data to your sponsors and any other stakeholders you may have.

You won't be able to determine whether you made a profit or broke even on your time and money investment until the books have been balanced. It's great to have a complete picture of your profit or loss, even if the purpose of your event wasn't to make money.

You can identify what worked well and what needs to be adjusted by having this overview. Did you overspend on food? Do you have the money to invest in better audio equipment for your upcoming events? If you want to make your events lucrative, will you require more sponsors?

You'll be ready when you answer inquiries of this nature by doing so.





# MANAGEMENT COST ANALYSIS

**Internal meeting can add another 3-5% to a company's B2B marketing budget, while event costs can add up to 25% or more. A more detailed examination of expenditures is necessary to determine the overall costs required to actually carry out events. There should be a comparison of three costs.**

### Opportunity Costs

There is an opportunity cost to events. Your company decides to devote its resources on an event rather than digital marketing or another endeavour. These additional value sources make up opportunity costs. You must be aware of the advantages that other activities would provide in comparison to your events in order to comprehend this cost.



# MANAGEMENT COST ANALYSIS

### Identifying Benefits

**Events may have an effect on an organization's top and bottom lines. It's crucial to understand how to measure the many benefits, just like it is with spending.**

#### Direct Revenue

The money produced as a direct result of holding an event is known as direct revenue. Ticket sales, sponsorship money, registration fees, in-person product sales, and advertising revenue are a few examples. The amount of direct revenue varies according to the event's size and scope. Hopefully, you are calculating this amount of money today to demonstrate the event's value.

#### Attributed Revenue

At events, businesses advertise and promote their goods, which helps to increase future sales. Product demonstrations and account planning discussions held on-site support new sales, customer renewals, and the filling of the sales pipeline. As a result of those new business opportunities, money might be ascribed to the event as attributable revenue.

#### Brand Equity

Some advantages, like brand equity, are more ethereal and impossible to quantify financially. Even if brand equity doesn't produce immediate financial gains, brand views are influenced by event attendance. Customers are more likely to conduct business with well-known and respected brands. Brand equity can support Customer Lifetime Value, which is a customer's long-term earnings contribution. The participants at your events should have a favourable experience, boosting your brand equity.

#### Knowledge Transfer

The increased learning that takes place during events is known as knowledge exchange. This dialogue between clients, potential clients, and the business can inform product development, advance knowledge, improve marketing, and quicken sales responsiveness. Your events must foster a culture of information exchange because this builds brand equity and generates income!

# SUPPLIER PERFORMANCE

For many businesses, organizational effectiveness is directly correlated with the performance of their own suppliers. Many of these businesses couldn't operate without the crucial goods and services these third-party suppliers provide.

Businesses' relationships with their suppliers are symbiotic and synergistic, providing benefits for all sides. However, if vendors fall short of expectations, the businesses that depend on their goods and services will also be harmed.

Supplier performance evaluations assist businesses in regularly evaluating the level of performance of their vendors to make sure they are only getting the best return on their investment and to also take a proactive approach to maintaining and enhancing supplier relationships.



# SUPPLIER PERFORMANCE

Main benefits of supplier performance review

### 1. Increase Performance Visibility

When businesses have little understanding of the performance of their suppliers, their supplier management process frequently relies heavily on intuition and "gut feelings."

However, organizations will be able to rate and manage their suppliers with a significantly greater degree of precision if they apply the straightforward procedure of performance reviews.

Additionally, this will help by enhancing the company's performance, particularly when they give more business to vendors who perform well rather than those who don't.

### 2. Identifying and Removing Hidden Costs

For many firms, supply chain inefficiencies can frequently turn out to be a significant resource and financial drain. These inefficiencies may present serious business risk in the long run.

These risks can increase with geographic distance and might be either operational or financial. Through improved and transparent communication with suppliers, some of these risks can be reduced or eliminated.

Companies can assist their suppliers in reducing inefficiencies in their own processes, which can lead to higher-quality services and cheaper costs, by having a greater understanding of their performance and business practices. Moreover, firms may be able to reduce waste in their own operations by having a better understanding of supplier business practices.

# SUPPLIER PERFORMANCE

Main benefits of supplier performance review

### 3. Leverage suppliers' Strength

Businesses can establish new benchmarks through a supplier performance evaluation process that could lead to better-quality goods and services. With these, businesses may better plan their own products based on an awareness of the improved capabilities, expertise, and performance levels of their suppliers.

### 4. Aligning Business Practices With Suppliers

The clients who share their business principles will be the ones that professional suppliers wish to align their operations with. They are also willing to work toward their own continual growth, exhibit commitment to corporate social responsibility, and expect equal levels of excellence from others. This level of alignment can be attained with the use of performance reviews.

### 5. Improving Supplier Performance

Although conducting supplier performance reviews has several benefits for the company that does so, the process may also be utilized to support suppliers' continuous improvement.

In fact, the supplier evaluation process works better when it can also influence genuine changes in suppliers' business practices. For this reason, activities like supplier training and development as well as different corrective measures that can address the evaluation's conclusions should come after performance assessments.

# SUPPLIER PERFORMANCE

Main benefits of supplier performance review

## 6. Protecting and Improving the Brand's Reputation

It happens frequently for brands to see a sharp decline in popularity that was caused by their suppliers' acts or inactions rather than their own direct responsibility. As an example, recalls on cars are frequently used.

By adopting supplier performance assessments, businesses may take corrective action as soon as the first red flags show up rather than waiting until there are serious problems in the supply chain. By only offering their clients high-quality goods and prompt services, businesses will be able to both safeguard and enhance the reputation of their brands.



# SWOT Analysis

The SWOT analysis is a well-liked technique for analysing situations, and it's frequently applied to the management, marketing, and leadership development sectors in particular. However, it can also be helpful in determining how well your event went.

An accurate evaluation of strengths, weaknesses, threats, and opportunities is essential to the SWOT analysis. This assessment can be used to analyse the current situation, as well as tactics and future prospects.

These four subcategories can be used to create the acronym SWOT:

1. Strengths
2. Weaknesses
3. Opportunities
4. Threats

The so-called SWOT matrix presents these categories in a table. Here, several elements can be prioritized according to their significance. We have prepared some recommendations for the SWOT analysis for you and your event.



# SWOT Analysis

SWOT analysis examples for events

Several examples of how this tool might be applied to evaluate an event are provided below:

A music festival might perform a SWOT analysis

strengths (such as a well-liked artist line up or a picturesque location),  
weaknesses (such as limited parking or a history of bad weather),  
opportunities (such as potential sponsorships or new revenue streams),  
threats (such as competition from other festivals or worries about public safety).

A charity organization may perform a SWOT analysis.

This study may show that the event has both  
strengths (a strong network of donors and a compelling cause)  
weakness (a lack of community awareness and a tight budget)  
opportunity (prospective collaborations with nearby companies)  
risks (rival fundraising events)

A political campaign might use a SWOT analysis

strengths (such as a well-known candidate or a strong ground game)  
weaknesses (such as a lack of funding or low approval ratings),  
opportunities (such as favourable demographics or a divided opposition)  
threats (such as unfavourable media coverage or voter apathy).



# SWOT Analysis

### Conclusion

If you require an immediate status update for your event planning approach, the SWOT analysis can be a useful tool. It aids in decision-making by providing you with a thorough overview of your strengths and limitations. Internal communication may be improved with everyone's involvement.

SWOT analysis, though, is not a magic bullet. Always view the results with a certain amount of caution: All evaluations are conducted subjectively, which makes it simple to manipulate the results and, in the worst-case scenario, utilize them to achieve a certain goal. Data for competitor analysis always depends on the relevant insight and the availability of information.



# POST-MORTEM REPORT

### Event post-mortem meeting

At the conclusion of a project, the key project team members gather for a post-mortem meeting to discuss what went well and what can be improved to make the following project more successful.

It is your responsibility as the project manager to organize a fruitful meeting, collect any input, and then execute constructive change with others. Additionally, you must inform leadership and the greater team of any honours received.

This allows you the chance to acknowledge both individual and team accomplishments while also considering how you may enhance project productivity, teamwork, and client management.



# POST-MORTEM REPORT

### Purpose of an event post-mortem

#### Celebrate Wins

Don't skip the opportunity to consider the job that has been completed because everyone wants to know that their efforts are respected and appreciated by their team members.

When working on challenging assignments, it's simple to lose track of your accomplishments. As you embark on the following endeavour, remembering all the fantastic things you accomplished together is a great approach to raise morale.

#### Improve Communication

Post-mortem analyses show you where your team communicated effectively and where it didn't, which teaches you how to work together more effectively. Sharing openly and honestly improves communication and strengthens your teamwork. This is especially important in organizations where Slack relationships and virtual meetings are commonplace.

#### Build empathy

As a team, you can look at the project from different angles by sharing perspectives. You can collaborate to adjust and deal with concerns you might not have been aware of before by understanding how various obstacles affect team members differently.

#### Provide Closure

It's good to have time and space occasionally to just let something out. Everyone has the chance to make amends and move on after a nice, honest post-mortem talk. This is particularly important for projects that falter.

# POST-MORTEM REPORT

### Write A Post-Mortem Report For Your Event

#### 1. Include general project and meeting information

To make it simple to connect your report to the appropriate project and individuals, give a succinct overview of the fundamentals. The title of the project, the time and place of the post-mortem meeting, and the participants should all be included. The project's timeline, budget, and team members may also be added.

#### 2. List all the issues you discussed

Your post-mortem report should focus on areas that may be made better. For any problem that was brought up in your post-mortem meeting, create a new line item.

#### 3. Write down potential solutions for each issue

Keep track of all the solutions offered for the problems described in your report. Even though some of your ideas might not be the right ones for you, keep them around for reference.

#### 4. Add action items for each solution.

You must now put those concepts into practice. Provide a concrete next step for any idea your team decides to explore, and be sure you indicate what complete looks like.

# POST-MORTEM REPORT

Write A Post-Mortem Report For Your Event

5. Assign each action item to an owner.

Indicate who is in charge of each action item clearly. If not, such well-intended next steps might not even get off the page. Go straight to a work management solution like Team Gantt instead of using a spreadsheet if you want to make tracking action items easier. Everyone can see what is expected of them when deadlines and responsibilities are assigned to projects in a tool, and reminders are sent to keep work moving forward. As a result, you'll be more likely to finish them.

6. Capture additional details or relevant context as notes.

Add any pertinent project context or background information using the notes area. For instance, perhaps your team employed a new communication technology to work together on the project or tried Scrum for the first time.

7. Share your final report with attendees

Rolling out modifications as you take on new tasks requires teamwork. So, if you work in a big company, try to find a way to share your project post-mortem report with others. The better your entire organization will evolve its procedures and practices, the more you can socialize the adjustments.



# Recap Question

1. List FOUR (4) categories of stakeholders for post event questionnaire.
2. What is the most number of questions should be asked in a post event questionnaire.
3. After an event, what are financial department job in closing the account.
4. Explain direct cost.
5. Give THREE (3) benefit of supplier performance review
6. Explain SWOT analysis in event.
7. Explain THREE (3) purpose of event post mortem

# Recap answer

1. Stakeholders category for post event questionnaire.

- attendees
- sponsors
- managers of attendees
- event volunteers

2. The most number of questions should be asked in a post event questionnaire are between 10 – 12 question.

3. Financial department job in closing the account are.

- ·Compiling revenue from ticket sales, food and beverage credits, product sales, and other sources.
- ·Reimbursing your speakers, performers, vendors, and other service providers, such as IT and all
- ·Assessing how your final income and expenses compare to those in your original budget.
- ·Disseminating the financial data to sponsors and any other stakeholders you may have.

# Recap answer

### 4. Direct Costs

Event planners are most aware with these expenses. These expenses are related to holding an event. Venue expenses, food and drink, transport, entertainment, and equipment rentals are a few examples of direct costs. Ideally, you are balancing your budgets and are in control of direct expenses.

### 5. Benefit of supplier performance review.

- ·Increase Performance Visibility
- ·Identifying and Removing Hidden Costs
- ·Leverage suppliers' Strength
- ·Aligning Business Practices With Suppliers
- ·Improving Supplier Performance
- ·Protecting and Improving the Brand's Reputation

### 6. SWOT analysis in event.

The SWOT analysis is a well-liked technique for analysing situations, and it's frequently applied to the management, marketing, and leadership development sectors in particular. However, it can also be helpful in determining how well your event went.

An accurate evaluation of strengths, weaknesses, threats, and opportunities is essential to the SWOT analysis. This assessment can be used to analyse the current situation, as well as tactics and future prospects.



# Recap answer

## 7. Purpose of event post mortem

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# Recap answer

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### Build empathy

As a team, you can look at the project from different angles by sharing perspectives. You can collaborate to adjust and deal with concerns you might not have been aware of before by understanding how various obstacles affect team members differently.

### Provide Closure

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# **CERTIFICATE OF COMPLETION**

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MICE [Meeting, Incentive, Convention, Exhibition]

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POLITEKNIK TUANKU SYED SIRAJUDDIN

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