

MICE FOR TOURISM AND HOSPITALITY

EVERYTHING IS HARD BEFORE IT IS EASY

ROZILAWATI SHAARI

MICE FOR TOURISM AND HOSPITALITY

Published by:



DTR 40223 MICE FOR TOURISM AND HOSPITALITY

Published by:

POLITEKNIK TUANKU SYED SIRAJUDDIN

Pauh Putra, 02600 Arau, Perlis.

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No ISBN: 978-629-7514-79-6

Proofreader:

Nur Amalina binti Bahtiar

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ACKNOWLEDGEMENT



First and foremost, I would like to express my sincere gratitude to the Department of Polytechnic and Community College Education, Ministry of Higher Education Malaysia, for providing the latest syllabus that guided the development of this book.

My heartfelt thanks also go to my family, colleagues and students, whose support, encouragement, and feedback have been important in creating this e-book. Their insights have been truly valuable in helping shape the content to more effectively meet students' learning needs.

Last but not least, I wish to thank all future readers and users of this book. Your feedback and suggestions are greatly appreciated and will continue to help us improve the quality and usefulness of this resource.

ROZILAWATI BINTI SHAARI

PREFACE

MICE FOR TOURISM AND HOSPITALITY covers the basic knowledge and competencies of planning and management skills of Meeting, Incentive, Convention and Exhibition in tourism and hospitality industry. Students are required to prepare MICE activities which can benefit the organization environmentally. This course also covers the operational, marketing planning, risk management and evaluation of MICE activities through tourism and hospitality industry.

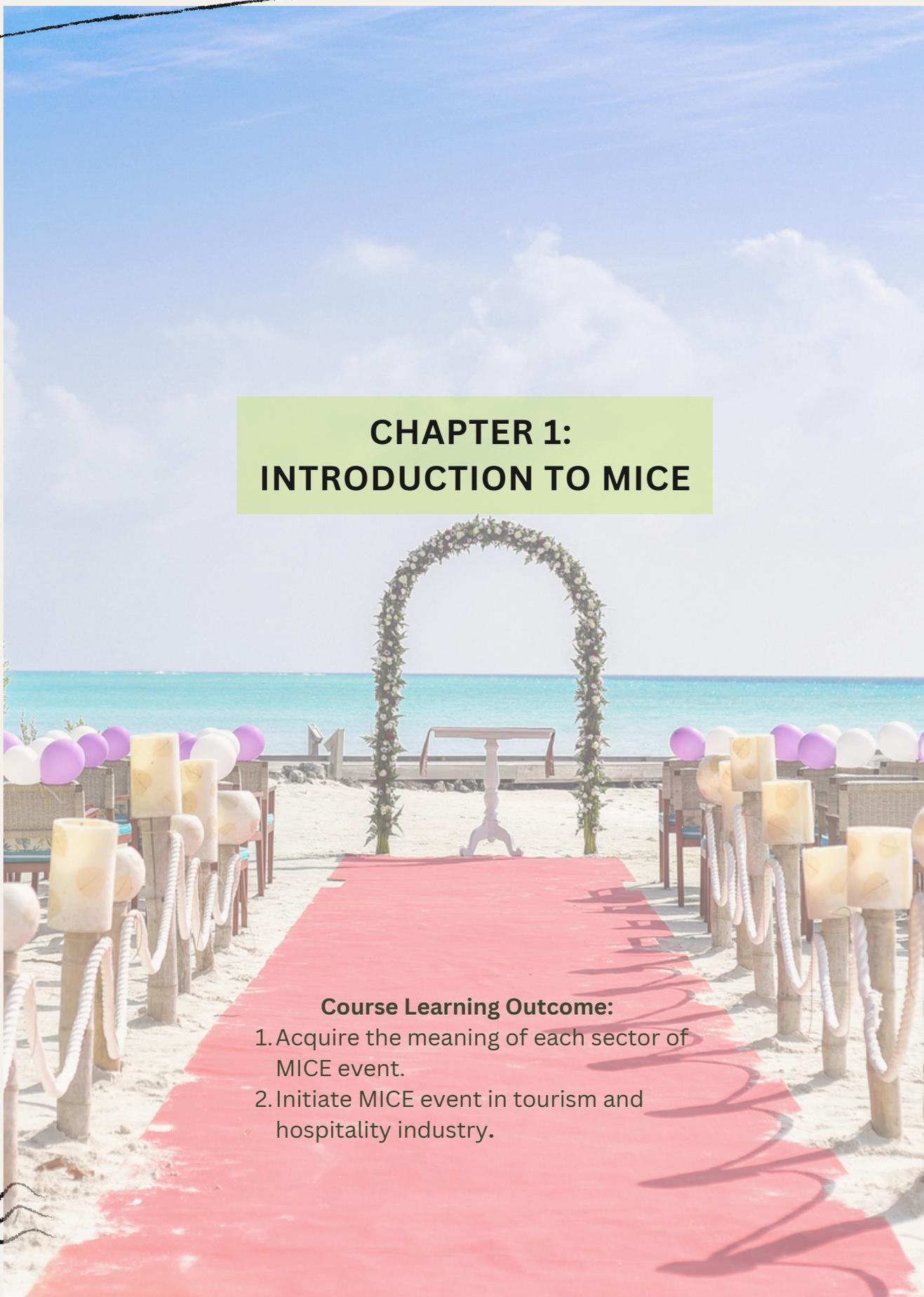
The chapters in this book are aligned with the most recent syllabus recommended by the Ministry of Higher Education Malaysia's department of Polytechnic and Community College Education.

I hope that this book will assist all Polytechnic students, particularly those pursuing a diploma in tourism and hospitality, in comprehending and grasping the fundamental concepts of customer service, end-user suggestions for improving the coverage and content of this e-book are most welcome. I sincerely believe and hope that these suggestions would significantly assist us in further improving the book's quality.

AUTHOR



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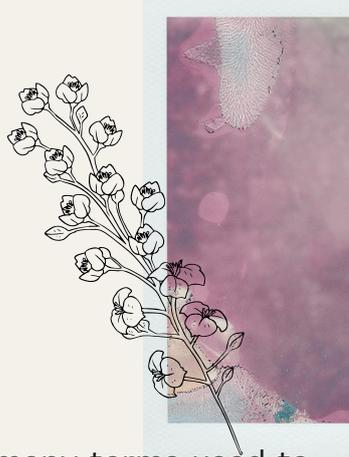
A photograph of a beach wedding ceremony setup. A red carpet leads from the foreground towards a floral archway. The archway is decorated with white and pink flowers. In the background, there is a turquoise ocean under a blue sky with white clouds. The ceremony area is decorated with purple and white balloons and yellow candles on wooden stands. A white table is positioned under the archway.

CHAPTER 1: INTRODUCTION TO MICE

Course Learning Outcome:

1. Acquire the meaning of each sector of MICE event.
2. Initiate MICE event in tourism and hospitality industry.

INTRODUCTION TO MICE



Lately, there are many terms used to refer to this niche market, such as "meeting industry, business tourism, or event industry." However, all of these terms share the same underlying concept. In general, MICE are events and activities which involve attendees who share common interests and gather in a place. It also provides great opportunities to connect with other sectors, allowing you to expand your knowledge and always keep up to date with the latest trends in the market to cater to these specific clients.



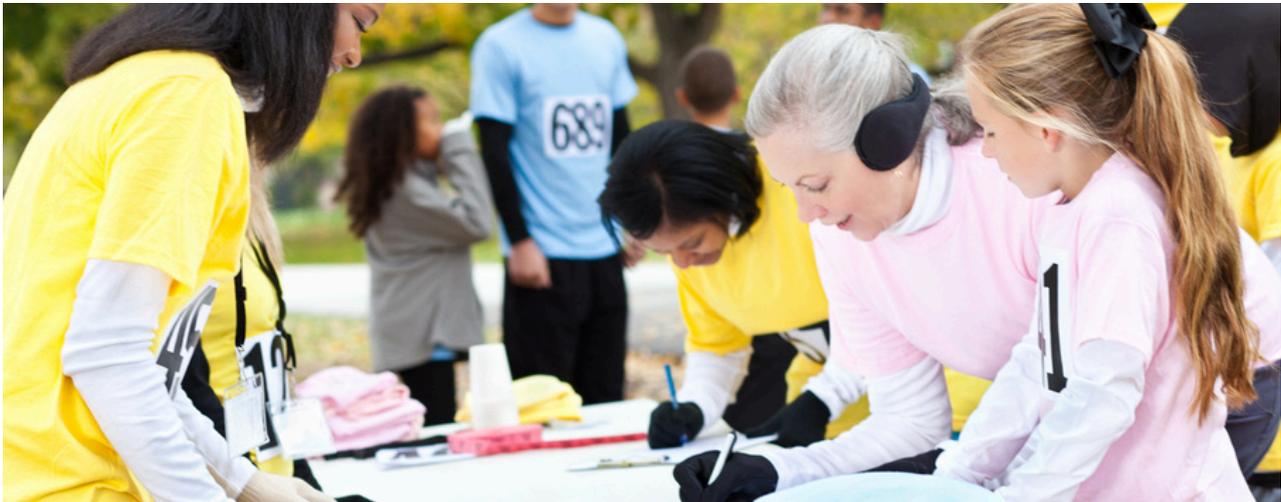
What is MICE?

The MICE market or industry can be defined as the business of organizing, conducting, and attending all the different types of business and leisure events or meetings and taking care of the inclusive travel and tourism needs.





M.I.C.E



What is M.I.C.E?

MICE is an acronym for the meetings, incentives, conferences, conventions, and exhibitions industry. It is one of the fastest-growing and most lucrative areas of the tourism and hospitality industry.

MICE comprises **four event components**:

- Meetings,
- Incentive Travel
- Conferences and Conventions
- Exhibitions.

- **Meeting**

- gathering of people for a common purpose, such as business, social, or religious purposes. Meetings do not include exhibits. Some forms of meetings are board meetings, annual general meetings (AGMs), management meetings; training or onboarding meetings; meetings with associates, partners, suppliers, dealers, etc.; and planning meetings.

- **Incentive Travel**

- reward event intended to showcase persons who meet or exceed sales or production goals. It is also called an incentive program.

M.I.C.E



What is M.I.C.E?

- **Conference**

- participatory meeting designed for discussion, fact-finding, problem-solving, and consultation. It is used by an organization to exchange views, convey a message, open a debate, or give publicity to some area of opinion on a specific issue. No tradition, continuity, or periodicity is required to convene a conference. Compared to Congress, a conference is smaller in scale.

- **Convention**

- gathering of individuals in which the planning activity of the attendees is to attend educational sessions, participate in meetings/discussions, socialize, or attend other organized events. Conventions include exhibits. Congress is a European term for convention.

- **Exhibition**

- the display of products or promotional materials for the purpose of public relations, sales, and/or marketing. It is an activity designed for suppliers of products, goods, and/or services to demonstrate and promote to a certain market. It is the European term for exposition

BASIC TERMS AND CONCEPT IN MICE

MEETINGS

Meetings bring people together in one place for the purposes of sharing information and discussing and solving problems. Meeting attendance can range from ten to thousands of people. Food and beverages are usually served during meetings. Meeting times vary depending on the meeting types. Most of the time, meetings refer to corporate meetings, which are held by companies in the following ways:

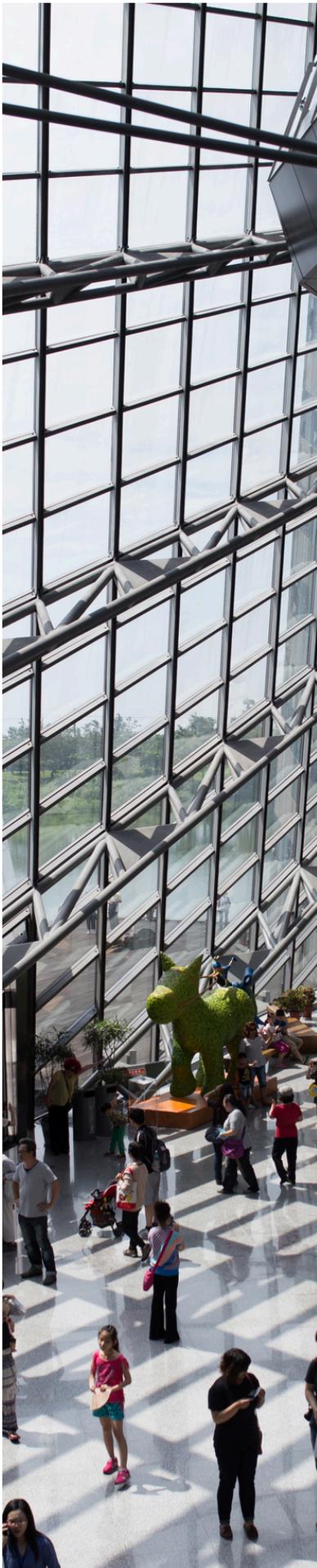
1. Board meetings - Meetings of the board of directors of a corporation, usually held annually.

2. Management Meetings - The managers from different regions of a corporation meet when necessary to make decisions for the corporation.

3. Shareholder Meetings - Investors who own a share in a company meet quarterly.

4. Training Seminars - A company conducts these to train the employees when needed.

5. Meetings with partners, suppliers and clients - A gathering to discuss business deals, usually held with little prior notice.





BASIC TERMS AND CONCEPT IN MICE

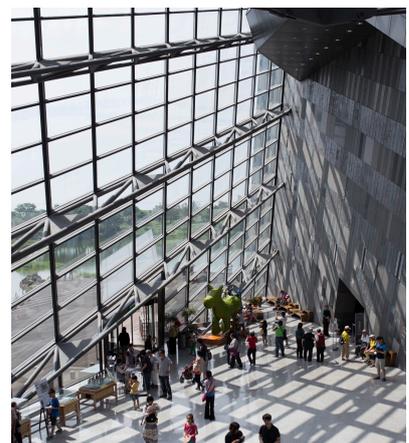
Meetings bring people together in one place for the purposes of sharing information and discussing and solving problems.

MEETINGS

6.Product launches - Usually a meeting with clients, the public, and journalists and reporters when new products are announced on the market.

7.Strategic planning - Managers meeting with employees discuss the future of the company.

8. Retreats - The entire company staff spends a day or two together to participate in team-building activities, training seminars and strategic planning sessions.



Definitions of different types of meeting



Congress

Congress : An international meeting / event, generally referred by Americans



Seminar

Seminar: Face to face groups sharing experiences in a particular field guidance of an expert discussion leader.



Workshop

Usually a session involves group participants training with each other to gain new knowledge, skill or insight into a problem. Generally, it consists of 30 to 35 pax.

Panel

Two or more people in a disucssion, supported by moderator.



Forum

A panel discussion taking opposite sides of an issue by experts in presence of audience.



Symposium

A panel discussion in a given field in presence of large audience.



Lecture

A formal presentation by expert followed by question and answer session (Q&A)

Incentive Travel

Incentive travel is a management tool for rewarding and motivating sales representatives, dealers, distributors, production workers, support staff, and in some cases, customers. The company rewards sales representatives who reach sales targets by sending them on trips. Usually, the incentive trip comes with hotel stays, tour packages and planned activities such as dinners, parties and games. Basically, incentive travel does not have any business-related activity. The incentive travel market is mature in the U.S. and Europe, and is developing in Asia; especially in Singapore and Japan.

Factor behind Incentive Travel decisions:

Incentive budget economy - How strong is the economy in the country in which the sponsoring group is headquartered?

Buying power - Strength of the exchange rate in the countries being considered as the destination for the trip

Political climate - Travel alert for destinations with political turmoil

Safety and Security - Terrorist alert levels after the 911 incident

Value - How do facilities and services compare with other choices of destination

Uniqueness of experience - Takes into consideration whether these participants have experienced this type of trip before





CONVENTION

**"Do things at your own pace.
Life's not a race."**

- @reallygreatsite

Similar to meetings, conventions are gatherings of people with common objectives, organized to exchange ideas, views and information of common interest to the group. An organization, usually an association, will organize a convention each year with a theme related to the organization's topic. Those interested in registering for the convention can pay the association a fee for all the sessions, discussions, food and beverage, dinners, and site visits. In particular, conventions consist of a variety of events include congresses (large-scale regular trade gatherings), conferences (small scale gatherings aimed at information sharing), confexes (conferences with small exhibition attached), and one to one events (premium networking). All conventions can be organized into different levels: international, national, regional.



THE MAJOR DIFFERENCES BETWEEN A MEETINGS AND CONVENTIONS IS THAT A CONVENTION:

- Is a large event often lasting for several days and involving a social programme
- Is organized by associations: Professional and trade associations, eg the dentists



Association or Voluntary associations and societies Charities:

- Political parties
- Usually conducted once a year
- Generates income for the association

Considerable amount of time spent on site selection of the convention



Exhibition

Exhibitions are activities organized to show new products, services and information to people who have an interest in them, such as potential customers or buyers. The company showing their new products, the exhibitor, typically rents an area from the organizer and sets up a booth to meet with potential buyers. The buyers or the public need an invitation or a ticket to be allowed into the exhibition.

Purposes:

- Get sales leads
- New product introduction
- Build a network for influential contacts
- Gather latest information about the competitors or Build the company's image



Industry Associations:

International Association for Exhibition Management (IAEM)

Depending on the size and type, exhibitions could be categorized into: For the public namely business-to-consumer (B2C):

- Trade Shows - e.g. Car Shows
- Fair - e.g. Book Fairs
- Exposition or expo - e.g. Food Expo



Open only to business buyers namely business-to-business (B2B):

- Trade show - e.g. Global Sources Gifts & Home ☐
- Trade fair - e.g. Fashion Access ☐
- Trade expo - e.g. International Outdoor and Tech Light Expo

A combined or mixed show ☐ It is an exhibition that combines both trade and public and is open to both corporate and public attendees. Most combined or mixed shows will have different specific visiting time for each group of attendees

Stimulate how the tourism and hospitality industry involved in hosting MICE

The tourism and hospitality industry plays a vital role in hosting MICE (Meetings, Incentives, Conferences, and Exhibitions) by providing essential services, infrastructure, and experiences that enhance the overall success of events. Here's how the industry contributes to each MICE component:

1. Meetings

- **Hotels and Resorts:** Offer conference rooms, ballrooms, and boardrooms for business meetings.
- **Catering Services:** Provide food and beverage options tailored to the event's needs.
- **Event Management Companies:** Assist in planning and coordinating logistics.
- **Transportation Services:** Facilitate travel arrangements, including airport transfers and local transport.

3. Conferences

- **Convention Centers:** Large venues equipped with state-of-the-art facilities for corporate and academic events.
- **Technology Providers:** AV equipment, hybrid event solutions, and translation services for international guests.
- **Hospitality Staff:** Professional event planners, concierge services, and customer support teams ensure smooth operations.
- **Destination Marketing Organizations (DMOs):** Promote cities and regions as prime conference destinations.

2. Incentives Travel

- **Luxury Accommodations:** High-end resorts and boutique hotels attract incentive travelers.
- **Unique Experiences:** Adventure tourism, cultural experiences, and VIP treatment for top performers.
- **Travel Agencies and Tour Operators:** Design customized itineraries to reward employees or clients.
- **Wellness and Leisure Services:** Spas, golf courses, and fine dining enhance the incentive experience.

4. Exhibitions

- **Exhibition Halls and Trade Centers:** Provide space for booths, showcases, and networking areas.
- **Hospitality and Tourism Services:** Assist in handling international delegates and exhibitors.
- **Security and Logistics Providers:** Ensure safe transportation and setup of exhibition materials.
- **Food and Beverage Vendors:** Cater to large crowds attending trade shows and expos

Impact on Tourism and Hospitality Industry

- **Increased Revenue:** MICE events boost hotel bookings, restaurant sales, and transportation demand.
- **Employment Opportunities:** Generates jobs in event planning, catering, hospitality, and logistics.
- **Seasonal Stability:** Helps hotels and tourism businesses maintain income during off-peak travel seasons.
- **Destination Branding:** Positions a city or country as a global hub for business and networking.





CHAPTER 2

MICE PLANNING

Course Learning Outcome:

1. Carry out MICE planning.
2. Construct planning process.
3. Organize the programme planning and design in MICE





CARRY OUT MICE PLANNING

Here's a structured MICE Planning Guide that applies to any general event within the Meetings, Incentives Travel, Convention, and Exhibitions (MICE) industry.

Organization Structure in MICE Management



Who is the Project Manager ?

Team???

A well-structured MICE (Meetings, Incentives travel, Convention, and Exhibitions) management team ensures smooth event execution.

Below is a typical hierarchical structure with key roles and responsibilities.



MICE Organizational Structure



Position	Description
1. Event Director / Project Manager 🏆	<p>📌 Roles: Event Director / Project Manager</p> <ul style="list-style-type: none">✓ Oversees the entire MICE event planning and execution.✓ Approves budgets, strategies, and partnerships.✓ Leads the core team and liaises with stakeholders.
2. Event Planning and Operations Team ⚙️	<p>📌 Roles: Event Manager, Logistics Coordinator, Technical Team</p> <ul style="list-style-type: none">✓ Manages venue booking, transportation, F&B, and accommodations.✓ Ensures event setup (stages, seating, technology).✓ Handles crisis management & on-site troubleshooting.
3. Marketing and Sponsorship Team 📣	<p>📌 Roles: Marketing Manager, Public Relation Coordinator, Sponsorship Manager</p> <ul style="list-style-type: none">✓ Develops branding, advertisements, and promotional materials.✓ Manages social media, press releases, and influencer collaborations.✓ Secures sponsorships and partnerships for funding.

MICE Organizational Structure

Position	Description
4. Sales and Registration Team 	Roles: Ticketing Manager, Registration Coordinator <ul style="list-style-type: none">✓ Manages attendee registration and ticket sales.✓ Organizes exhibitor and delegate databases.✓ Ensures a seamless check-in and accreditation process.
5. Program and Content Team 	Roles: Program Coordinator, Speaker Liaison, Moderator <ul style="list-style-type: none">✓ Develops event schedules, speaker lineups, and panel discussions.✓ Coordinates with keynote speakers, VIPs, and session moderators.✓ Ensures engaging and valuable event content.
6. Finance and Budgeting Team 	Roles: Finance Manager, Accounts Coordinator <ul style="list-style-type: none">✓ Manages event budgets, vendor payments, and financial reports.✓ Ensures cost efficiency and return on investment (ROI).✓ Tracks revenue from ticket sales, sponsorships, and exhibitor fees.

MICE Organizational Structure

Services Offered	Description
<p>7. Hospitality & Guest Services Team 🏨</p>	<p>📌 Roles: Guest Relations Manager, Hotel & Catering Coordinator</p> <ul style="list-style-type: none"> ✓ Manages accommodations, catering, and VIP hospitality. ✓ Provides concierge services for international delegates. ✓ Ensures a high-quality guest experience.
<p>8. Technical & Production Team 🎬</p>	<p>📌 Roles: AV Technician, IT Support, Virtual Event Coordinator</p> <ul style="list-style-type: none"> ✓ Handles audio-visual setup (sound, lighting, screens, live streaming). ✓ Ensures a smooth virtual/hybrid event experience. ✓ Troubleshoots technical issues during the event.
<p>9. Security & Risk Management Team 🚓</p>	<p>📌 Roles: Security Head, Health & Safety Officer</p> <ul style="list-style-type: none"> ✓ Ensures venue security and crowd control. ✓ Implements COVID-19 safety measures and emergency response plans. ✓ Coordinates with local authorities and medical teams.

PREPARATION STAGE IN MICE PLANNING



1. Define Event Objectives and Theme

- **Objective:** Determine the main goal (e.g., knowledge sharing, networking, business promotion).
- **Theme:** Establish a central theme that aligns with industry trends and audience interests.

2. Venue Selection and Logistics

- Choose a location based on accessibility, capacity, and facilities.
- Consider hotels, convention centers, resorts, or unique venues.
- Ensure availability of technology, transportation, and accommodation.

3. Identify Target Audience

- **Primary audience:** Professionals, industry leaders, students, government officials.
- **Estimated attendance:** Plan for expected turnout to arrange space and services accordingly.

4. Event Components and Structure

A. Meetings

- **Type:** Board meetings, training sessions, corporate planning.
- **Setup:** Boardroom, U-shape, or roundtable style.
- **Support:** Projectors, video conferencing, interpreters.

B. Incentives Travel

- **Purpose:** Reward and motivate attendees.
- **Activities:** Team-building retreats, luxury travel, VIP experiences.
- **Destinations:** High-end resorts, cruise experiences, adventure tourism.

C. Conferences

- **Sessions:** Keynote speeches, panel discussions, breakout sessions.
- **Speakers:** Industry experts, government representatives, business leaders.
- **Technology Needs:** Live streaming, translation services, interactive apps.

D. Exhibitions

- **Booth Setup:** Trade show-style exhibits, industry showcases.
- **Participants:** Businesses, startups, suppliers, tourism boards.
- **Logistics:** Floor plan design, exhibitor coordination, visitor flow management

PREPARATION STAGE IN MICE PLANNING



5. Marketing and Promotion

- **Strategy:** Digital marketing, email campaigns, PR, influencer partnerships.
- **Platforms:** Website, social media, industry publications, press releases.
- **Registration:** Online ticketing, early-bird promotions, group discounts.

6. Risk Management and Contingency Planning

- **Common Risks:** Venue cancellations, health emergencies, weather disruptions.
- **Solutions:** Backup venues, emergency response plans, insurance coverage.
- **Health and Safety:** First aid stations, crowd control, security protocols.

7. Budgeting and Sponsorship

- **Cost Estimation:** Venue, catering, marketing, speaker fees, logistics.
- **Funding Sources:** Sponsorships, ticket sales, exhibitor fees, grants.
- **Financial Plan:** Create a detailed budget with expense tracking.

8. Event Evaluation and Reporting

- **Data Collection:** Surveys, attendance metrics, engagement analytics.
- **Post-Event Reporting:** Performance analysis, sponsor ROI, recommendations for improvement.
- **Follow-Up:** Thank-you emails, networking opportunities, post-event content sharing.



Planning for MICE requires a lot of coordination, perhaps more than the tourism industry generally. Although, planning for tourism also entails a lot of heads, yet planning for MICE is more complicated. Let's explore the key areas that require specialized planning within the MICE sector.

MICE Event Planning Process: Step-by-Step Implementation

To ensure a successful Meetings, Incentives, Conferences, and Exhibitions (MICE) event, follow this structured implementation process::

1

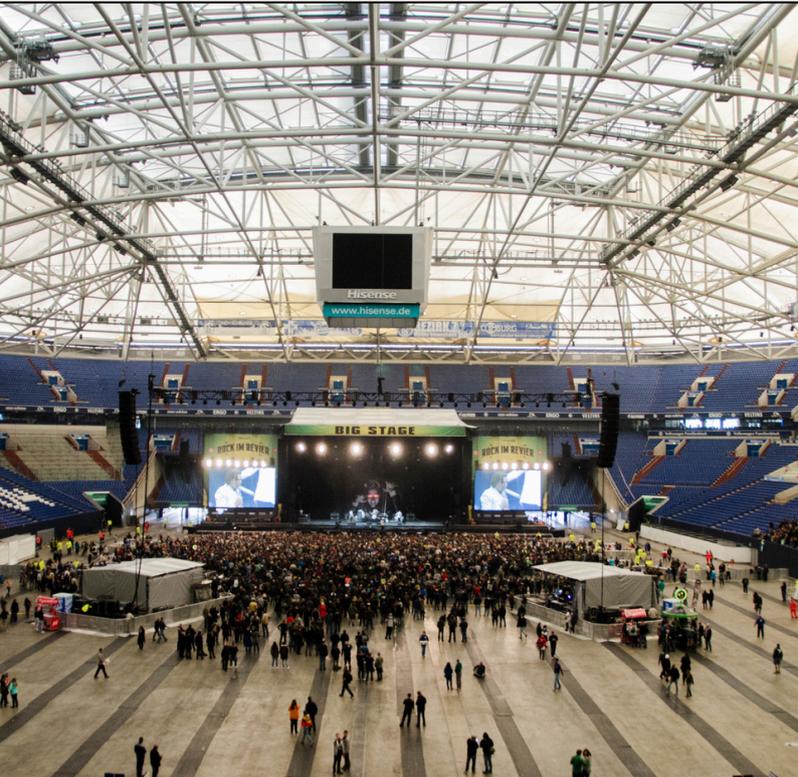
Step 1: Define the Event Goals and Objectives

- ✓ Identify the purpose (e.g., networking, education, product launch, employee motivation).
- ✓ Set clear KPIs (Key Performance Indicators) (e.g., attendance rate, revenue target, engagement level).
- ✓ Establish a theme and concept that aligns with industry trends.

2

Step 2: Develop an Event Plan and Budget

- ✓ List all major components: venue, speakers, logistics, marketing, sponsorships, security, and technology.
- ✓ Break down the budget into categories:
 - **Fixed Costs:** Venue, AV equipment, website development.
 - **Variable Costs:** Catering, travel, printing materials.
 - **Contingency Fund:** Allocate 10-15% for unexpected expenses.
- ✓ Secure funding through sponsorships, exhibitor fees, ticket sales, or grants.



3

Step 3: Venue Selection and Logistics

- ✓ Research hotels, convention centers, or unique venues based on event size and requirements.
- ✓ Assess venue capacity, location accessibility, and technical support (WiFi, audio-visual setup).
- ✓ Negotiate contracts for venue, catering, security, and transportation.

4

Step 4: Develop the Event Program and Content

- ✓ Meetings: Plan breakout sessions, roundtables, and networking opportunities.
- ✓ Incentives Travel: Organize team-building activities, awards, or leisure experiences.
- ✓ Conferences: Secure industry speakers, arrange panel discussions, and provide interactive sessions.
- ✓ Exhibitions: Plan booth layouts, exhibitor guidelines, and product showcases.

5

Step 5: Marketing and Promotion Strategy

- ✓ Build a website or landing page with event details and online registration.
- ✓ Use social media campaigns, influencer marketing, and press releases for outreach.
- ✓ Offer early-bird discounts, referral programs, and targeted email campaigns.

6

Step 6: Risk Management and Safety Planning

- ✓ Identify potential risks: weather issues, health emergencies, security threats.
- ✓ Develop contingency plans for venue changes, medical aid, and emergency evacuations.
- ✓ Ensure compliance with local laws, insurance policies, and safety guidelines.



Step 7: Execute the Event and Manage Operations

7

- ✓ Conduct final checks on venue, logistics, and tech setup before the event.
- ✓ Assign event staff and volunteers to assist attendees and manage logistics.
- ✓ Monitor event progress in real-time and resolve issues efficiently.

Step 8: Post-Event Evaluation and Reporting

8

- ✓ Gather feedback from attendees, sponsors, and stakeholders.
- ✓ Analyze event performance using attendance data, survey responses, and social media engagement.
- ✓ Create a final report with insights, successes, and recommendations for future events.

APPLY THE PROGRAMME PLANNING AND DESIGN IN MICE

1. DEFINE EVENT GOALS AND OBJECTIVES

- Identify the goals of the MICE event (e.g., improving communication, leadership, collaboration).
- Understand the participants' demographics (age, job roles, physical ability).
- Align activities with corporate values and learning outcomes.

DISCUSS



CONTACTS

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2. BUDGETING AND RESOURCE ALLOCATION

- Estimate costs (venue, facilitators, logistics, food and beverage, materials).
- Secure sponsorships or partnerships if necessary.
- Allocate resources efficiently to optimize ROI.

3. PROGRAMME DEVELOPMENT AND SCHEDULING

- Opening Session: Ice-breaking activities to create engagement.
- Workshops and Challenges: Mix of physical, problem-solving, and trust-building activities (e.g., obstacle courses, escape rooms, strategy games).
- Reflection and Learning: Debriefing sessions to analyze teamwork outcomes.
- Networking & Socializing: Evening gala, campfire sessions, or informal gatherings.

4. VENUE SELECTION AND LOGISTICS

- Choose an appropriate location (resort, adventure park, or indoor training center).
- Arrange transportation, accommodation, and meals.
- Ensure accessibility and safety measures are in place.

APPLY THE PROGRAMME PLANNING AND DESIGN IN MICE

5. RISK MANAGEMENT AND CONTINGENCY PLANNING

- Identify potential risks (weather, injuries, participant engagement).
- Prepare contingency plans (backup venues, medical teams, alternative schedules).
- Secure necessary permits and insurance.

DISCUSS



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6. MARKETING AND PROMOTION

- Create promotional materials (brochures, social media campaigns).
- Use corporate newsletters, email invitations, and internal communication platforms.
- Offer early-bird registration discounts to encourage participation.

7. IMPLEMENTATION AND ON-SITE MANAGEMENT

- Assign roles to facilitators and support staff.
- Use event management tools for tracking attendance and schedules.
- Maintain flexibility to adapt to unforeseen challenges.

8. EVALUATION & POST-EVENT FOLLOW-UP

- Distribute feedback forms or conduct surveys.
- Analyze participant experiences and key takeaways.
- Provide a post-event report with recommendations for future improvements



EXAMPLE

Team building
Itinerary



Day 1

Feb 7, 2025

Morning :

- 08.00 Arrival and Registration
- 09.00 Opening Ceremony and Ice Breaker
- 10.00 Team Challenge #1: Problem-Solving

Afternoon:

- 13.00 Lunch Break
- 14.00 Outdoor/Active Challenge

Evening :

- 21.00 Team Reflection
- 22.00 Supper



Day 2

Feb 8, 2025

Morning:

- 07.00 Breakfast and get ready
- 08.00 Team Bonding & Collaboration Exercise

Afternoon:

- 13.00 Lunch and get ready for the next destination
- 14.00 Outdoor/Physical Activity
- 17.00 Team Challenge #2: Creativity & Innovation

Evening :

- 20.00 Themed Dinner & Networking



Day 3

Feb 9, 2025

Morning:

- 07.00 Breakfast and get ready
- 08.00 Team Bonding Challenge

Afternoon:

- 14.00 Leadership & Decision-Making Workshop
- 16.00 Final Team Challenge & Presentation
- 19.00 Closing Ceremony & Group Photo

MICE Planning

LAYOUT PLANNING

Planning a successful MICE (Meetings, Incentives, Conferences, Exhibitions) event layout involves balancing attendee experience, flow, and functionality. Here's an encouraging and forward-thinking guide to help you design an engaging space:

1. Define Objectives and Zones

Clarify what your event aims to achieve: networking, education, brand showcasing, etc. and divide your venue into functional zones:

- **Entrance and Registration:** Welcome area with clear signage and easy check-in
- **Main Session Spaces:** Auditoriums, theatres, or classrooms for key presentations
- **Breakout Rooms / Workshops:** Smaller areas for focused interactions
- **Exhibition Zone:** Booths laid out for easy navigation and exposure
- **Networking Lounges and Refreshments:** Informal areas to encourage mingling
- **Back-of-House and AV Control:** Technical and operational support zones

2. Choose Seating Arrangements Strategically

Select from proven formats to enhance engagement

Style	Pros	Ideal For
Chevron	Good visibility, small-group chats	Conferences, interactive presentations
Auditorium	High capacity, focused	Lectures, award ceremonies
Banquet	Encourages discussion around tables	Dinners, networking lunches

3. Smooth Flow and Accessibility

- Configure booth aisles in a logical loop to guide attendees through exhibitions
- Position high-traffic zones (e.g., sponsor booths, food) near central areas.
- Keep corridors and fire exits clear, with accessibility features for all visitors.

4. Technical and Hybrid Considerations

- Hybrid/hybrid-ready studio spaces with AR/VR and livestream capabilities are becoming essential.
- Ensure strong Wi-Fi, plenty of power outlets, AV racks, and backstage tech rooms.

MICE Planning

LAYOUT PLANNING

Planning a successful MICE (Meetings, Incentives, Conferences, Exhibitions) event layout involves balancing attendee experience, flow, and functionality. Here's an encouraging and forward-thinking guide to help you design an engaging space:

5. Sustainability and Local Impact

- Use eco-friendly furnishings, minimize single-use items, offer digital itineraries
- Support local businesses and integrate cultural elements to create memorable environments.

6. Tools and Templates

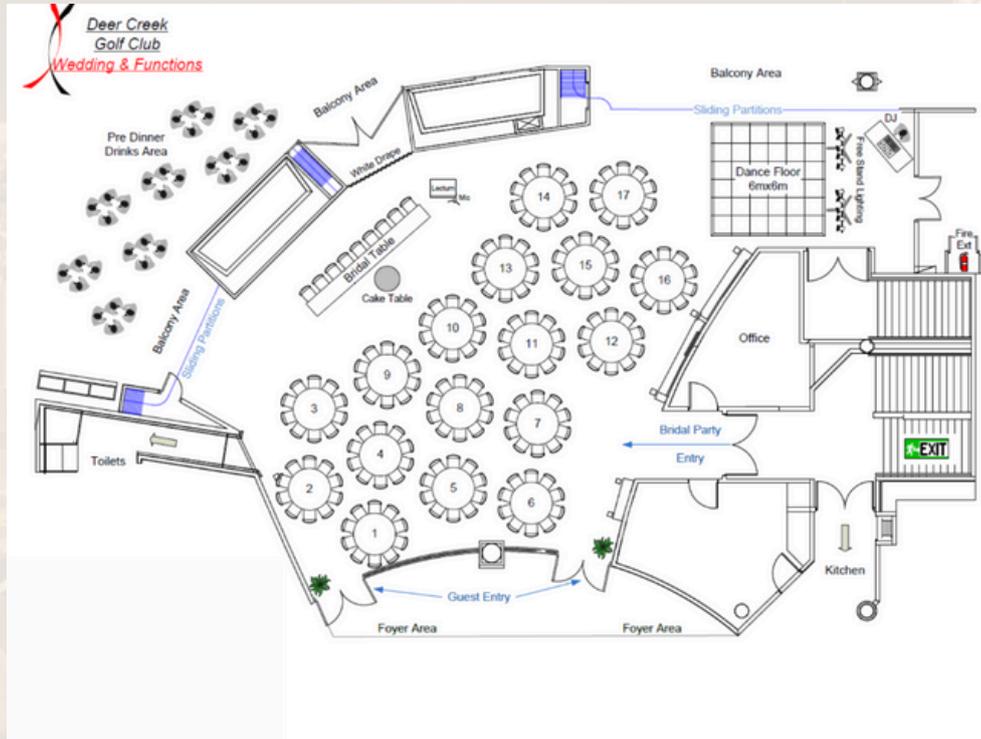
- Use design tools like Microsoft Visio, collaborative digital floor-plan apps,
- These tools help you visualize spacing, table placement, and ensure accurate measurements.

7. Final Checks and Flow Testing

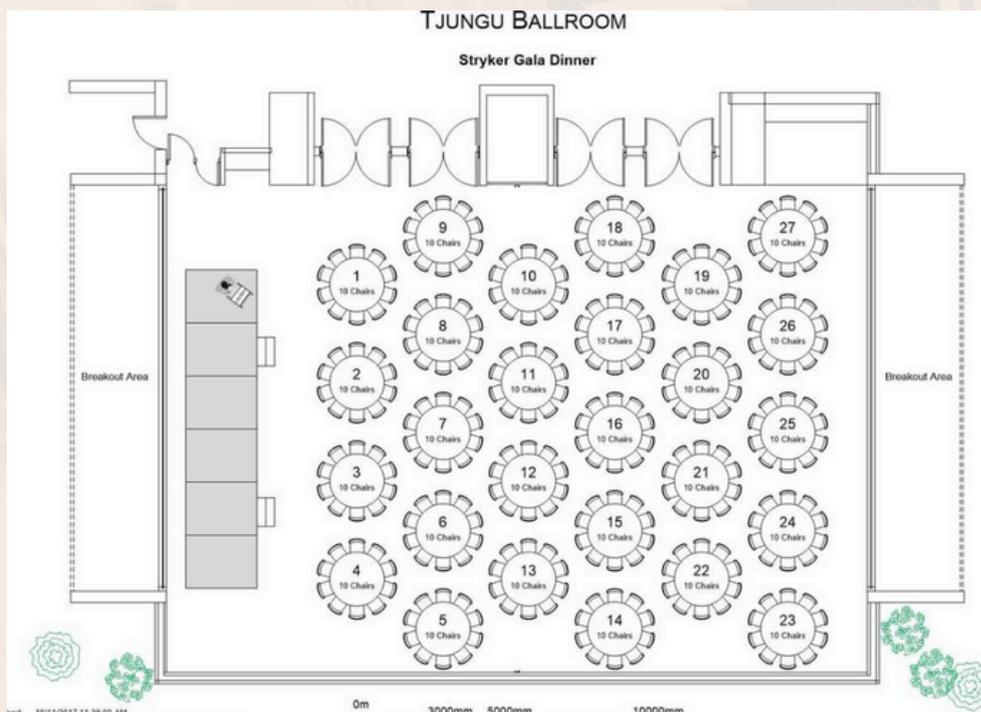
- Conduct on-site walkthroughs and “dry runs” to test layout and logistics
- Gather feedback to refine navigation, signage, and zone clarity.

MICE Planning

LAYOUT PLANNING



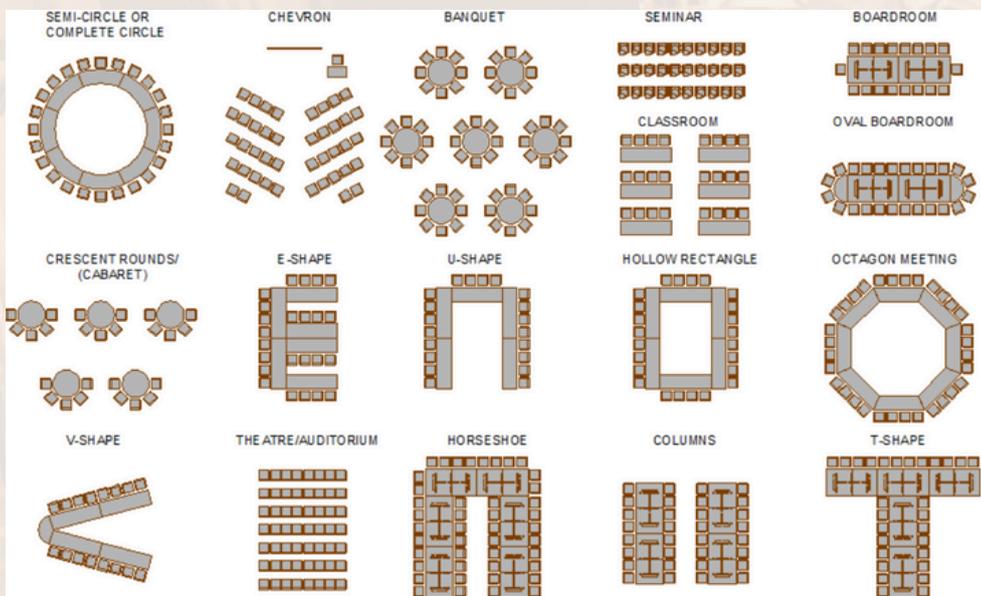
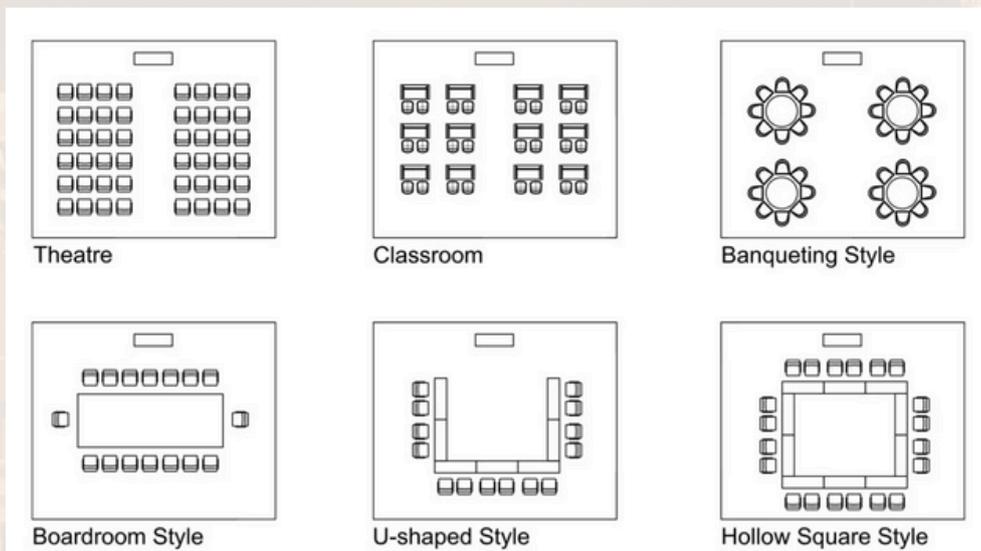
Wedding and function



Ballroom

MICE Planning

FLOOR PLAN FOR HOTEL MICE LAYOUT



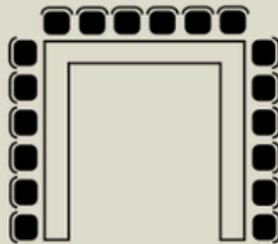
MICE Planning

FLOOR PLAN FOR HOTEL MICE LAYOUT

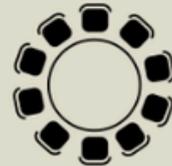
Oval Boardroom



U-Shape



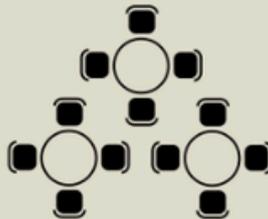
Round 8's or 10's



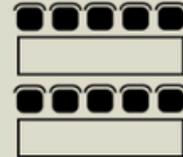
Boardroom



Informal*



Classroom



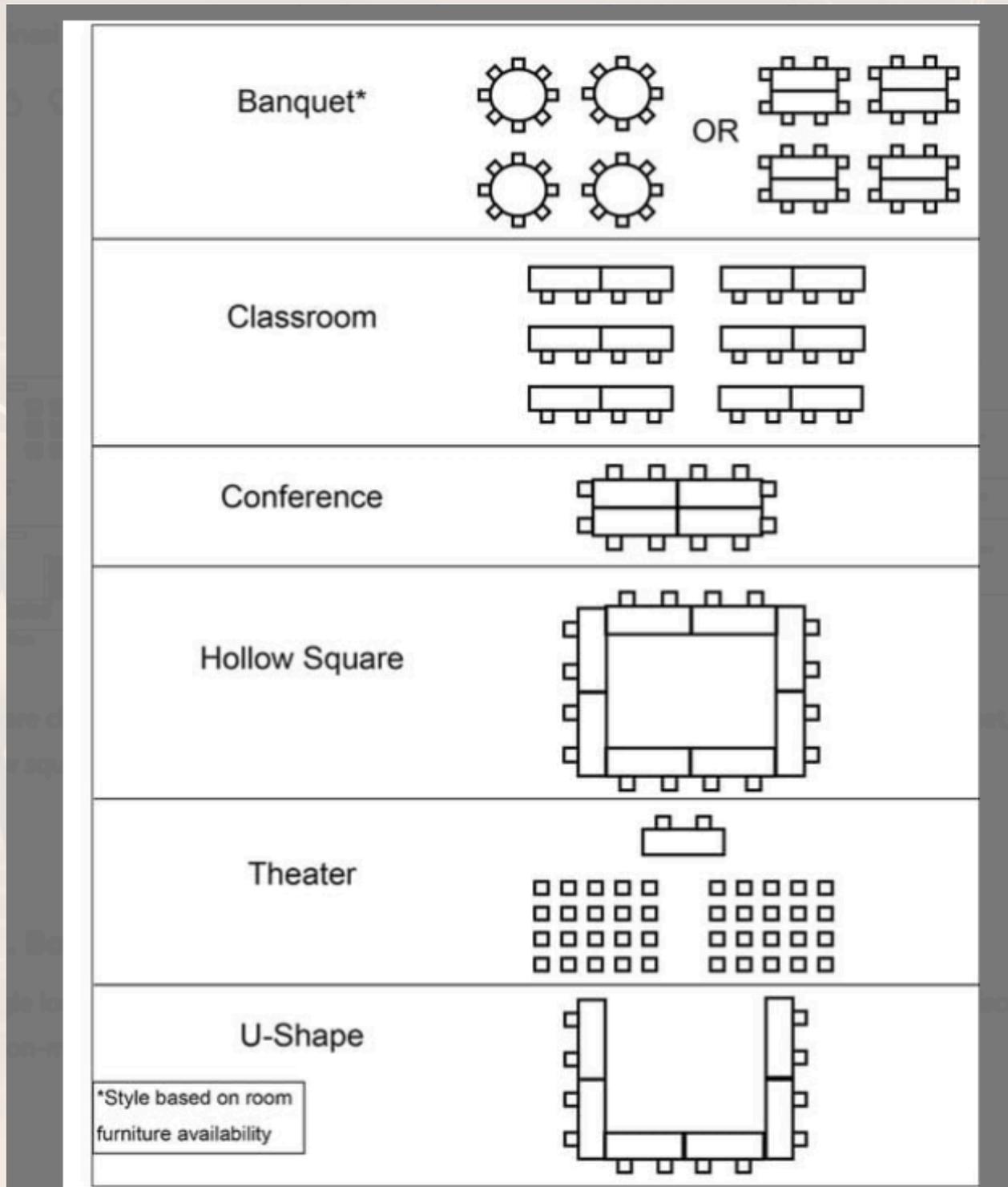
Theatre



* With restaurant tables or coffee tables

MICE Planning

FLOOR PLAN FOR HOTEL MICE LAYOUT



MICE Planning

BUDGETING

A MICE budget is a financial roadmap for the event. It helps organize the projected expenses and revenue so organizer can effectively manage resources and stay on track to achieve the event goals.

Categories within event budget may include:



- **Fixed costs.** Fixed costs are expenses that stay the same regardless of how many attendees join the event. These may include venue rental, entertainment, and event registration software fees.
- **Variable costs.** Expenses that vary according to the attendee count are called variable costs. Examples include food and beverage and event staff costs.
- **Revenue.** The money you expect to make from your event is your projected revenue. Common sources of event revenue include ticket sales, sponsorships, and exhibitor booth fees.
- **Profit and loss.** Considering the above factors, the profitability of your event depends on the number of attendees who show up. To determine how many attendees you'll need, add a section to your budget summarizing your projected expenses and revenue for different potential attendee counts.

MICE Planning

BUDGETING

How to Plan Your Event Budget: 7 Steps

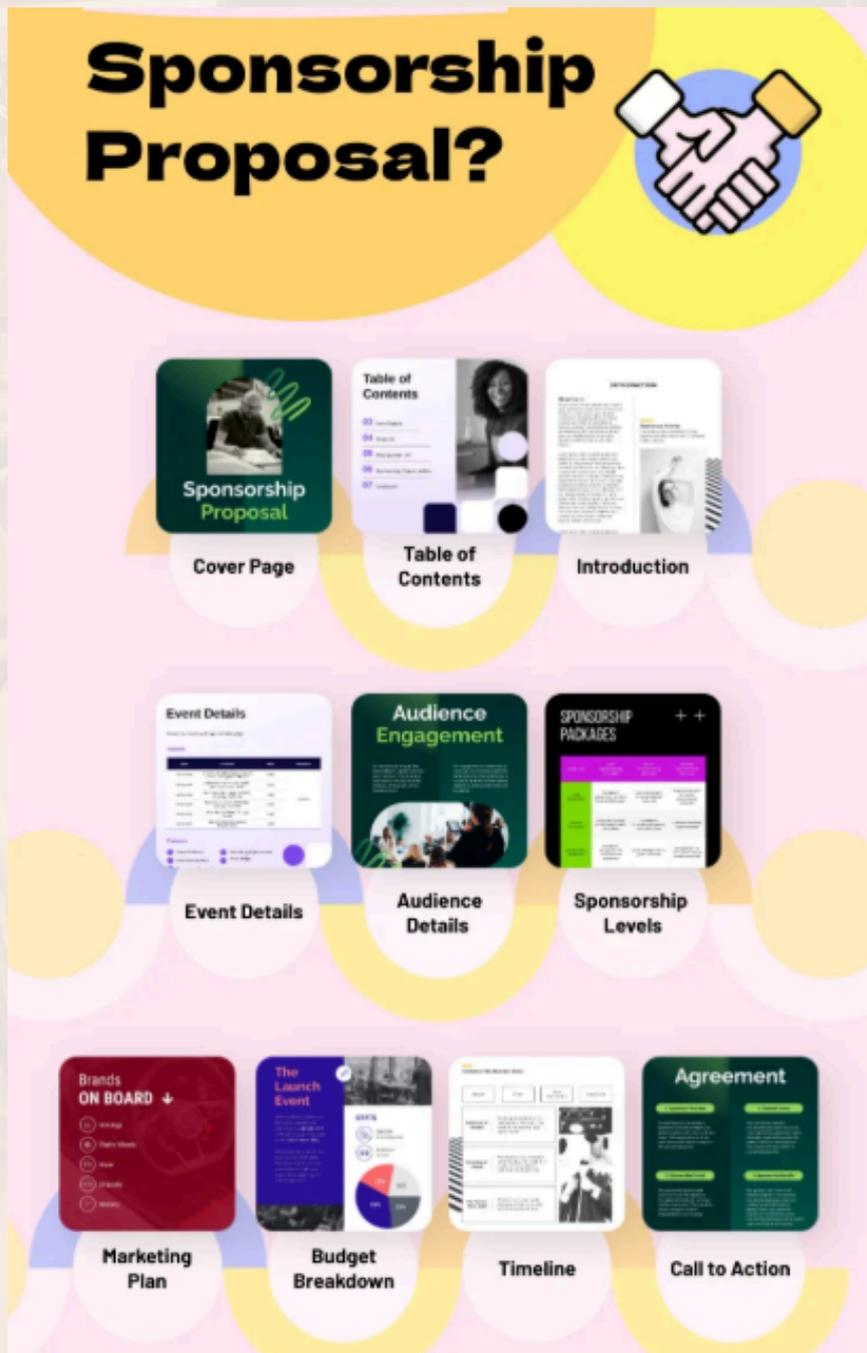
Now that you know the main event budget categories, it is time to begin the event budgeting process. Let's walk through it step by step so you know exactly how to proceed.



MICE Planning

SPONSORSHIP

Here's a structured demonstration of how to integrate sponsorship planning and financial analysis into your MICE event:



MICE Planning

PREPARE A PROPOSAL FOR MICE EVENT

10-Step Final Checklist
(Based on Best Practices)

1 Clarify objectives & scope

2 Conduct research

3 Present itinerary and timing

4 Detail venue and logistics

5 Provide full cost breakdown

6 Highlight sponsorship and revenue streams

7 Showcase value proposition

8 Outline risk / mitigation

9 Introduce team and credentials

10 Clearly define next steps and terms

MICE Planning

You are required to prepare a proposal for MICE event based on the following below:

1. Project Proposal
2. Sponsorship Proposal



Prepare MICE Special Needs, Protocol and Special Guest Requirements



Identify Special Needs:

- Accessibility (ramps, sign language interpreters, dietary restrictions)
- Technical requirements (assistive listening devices, silent zones)



Map Protocol Requirements:

- Honorifics, arrival/departure protocols, escort staff
- Liaise with VIP offices for motorcade, accreditation, PPE



Coordinate Logistics:

- Dedicated check-in counters, waiting lounges, security clearance passes



Assign Responsibility:

- A designated Protocol Officer ensures personalized guest care

Display Protocol Procedures for VIPs



Reception and Arrival:

- VIP-specific signage and greeters, clearly marked lanes



Escort and Navigation:

- Staff or security guides VIPs with priority access and route planning



Seating and Stage Placement:

- Reserved VIP seating, named table settings, presentation role



Media and Photo Coverage:

- Coordinated photo ops, managed interviews, controlled access



Escort on Departure:

- Smooth exit routes and staged goodbyes

Recognize internal and external resources.



1

INTERNAL

Hand-drawn scribble



2

INTERNAL

Hand-drawn scribble



3

EXTERNAL

Hand-drawn scribble



4

EXTERNAL

Hand-drawn scribble

Tips planning process

Do some survey

CHAPTER 3

SERVICE AND FACILITIES



Course Learning Outcome:

1. Apply eco-friendly services and facilities in MICE management.
2. Display MICE impact to tourism and hospitality industry.

Service and facilities

Eco-friendly services and facilities in MICE events



MICE (Meetings, Incentives, Conferences, and Exhibitions) events have increasingly integrated **sustainable practices** to reduce environmental impact while enhancing the overall attendee experience.

The following are **key eco-friendly services and facilities** commonly implemented in MICE events:

1. Green Venue Selection

- Choosing venues with environmental certifications such as LEED (Leadership in Energy and Environmental Design) or ISO 14001.
- Utilizing venues with energy-efficient lighting, water conservation systems, and waste management programs.



2. Sustainable Catering

- Providing locally sourced, organic, and seasonal food options to reduce carbon footprint.
- Minimizing food waste through portion control and food donation programs.
- Using biodegradable or reusable cutlery, plates, and cups instead of single-use plastics.

The following are **key eco-friendly services and facilities** commonly implemented in MICE events:

3. Energy-Efficient Technologies

- Implementing smart lighting systems with motion sensors and LED lighting.
- Utilizing energy-efficient air conditioning and ventilation systems.
- Encouraging the use of digital signage instead of printed materials.



4. Waste Management Strategies

- Setting up recycling and composting stations throughout the event venue.
- Encouraging attendees to use reusable materials, such as refillable water bottles and tote bags.
- Partnering with waste management companies to ensure proper disposal and recycling of event materials.

The following are **key eco-friendly services and facilities** commonly implemented in MICE events:

5. Green Transportation Options

- Promoting the use of public transportation, shuttle services, or carpooling for event attendees.
- Providing bicycle-friendly facilities, such as bike racks and rental services.
- Offsetting carbon emissions by supporting reforestation or renewable energy projects.



6. Digital and Paperless Solutions

- Encouraging online registration and e-ticketing to reduce paper waste.
- Utilizing event apps, QR codes, and digital brochures for information dissemination.
- Offering virtual participation options to minimize travel-related emissions.



Ensuring the successful execution of **audio-visual (AV)** and **technology support** in MICE events requires thorough planning and sustainable practices.

The following steps help in efficiently managing AV and technology support:

1. Conducting Final Equipment Checks

- Testing projectors, LED screens, microphones, and sound systems to ensure functionality.
- Verifying compatibility of AV equipment with different device formats and presentation software.

2. Implementing Energy-Saving Technologies

- Utilizing energy-efficient AV equipment, such as LED screens and low-power-consuming projectors.
- Encouraging the use of power-saving modes when equipment is not in active use.

3. Ensuring Reliable Internet Connectivity

- Providing high-speed internet and Wi-Fi access for seamless virtual participation.
- Implementing secure and stable network connections to support live streaming and virtual conferencing.



Ensuring the successful execution of **audio-visual (AV)** and **technology support** in MICE events requires thorough planning and sustainable practices.

The following steps help in efficiently managing AV and technology support:

4. Technical Support and Troubleshooting

- Assigning on-site technicians to handle any real-time AV or technology issues.
- Conducting pre-event training for staff on AV equipment operation.
- Having backup equipment and contingency plans in place for unforeseen technical failures.

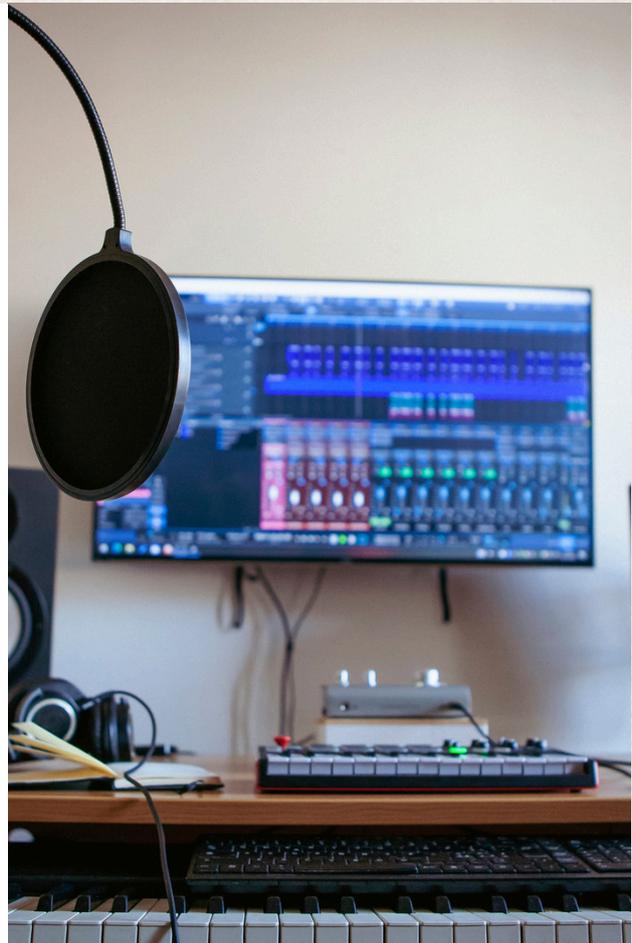
5. Reducing Digital Waste

- Using cloud-based storage for presentations and documents instead of USB drives or CDs.
- Encouraging attendees to access materials via mobile apps instead of printed handouts.

FINAL AUDIO VISUAL AND TECHNOLOGY SUPPORT SYSTEM

1. Introduction to AV and Technology Support Requests

- **Purpose:** Ensure smooth operation of technology during the final class or exam.
- **Importance:** Smooth AV setups prevent disruptions and enhance the learning experience.



2. TYPES OF AV & TECHNOLOGY REQUESTS

1. Audio Requests:

- Microphone setup (wireless/lapel)
- Sound system (for large classrooms)

2. Visual Requests:

- Projector or Smart Board functionality
- Laptop or desktop connections (HDMI, VGA, etc.)

3. Recording Requests:

- Video/audio recording for lectures or exams
- Recording of student presentations.

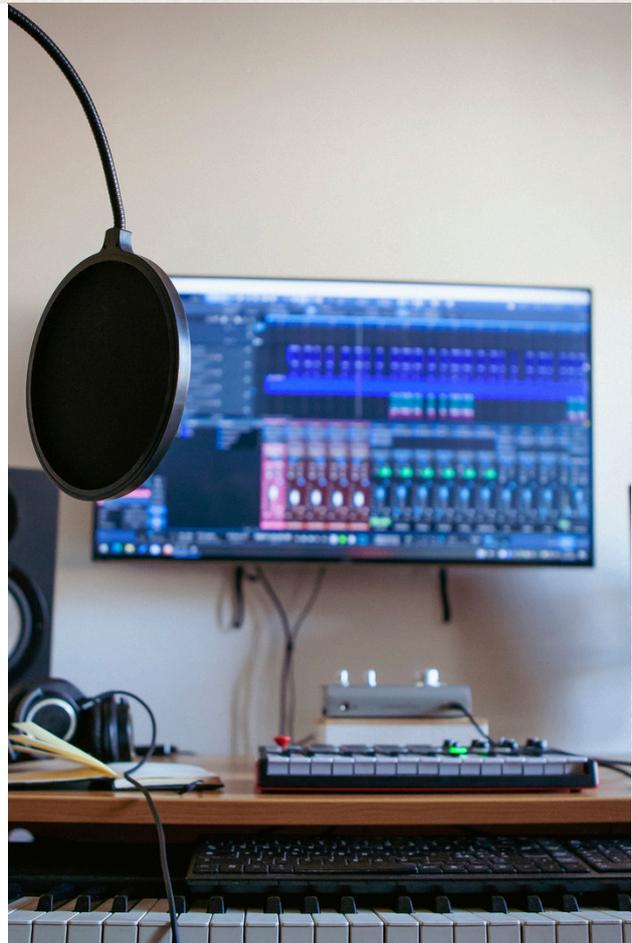
4. Remote/Hybrid Teaching Requests:

- Online meeting software (Zoom, Google Meet)
- External camera/microphone setup for hybrid learning

3. TECHNOLOGY SUPPORT PROCESS

Pre-Event Checklist:

- Ensure all devices (laptop, projector, microphone) are tested before the session.
- Verify internet connection and online platform access (if applicable).
- Check compatibility of student devices with the system.



3. TECHNOLOGY SUPPORT PROCESS

During Event:

- Have a backup plan in case of technical failure.
- Have IT support contact information handy for quick resolution.
- Be ready to troubleshoot common issues (e.g., no sound, projector not displaying).

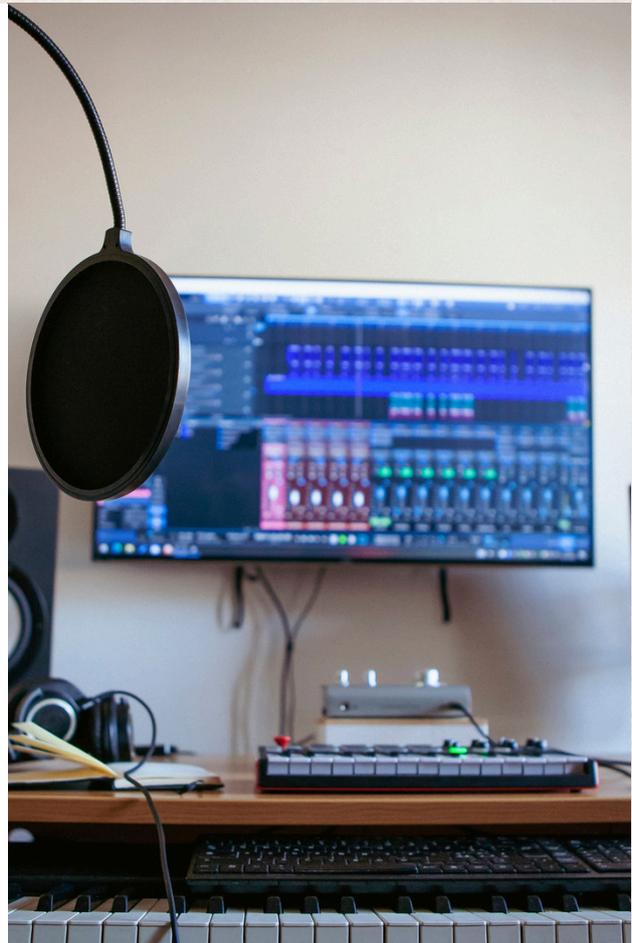
Post-Event:

- Ensure all technology is turned off and properly stored.
- Provide feedback or issue a report if needed.

4. COMMON AV & TECHNOLOGY ISSUES AND SOLUTIONS

Audio Problems:

- Issue: Microphone not working
 - Solution: Check battery levels, connection, or volume settings.
- Issue: Poor sound quality
 - Solution: Adjust sound settings, ensure no background noise interference



Visual Problems:

- Issue: Projector not displaying
 - Solution: Check cable connections, projector power, and settings.
- Issue: Screen resolution mismatch
 - Solution: Adjust display settings on the laptop or projector.

Connectivity Problems:

- Issue: Wi-Fi issues during online sessions
 - Solution: Check network status, switch to a wired connection if needed.
- Issue: Lagging or frozen video/audio during a remote session
 - Solution: Check bandwidth, advise students to turn off unnecessary devices.

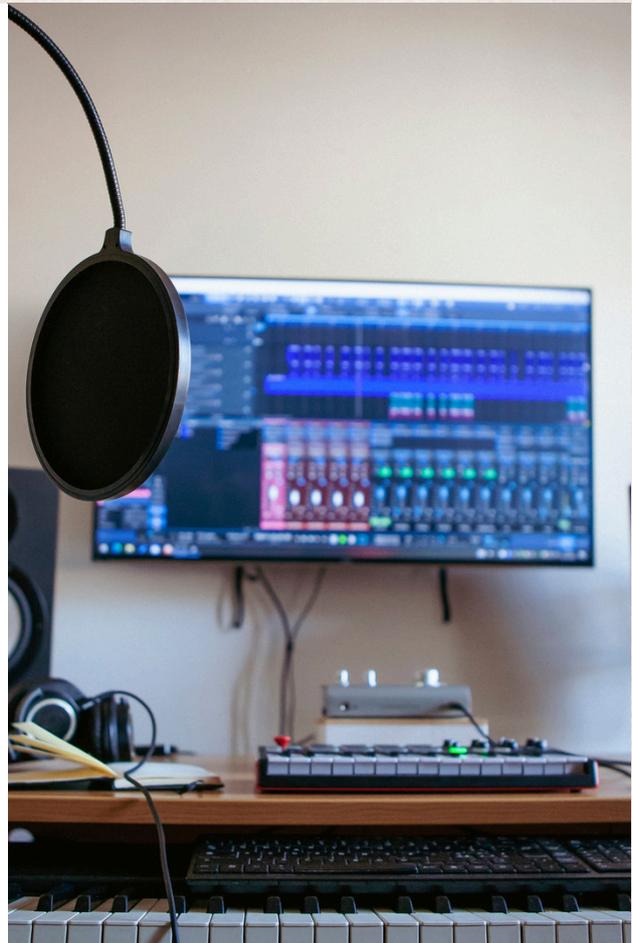
5. HOW TO SUBMIT AV & TECH SUPPORT REQUESTS

Procedure:

- Submit a request at least 24 hours before the event or class.
- Include details like room number, equipment required, and the time of the event.

Contact Information:

- List relevant contact info for tech support staff or helpdesk.
- Provide clear instructions on how to reach out during an event if something goes wrong.



5 . H O W T O S U B M I T A V & T E C H S U P P O R T R E Q U E S T S

continue...

- Ensure Accessibility: Make sure all technology is accessible for students with disabilities.
- Backup Plans: Always have a non-technology-based option in case of failures.
- Stay Updated: Regularly update software and systems for security and efficiency.



Importance of Event Technology

Event technology is crucial for effective event management, enhancing efficiency and time management.

Revolutionizing Events

Utilizing technology can transform events into memorable experiences.

Mobile Connectivity

Most attendees use mobile phones for registration and communication during events



Trends in Event Technology

➔ Virtual Venues

Increasing popularity of virtual venues as a key component of events.

➔ Live Streaming

Investing in live streaming opens events to a wider audience.

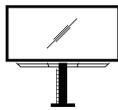
➔ Drones in Events

Drones provide unique perspectives and enhance live streaming capabilities



Trending AV and event technology in MICE industry (2025)

Audio Visual Innovation



LED Video Walls

High-resolution digital backdrop for dynamic display



3D Projection Mapping

Immersive visuals on buildings or stages



Wireless Microphones

Freedom of movement for speakers/performers



Surround Sound System

Enhances the auditory experience



Silent Conference Headsets

For multi-language/noise-controlled settings



Holographic Displays

3D visual effects of products or speakers



Automated Lighting Systems

DMX-controlled lighting for ambiance



Trending AV and event technology in MICE industry (2025)

Trending Event Technologies



Hybrid Event Platforms

Combine in-person and virtual participation



Event Apps with Personalization

Personalized agendas, bios, notifications, networking



RFID/NFC Badges/Wristbands

Contactless check-in, tracking, and payment



Surround Sound System

Enhances the auditory experience



AR/VR Experiences

Augmented booths & virtual walkthroughs



AI Chatbots & Voice Assistants

Real-time attendee support



Facial Recognition Check-In

Speeds up registration with added security



Event Apps with Personalization

Personalized agendas, bios, notifications, networking



Live Polling & Q&A Tools

Tools like Slido or Mentimeter to boost engagement



Digital Wayfinding & Signage

Smart screens guiding attendees throughout venues



360° Video & Drone Coverage

Immersive event footage and aerial marketing shots



Sustainable Tech (Green AV)

Energy-saving, reusable, and paperless systems



Discuss how to handle quality service, facilities and technologies at MICE location.

Handling Quality Services, Facilities and Technologies at MICE Locations

Quality Service Management

- Ensure seamless customer experience from pre- to post-event
- Train staff in hospitality, responsiveness and problem-solving
- Maintain consistent service standards (greeting, etiquette, timing)
- Monitor guest satisfaction using feedback tools or surveys

Facilities Management

- Ensure venue cleanliness, accessibility, and safety
- Provide well-equipped spaces: function halls, breakout rooms, dining areas
- Ensure proper seating arrangements and capacity control
- Offer amenities: Wi-Fi, signage, parking, washrooms, VIP lounges



Technology Integration

- Use event management software (registration, scheduling, feedback)
- Integrate AV systems: projectors, mics, LED screens
- Provide strong internet connectivity and tech support
- Utilize virtual and hybrid event platforms if needed

Coordination and Maintenance

- Assign on-ground maintenance and IT support teams
- Create a checklist for equipment and facility inspections
- Prepare backup solutions (e.g., generators, spare devices)

Continuous Improvement

- Collect post-event evaluations from clients and attendees
- Analyze service performance and identify improvement areas
- Stay updated with the latest tech and facility trends in MICE



Entertainment, souvenirs, and gifts play a crucial role in enhancing the overall attendee experience in MICE events. They contribute to engagement, brand visibility, and attendee satisfaction. Below are the key reasons why they are essential:



ENTERTAINMENT:

Live performances, cultural showcases



SOUVENIRS

Eco-friendly tote bags, branded items



GIFTS

Artisanal products, sustainable corporate gifts

Tips

Depends on your event budget.

RISK MANAGEMENT

Issue???

Risk management in MICE is not about avoiding risks—it is about anticipating them, planning for them, and responding with precision to protect the experience, the people, and the brand."

— Event Management Insight

Learning Objective: 

1. Apply risk management in MICE activities.
 2. Construct emergency plans for the MICE activities.
-



Risk Management

Apply Risk Management in MICE Activities

- Risk management is crucial for ensuring smooth, safe, and successful MICE events
- Involves identifying, assessing, mitigating, and monitoring risks
- Focuses on guest, staff, stakeholder, and public safety

Understanding risk

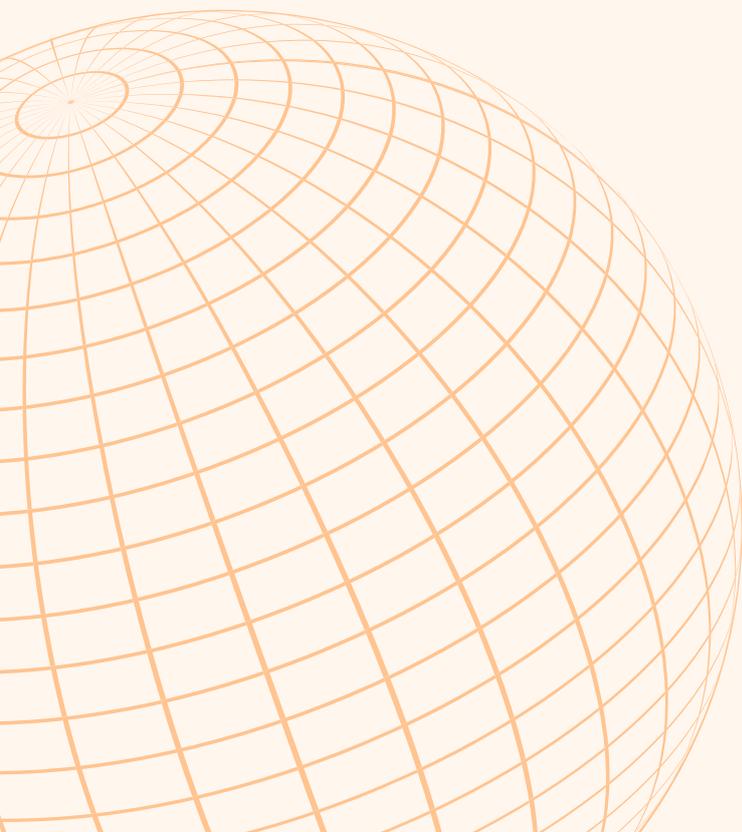
Definition

Risk management is the process of foreseeing, preventing, or minimizing potential costs, losses, or problems for events and attendees.



Importance

It helps to reduce or eliminate risks associated with events, ensuring a smooth experience for all involved



Understanding risk

Types of Risks

Risks can range from equipment failure to severe weather, necessitating thorough planning.

Main Areas of Risk

1. Administrative

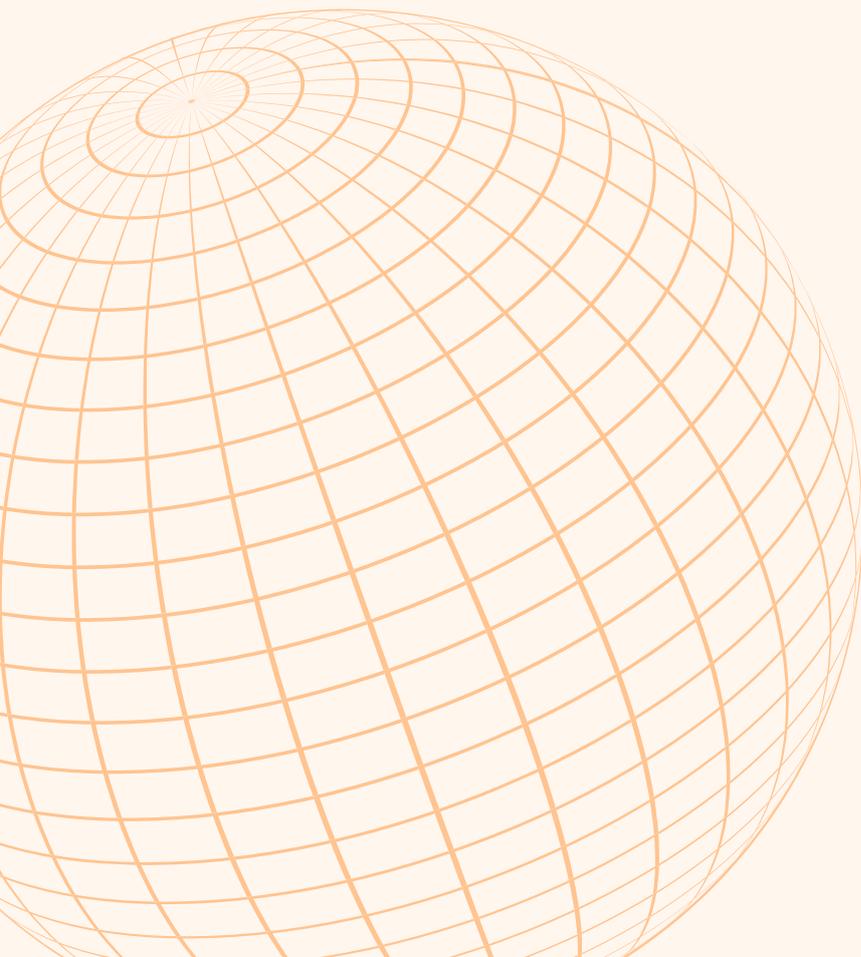
- Organizational structure should minimize risk to employees.

2. Health and Safety

- Focus on food hygiene, accidents, and anticipated emergencies

3. Financial Address

- Loss of revenue sources and unanticipated costs





COMMON

Emergency

Medical Emergencies

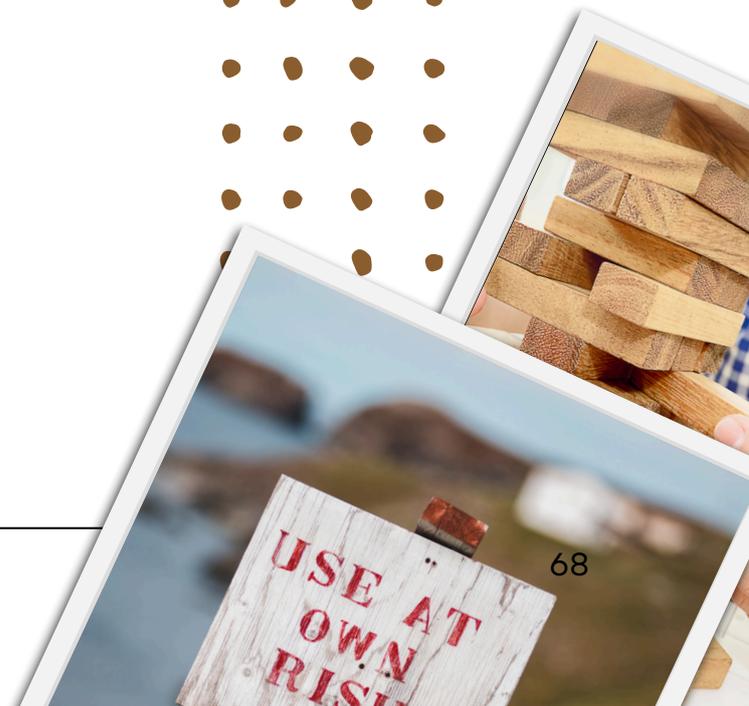
Immediate response is crucial to ensure guest safety

Severe Weather

Plan for weather-related disruptions to maintain safety.

Transportation Issues

Delays can impact event schedules and guest experiences.





EXECUTE RISK MANAGEMENT – BEFORE THE EVENT

- Conduct risk assessment and site inspection
- Identify potential hazards (e.g., fire, medical emergencies, crowd control)
- Review insurance coverage
- Assign responsibilities and communicate emergency procedures
- Develop contingency plans for weather, vendors, technical failure



List down any potential risk assessment **BEFORE** your event.



EXECUTE RISK MANAGEMENT – DURING THE EVENT

- Monitor crowd behavior and traffic flow
- Implement control measures (e.g., security, emergency response team)
- Real-time communication between teams
- Check compliance with health & safety regulations
- Respond promptly to any incidents



List down any potential risk assessment **DURING** your event.



EXECUTE RISK MANAGEMENT – AFTER THE EVENT

- Conduct post-event evaluation
- Document incidents and review how they were handled
- Gather feedback from stakeholders
- Update future risk management plans
- Debrief with the event team



List down any potential risk assessment **AFTER** your event.



Allocate the Steps in Risk Management



- **Risk Identification** – Recognize potential threats
- **Risk Analysis** – Evaluate the likelihood and impact
- **Risk Prioritization** – Classify by urgency and importance
- **Risk Treatment** – Eliminate, reduce, transfer, or accept
- **Implementation** – Put preventive measures in place
- **Monitoring and Review** – Continuously assess and improve



EXECUTE THE IMPACT OF RISKS TO GUESTS AND PUBLIC



- Physical Harm: Injuries, illness, or fatality due to poor safety planning
- Reputation Damage: Negative media coverage, loss of trust
- Financial Loss: Compensation claims, loss of future business



- Operational Disruption: Event delay or cancellation
- Legal Implications: Fines, lawsuits, breach of contracts

CONSTRUCT EMERGENCY PLANS FOR MICE ACTIVITIES





- Emergency plans are essential for preparedness and fast response
- Should cover various scenarios: fire, natural disasters, medical emergencies, security threats

- Must involve coordination with local authorities and emergency services

DRAW THE EMERGENCY PLAN –



Before the Event

- Identify emergency exits and safe zones
- Establish contact with local police, fire, and medical services
- Train staff on emergency procedures
- Prepare evacuation maps and signage
- Conduct drills or table-top exercises

After the Event

- Assess emergency response effectiveness
- File incident reports and documentation
- Communicate follow-up with attendees and partners
- Implement improvements for future events
- Offer support (e.g., trauma counselling, refunds)

During the Event

- Activate emergency response if incident occurs
- Ensure clear communication with attendees
- Direct evacuation or medical support as needed
- Provide real-time updates to stakeholders and media (if necessary)

ORGANIZE EFFICIENT EMERGENCY PLANS FOR MICE

- Develop an Emergency Response Team (ERT)
- Assign clear roles and hierarchy
- Use digital tools for communication and alerts
- Provide guest safety kits and information
- Ensure accessibility for people with disabilities



MICE

CHAPTER 5

IMPLEMENTATION PROCESS

Course Learning Outcome:

1. Perform MICE implementation planning process.
2. Initiate the MICE proposal, rehearsals, alternative plan and implement the event.





MICE IMPLEMENTATION PROCESS

What is MICE Implementation?

Planning, organizing, executing and evaluating Meetings, Incentives, Conferences, and Exhibitions (MICE).

MICE Implementation Process



Introduction

Walkways, stages

The MICE (Meetings, Incentives, Conferences, and Exhibitions) implementation process involves careful planning and coordination to ensure a successful event. Here's a breakdown of the steps in the planning process:



ORGANIZING COMMITTEE

An organizing committee is essential for executing the various tasks involved in MICE events. The following are key elements of organizing the committee:



A TYPES OF COMMITTEE

Depend on type of event that will be organized.

1 EXECUTIVE COMMITTEE:

- Oversees overall planning and coordination.
- Makes key decisions and approves budgets.

2 LOGISTICS COMMITTEE:

- Handles all aspects of event logistics such as venue setup, transportation, catering, and accommodation.

3 PROGRAM COMMITTEE:

- Responsible for designing the agenda, securing speakers, organizing sessions, and ensuring the program flows smoothly.

4 MARKETING AND PROMOTION COMMITTEE:

- Plans event promotions & publicity.
- Designs promotional materials & social media campaigns.

5 TECHNICAL & AV COMMITTEE

- Ensures technical equipment, audio-visuals, and IT needs are met.

6 SPONSORSHIP AND FINANCE COMMITTEE

- Secures sponsorship and manages finances.
- Prepares budgets and monitors expenditures

7 REGISTRATION AND SECRETARIAT COMMITTEE

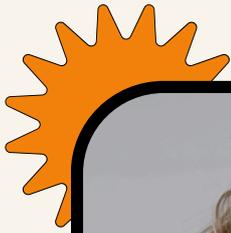
- Manages participant registration.
- Handles communication, documentation, and reporting.

8 HOSPITALITY AND PROTOCOL COMMITTEE

Handles VIPs, guests, welcome kits, and meals.

9 SAFETY AND SECURITY COMMITTEE

Plans emergency responses and ensures compliance with safety protocols.



Roles of the Committee



JOB DESCRIPTION

Treasurer

- Manages event funds, payments, and reports.

Committee Heads

- Leads their respective sub-committees.
- Coordinates tasks and ensures timely execution.

Chairperson

- Leads the committee, makes executive decisions.
- Acts as the liaison between all sub-committees.

Secretary

- Records meeting minutes and manages documentation.
- Supports internal communication.

Members

- Perform assigned tasks under respective committees.
- Collaborate with other team members.



EXAMPLE

EVENT CREW IMPLEMENTATION SCHEDULE

Kids Golf Conference & Exhibition 2025

15-16 August 2025 • Green Hills Golf Country Club

Day 1: Conference & Exhibition Support

Time	Task
6:30–8:00 AM	 Venue Setup, Signage, Booths, AV Equipment
8:00–9:00 AM	 Guest Registration, Guest of Honor Speech Protocol Team
9:30–12:30 AM	 Managing Conference Room (Mr, Slides Seating) AV Tech & Floor Managers
1:00–2:30 PM	 Coffee Break Setup & Clean-up Floor Managers + Clean-up Team
2:30–4:00 PM	 VR & Simulator Area Setup & Monitoring Tech Crew
5:30–6:30 PM	 Day-End Cleanup + Equipment Check Full Crew

Day 2: Tournament & Closing Day

Time	Task
6:30–7:30 AM	 Golf Course Setup, Safety Cones, Water Stations Field Crew
7:30–8:30 AM	 Registration, Briefing Area Setup Registration Crew
8:30A–12:30 PM	 Course Marshalling, Kid Escort, Scoring Sp Field Marshalls Guides
12:30–2:30 PM	 Lunch Handling, Golf Clinic Area Prep

EXAMPLE

Set the equipment requirements

Discuss in your team and list down all the equipment requirements for your bureau.



Hello Everyone!

Before	xx August 2025
During	12 October 2025
After	13 October 2025
PIC:	Qshushairi

Equipment Requirements



List it down here



List of equipment

- 1
- 2
- 3
- 4
- 5
- 6
- 7



Prepare Gantt Chart

Phase	Tasks	Start Date	End Date	Dependencies
1. Proposal & Sponsorship	Draft proposal & budget; develop	Today (Jul 21)	1 Aug 2010	-
	Outreach & secure sponsors	1 Jul 2025	1 Aug 2031	Proposal finalized
2. Venue & Logistics	Book venue & AV providers; create	Aug 1	1 Aug 2020	Sponsorship initial confirmed
	Confirm catering, transport,	1 Aug 2015	Sep 5	Venue booked
3. Program Development	Finalize agenda & speakers; confirm	1 Aug 2020	Sep 10	Venue layout complete
	Draft attendee communications	Sep 1	Sep 20	Agenda near final
4. Resources & Protocol	Staff assignments;	Sep 1	Sep 25	Program finalized
	VIP protocol flow & training	Sep 10	Sep 25	Guest list confirmed
5. Sustainability Plan	Implement digital registration,	Sep 1	Oct 1	Team resources secured
6. Promotion & Registration	Launch marketing; open	1 Aug 2015	Oct 1	Sponsorship confirmed
7. Dry Run & Final Prep	Conduct full dry-run; finalize	Oct 5	1 Oct 2010	Tech and layout ready
8. Event Execution	Execute Day 1 & Day 2; manage	1 Oct 2011	1 Oct 2012	Dry run completed
9. Post-Event Wrap-Up	Conduct surveys, ROI analysis,	1 Oct 2013	1 Oct 2025	Event execution complete

MARKETING PROMOTION PLAN

A Marketing Promotion Plan outlines how an event will be marketed and promoted to reach its target audience.

It includes strategies, tools, and media channels to raise awareness and attract participation.

KEY OBJECTIVE

- Increase visibility
- Attract attendees and sponsors
- Build event brand identity

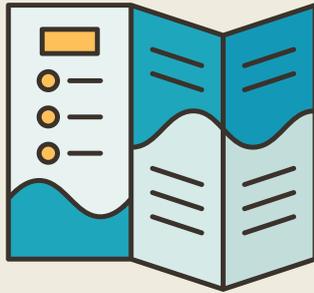


MARKETING & PROMOTION TECHNIQUES

Technique	Description
Advertising	Paid media like online ads, print, radio
Public Relation	Press releases, media coverage, influencer mentions
Sales Promotion	Discounts, lucky draws, early bird specials
Direct Marketing	Emails, SMS blasts, personalized messages
Social Media	Hashtags, reels, stories, interactive posts
Sponsorship	Cross-brand exposure, co-branded campaigns

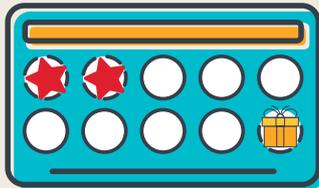
Using Print Media in MICE Events

BROCHURES, BANNERS, BUNTING & PAMPHLETS



Brochures

- Booklet with detailed information
- Distribute at registration



Banners

- Large display ads
- Event entrances and halls



Bunting

- Small vertical/hanging flags
- Walkways, stages



Pamphlets

- Short leaflets for quick info
- Pre-event promotion or on-street

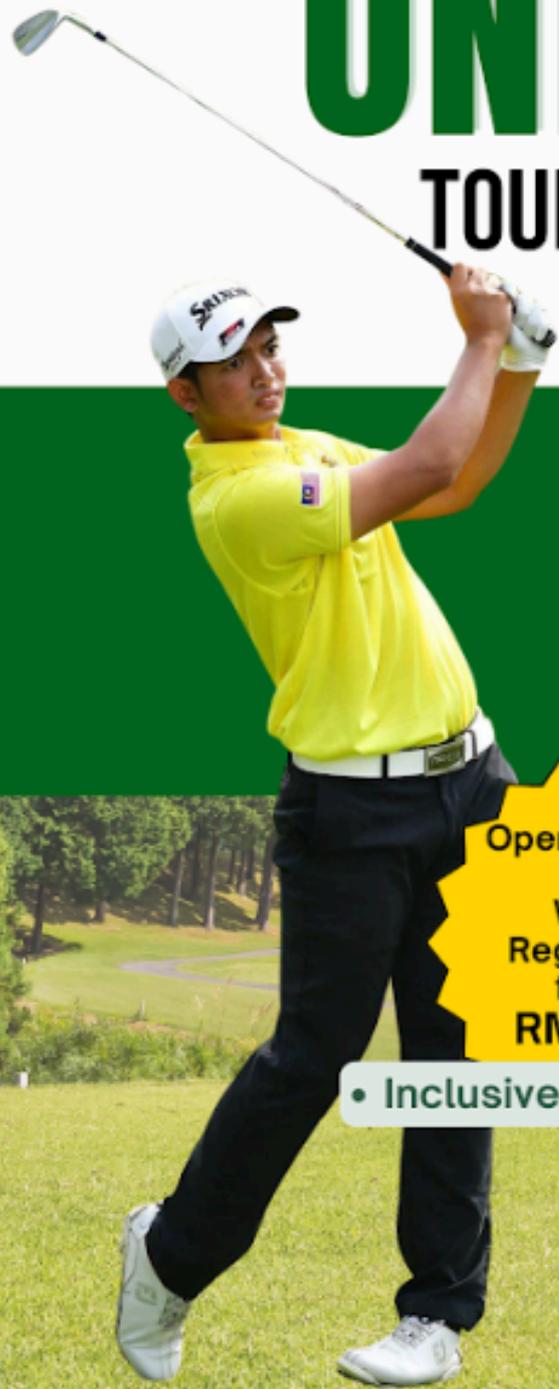
EXAMPLE Poster



UNITY GOLF

TOURISM CHALLENGE 2025

“Swing For UNITY”



15th FEBRUARY 2025
Saturday
Sultan Sallehuddin Golf Club
Universiti Utara Malaysia, Sintok, Kedah

Open to all Men & Women
Register now for only RM220.00

WIN UP TO RM 5,000

• Inclusive of Goodies, Insurance, Breakfast & Lunch

Scan here for registration



CLOSING DATE: 3rd FEBRUARY 2025 (MONDAY)

For further information & registration, please contact Ms Lidya

010-4204684

<https://linktr.ee/UGTC2024>



Backdrop



Bunting

EXAMPLE



Wind Flag

EXAMPLE

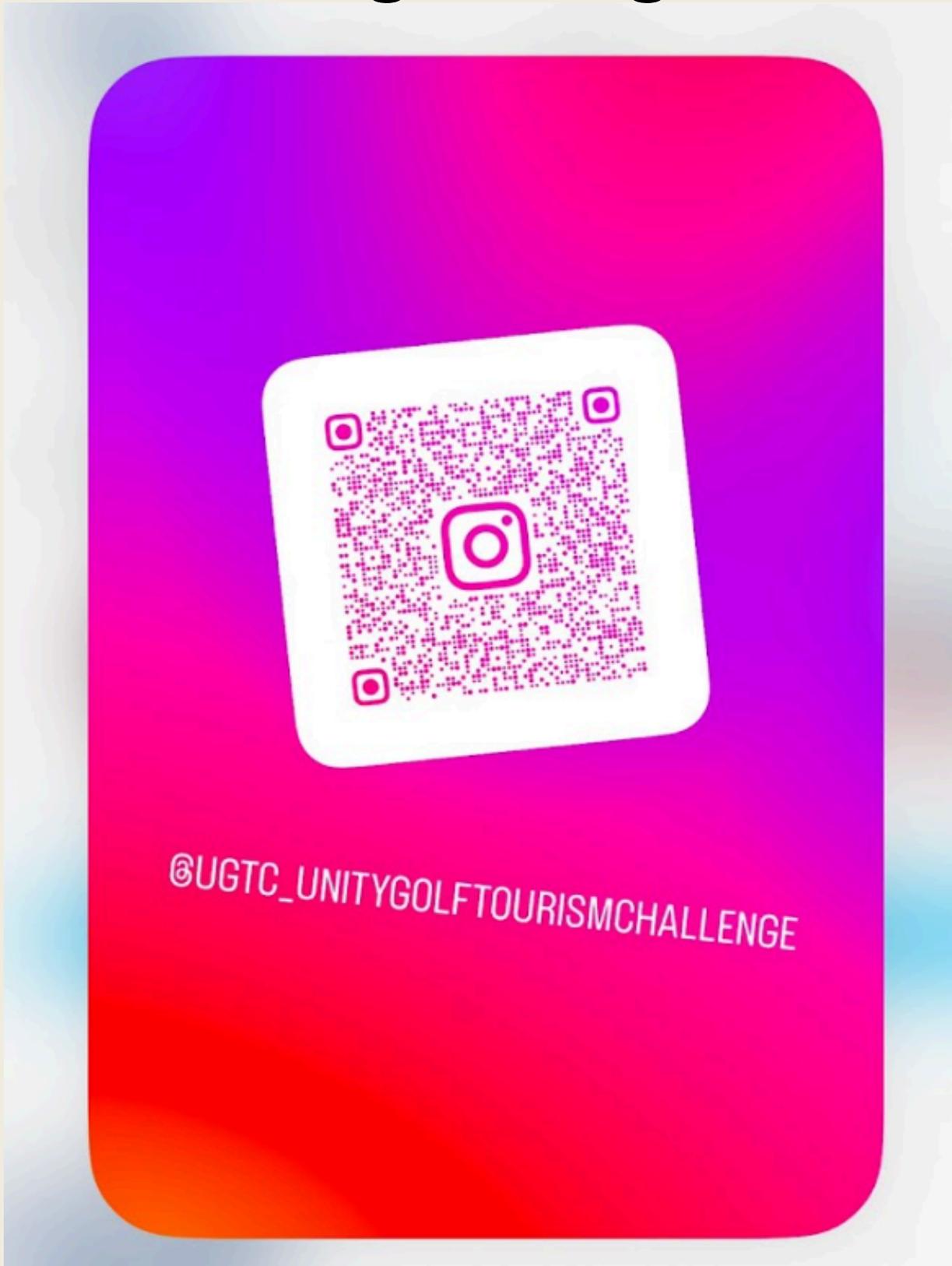


Banner



Banner Photo Booth

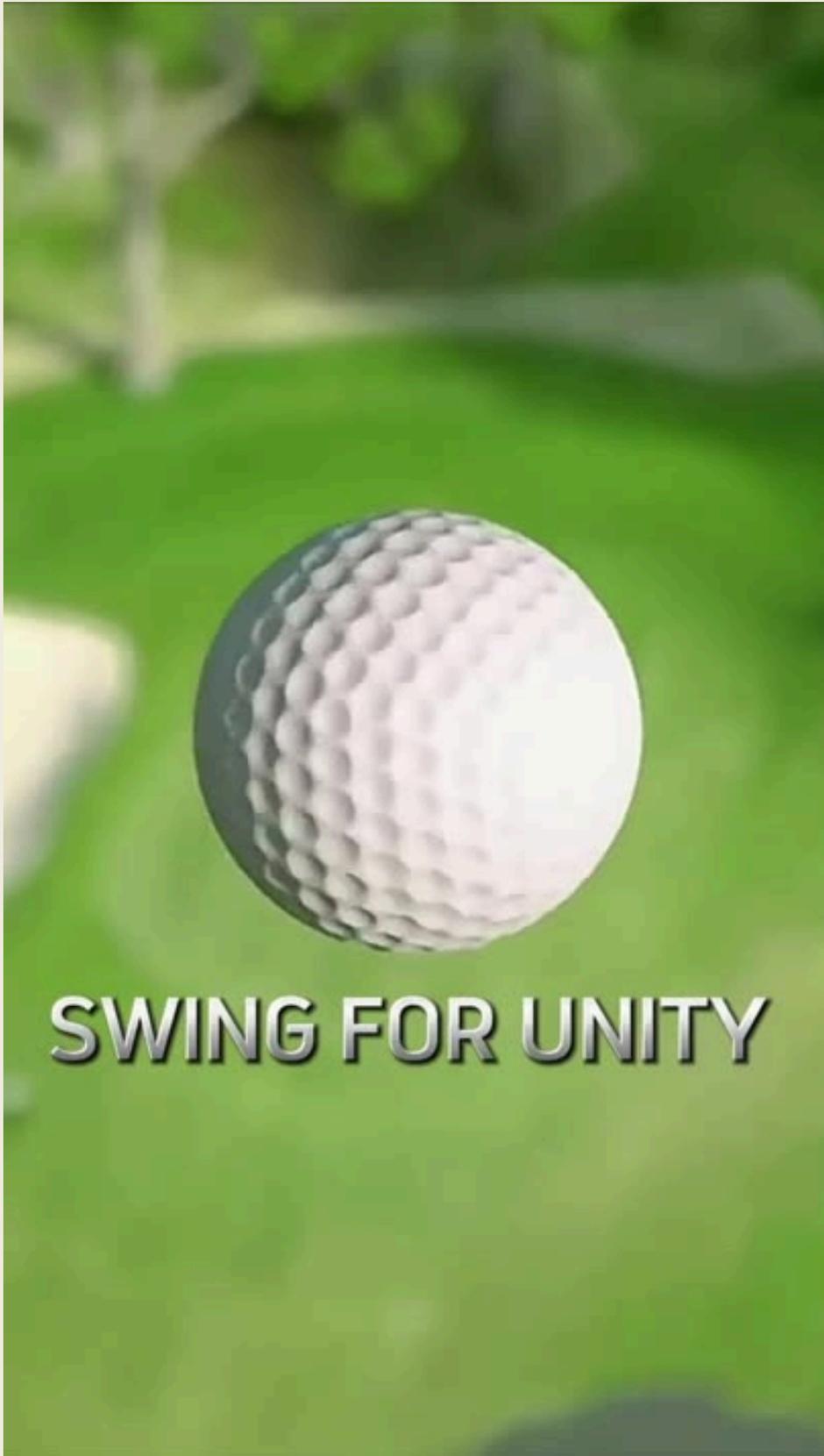
Instagram Page





LIVE

Video teaser



The Course Awaits You! Let's UNITE

Experience the thrill of the greens, the beauty of nature, and the camaraderie of friends and fellow golfers.

-  **Make Every Swing Count**
-  **Celebrate Every Victory, Big or Small**
-  **Enjoy the Journey on Every Hole**
-  **Competitions for Every Skill Level!**

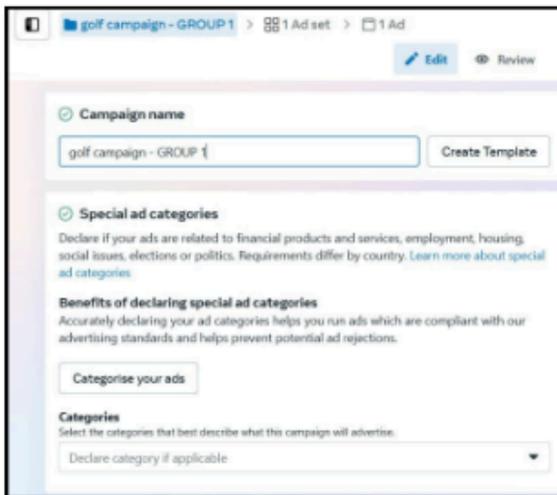
Ready to swing for the win? Spots are limited, so sign up today and make your mark on the leaderboard! 

 **Register Now and Secure Your Spot!** 
<https://forms.gle/gENVgyYJgBGEtBGo8>

#GolfTournament
#TeeOff
#GolfLife
#GolfingCommunity
#GolfEvent
#KelabGolfSultanSallehuddin
#UnityGolfTourismChallenge

Copyrighting in FB

FACEBOOK ADS SETTING



The screenshot shows the Facebook Ads Settings interface for a campaign named "golf campaign - GROUP 1". The interface includes a breadcrumb trail: "golf campaign - GROUP 1 > 1 Ad set > 1 Ad". There are "Edit" and "Review" buttons. The "Campaign name" section has a text input field containing "golf campaign - GROUP 1" and a "Create Template" button. The "Special ad categories" section includes a "Categorise your ads" button. The "Categories" section has a dropdown menu with the text "Declare category if applicable".



The Campaign Name

Provides a field to name the campaign for easy identification and organization, especially when managing multiple campaigns simultaneously.



Facebook advertisement

Why Use These Materials?

	Brochures, Banners, Bunting & Pamphlets:	
--	--	--



Make sure to have photos that match your stories well too.

-
- Catch public attention
 - Easy to distribute
 - Reinforce branding
 - Provide essential info quickly
 - Cost-effective & impactful

- A successful promotion plan combines digital and traditional methods.
- Printed materials like brochures, banners, and bunting remain relevant in MICE for branding and onsite communication.
- Consistency and creativity are key to effective marketing.

Food and Beverage Arrangement in MICE Events

F&B plays a crucial role in guest satisfaction and the overall success of events. It must be customized to suit the needs of guests, participants, and staff, while aligning with the event's budget and theme.



FOOD ARRANGEMENT



Tips:

- Label food items clearly
- Offer reusable/disposable eco-friendly options

A. Guests (VVIPs, Speakers, Sponsors)

- Serve high-quality, premium meals
- Consider dietary restrictions (halal, vegetarian, gluten-free)
- Offer plated service or buffet for formal events
- Add welcome drinks, coffee breaks, and fine desserts

Setup Ideas:

- VIP lounge
- Seated dining with table service
- Custom-printed menus

Food Arrangement for Participants & Workers

B. Participants and Workers (Attendees, Crew, Volunteers)

Key Points:

- Buffet style, food trucks, or packed meals depending on the event size
- Ensure quick, accessible distribution (especially for crew with time limits)
- Keep it practical: finger foods, sandwiches, rice boxes, etc.
- Provide water stations and scheduled breaks.



MENU NEGOTIATIONS

Menu Negotiations with Vendors or Caterers

Budget Planning

- Per pax cost (e.g. RM20–RM50 depending on class of service)
- Hidden costs: transportation, service staff, utensils

Menu Options

- Choose from set menus or customize
- Request food tasting before finalizing

Flexibility

- Finalize headcount 3–5 days before event
- Allow for last-minute changes (allergies, VIP preferences)

Service Terms

- Ask about setup, cleanup, wait staff, overtime charges
- Ensure contract includes timing, payment, and contingency plans

SAMPLE MENU LAYOUT

Meal Time	Sample Items
Welcome Drink	Fruit punch, infused water, mocktails
Morning Tea	Mini croissants, muffins, coffee/tea
Lunch	Nasi hujan panas, ayam masak merah, salad
Afternoon Tea	Local kuih, donuts, iced tea
Dinner (if any)	Buffet: Mixed grill, pasta, desserts



Registration

REGISTRATION PREPARATION

Techniques:

- Use online platforms (Eventbrite, Google Forms)
- Offer pre-registration and on-site registration
- Provide QR code for fast check-in

Preparation

- Design registration counters (VIP, Group, Walk-in)
- Prepare name tags, welcome kits, and info booklets
- Allocate trained staff or student ushers



Online Registration



Lodging

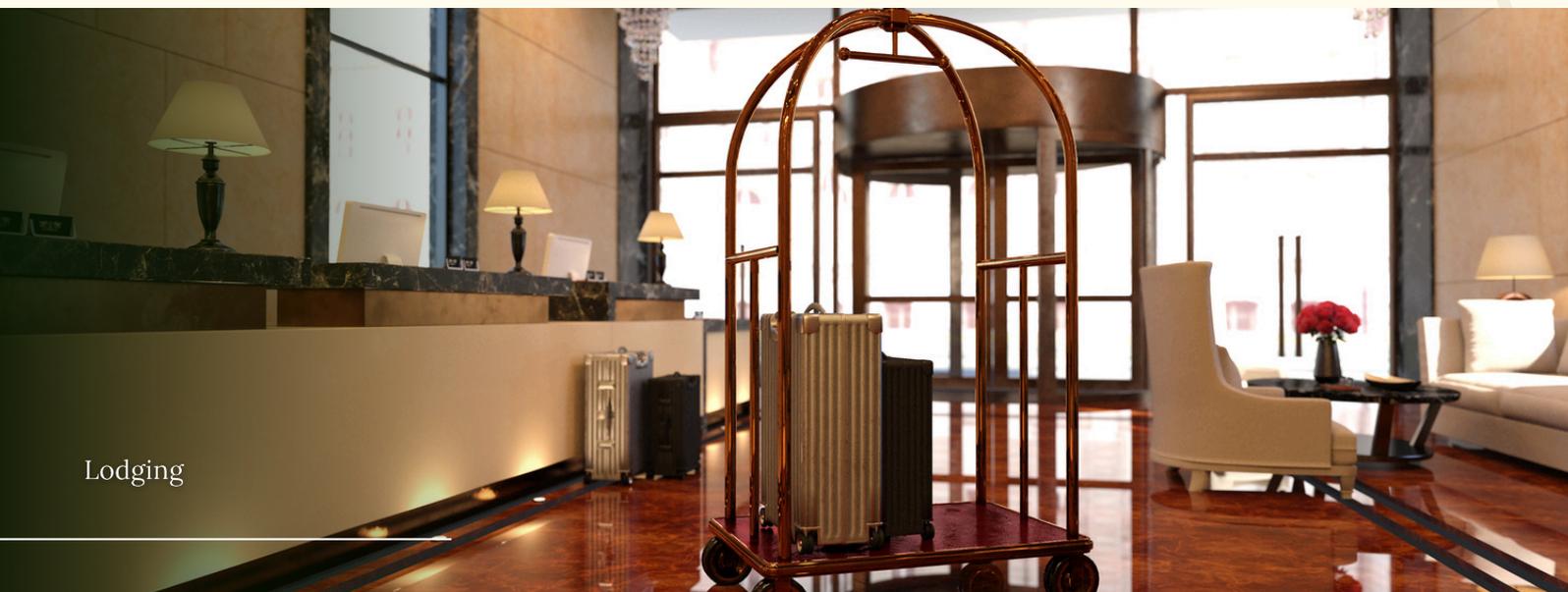
LODGING ARRANGEMENT

Techniques:

- Partner with nearby hotels or resorts
- Offer different package tiers (standard, premium)
- Block-book rooms for speakers/VIPs

Preparation:

- Confirm rooming list and check-in times
- Provide shuttle details at hotel
- Handle special requests (early check-in, dietary needs)



Lodging



TRANSPORT ARRANGEMENT

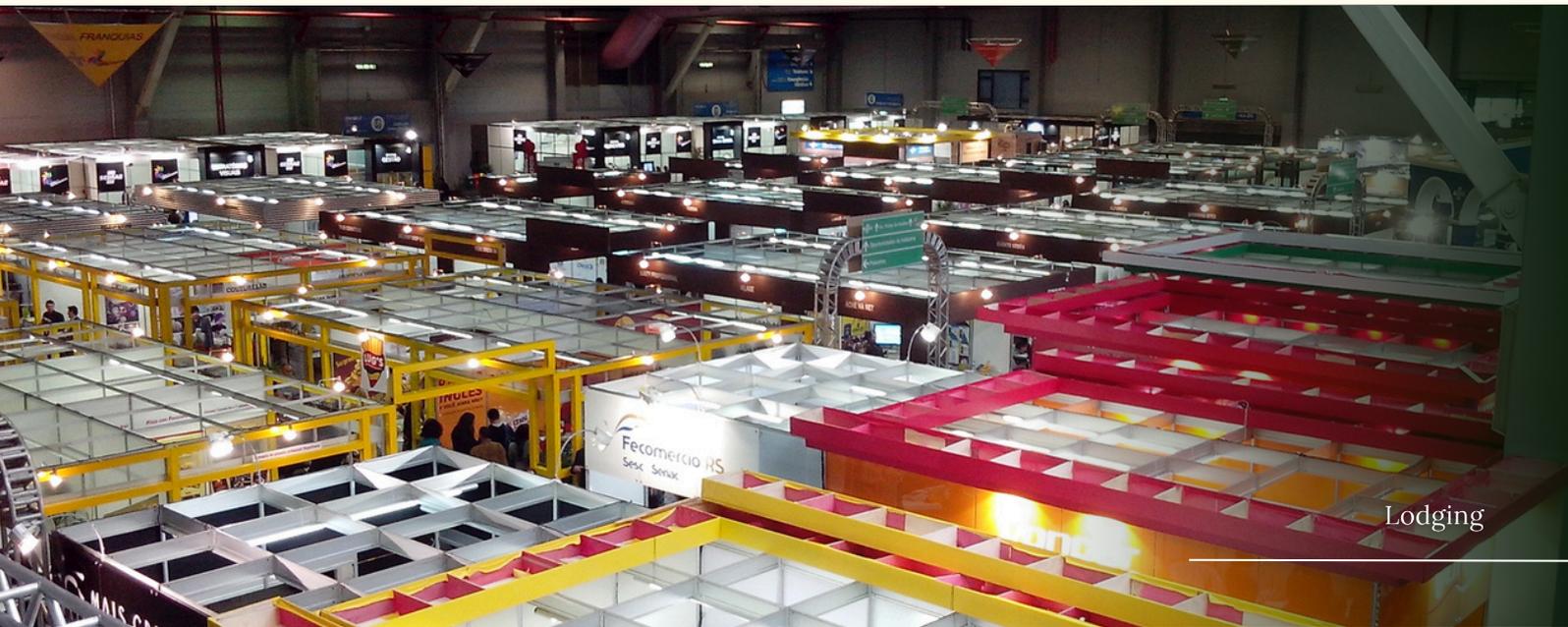
Techniques:

- Charter buses/vans based on participant numbers
- Coordinate arrival/departure times
- Use signage and guides at pick-up points

Preparation:

- Create transport schedule
- Assign coordinators for each vehicle
- Keep backup transport ready





Lodging

LOCATION SETUP

Techniques:

- Conduct site visits before finalizing
- Ensure venue fits event type (conference, expo, etc.)
- Accessibility (parking, signage, disabled access)

Preparation:

- Layout plan: booth placement, stage, F&B area
- Confirm AV system and technical setup
- Emergency exits and safety protocols



Location Setup

PROGRAMME PLANNING

Techniques:

- Design schedule based on event flow
- Include buffer time between sessions
- Use event apps for real-time updates

Preparation:

- Coordinate with speakers and MCs
- Print agendas and emcee scripts
- Set up timekeeping tools (bells, screens)



ACTIVITY PREPARATION

Techniques:

- Offer interactive sessions (games, workshops, networking)
- Cater activities to audience (youth, corporate, academic)
- Include cultural or entertainment elements

Preparation:

- Rehearse activity flow
- Provide materials/tools needed
- Assign supervisors for each activity station



SAMPLE

MICE

PROPOSAL

1. Project Proposal
2. Sponsorship Proposal



SAMPLE

Project Proposal



**KEMENTERIAN PENGAJIAN TINGGI
POLITEKNIK TUANKU SYED SIRAJUDDIN
PAUH PUTRA 02600, ARAU, PERLIS.**



**TOURISM AND HOSPITALITY DEPARTMENT
DIPLOMA IN RESORT MANAGEMENT
SEMESTER 4**

PROPOSAL

Sant' Fun Summer Camp

DTR40223	MICE FOR TOURISM AND HOSPITALITY
----------	----------------------------------

DATE : 1-3 NOVEMBER 2024
VENUE : AL-FARIQ CAMPSITE

Approved by
.....
Deputy Academic Director
Politeknik Tuanku Syed Sirajuddin



1.0 PROJECT NAME

Camping program to Al-fariq campsite

2.0 PURPOSE

The purpose of this proposal is to apply for management's approval to conducting the program **Sant't Fun Summer Camp**

3.0 INTRODUCTION

This programme is a medium for student and camping interaction. In addition, this programme is implemented through Camp in Style visits that will provide 4th semester students of the Diploma in Resort Management, Department of Tourism and Hospitality. The concept of camping has evolved beyond its traditional roots, becoming a versatile platform for various group activities. In the realm of MICE (Meetings, Incentives, Conferences, and Exhibitions) management, camping programs offer a unique blend of outdoor experiences and professional development opportunities. By taking participants out of the conventional conference rooms and into nature, these programs foster creativity, team-building, and a renewed sense of purpose. This camping programme is designed to cater to organizations looking to enhance collaboration, communication, and leadership skills within their teams. Through, carefully curated activities, workshops, and events, participants will gain valuable insights and experience that contribute to both personal and professional growth.

Besides that, this camping program also aims to conduct a review of the Diploma in Resort Management curriculum with the Industry Advisor to meet the requirements of the Malaysian Qualification Accreditation.

4.0 OBJECTIVE

- a) To provide students with knowledge and experience of planning a program.
- b) To encourage active student to conducting program effectively.
- c) To develop the students in leadership and teamwork in tourism and hospitality industry.
- d) To conduct a review of the Diploma in Resort Management curriculum with the Industry Advisor.

5.0 MAPPING OF TEACHING & LEARNING IMPLEMENTATION AND OUTCOMES

PLO & CLO KURSUS	PROGRAMME LEARNING OUTCOME	COURSE LEARNING OUTCOME	ACTIVITIES IMPLEMENTATION
DTR40223 MICE for Tourism and Hospitality (4th semester)	<p>PLO 2: apply critical thinking skills in solving problems or issues while performing varied routine and non-routine tasks related to resort operation.</p> <p>PLO 3: demonstrate practical skills to perform varied complex routine and non-routine tasks in resort areas.</p> <p>PLO 8: demonstrate organizational and professional ethics in hospitality task and learning context.</p>	<p>CLO 1: apply knowledge of planning, green design, eco-friendly services and facilities in MICE effectively.</p> <p>CLO 2: display MICE activities that give impact to tourism and hospitality industry efficiently.</p> <p>CLO 3: organize leadership and teamwork of MICE operation and management in tourism and hospitality industry.</p>	

6.0 PROGRAMME IMPLEMENTATION

This camping programme represents an innovative approach to corporate training and team development. Moving beyond traditional indoor, this programme harnesses the natural environment to foster collaboration, creativity, and personal growth.

Al-fariq campsite is the chosen place for this program based on the reputation and the availability of the camping concepts which are suitable for engaging to the objectives of this program. Detail of activities covered are as follows:

No.	Activities	Description	PLO, CLO
1	Coordinate Camp in style visits	Students will prepare the planning and management of Camp in Style visits	

7.0 BUDGET

This programme will be conducted based on financial support from administration. The following is full budget of this programme:

III. FINANCIAL RESOURCES

SOURCE OF INCOME			
NO.	SOURCE OF FUND	DETAILS	TOTAL (RM)
1.	Cash PTSS	22 students	RM1250.00
2.	Fundraising		RM2200.00
3.	Sponsorship		RM2200.00
4.	Student fund		RM2200.00
Amount required			RM7850.00
BREAKDOWN OF EXPENSES (DETAILS)			
NO.	DETAILS	QUANTITY	TOTAL (RM)
2.	<i>Perkhidmatan Latihan Program Sambil Belajar Pelajar Semester 1 dan 4 serta semakan silibus Bersama Penasihat Industri, Diploma Pengurusan Resort.</i>	42 students	RM2600.00

IV. BUDGET EXPENDITURES

BREAKDOWN OF EXPENSES (DETAILS)				
Source of Finance	Bureau	List of Expenses	Cost (RM)	Total (RM)
OS 42000	Logistic	Car fuel	4 days x RM100.00	RM400.00
	Accommodation	Tent site	Full campsite	RM2400.00
TOTAL				RM2800.00

BREAKDOWN OF EXPENSES (DETAILS)			
Source of Finance	Item	Cost (RM)	Total (RM)
Cash PTSS	Breakfast		
	● Organizer	RM6.00 x 24 pax x 3 days	RM432.00
	● Participant	RM6.00 x 50 pax x 3 days	RM900.00
	Lunch		
	● Organizer	RM7.00 x 24 pax x 3 days	RM504.00
	● Participant	RM7.00 x 50 pax x 1 days	RM350.00
	● Crew		
	● VIP		
	Dinner		
	● Organizer	RM7.00 x 24 pax x 2 days	RM336.00
● Participant	RM7.00 x 50 pax x 1 days	RM350.00	
● Crew			
	BBQ	RM489.00	Rm489.00
TOTAL			RM3361.00

SAMPLE**BREAKDOWN OF EXPENSES**

Source of Finance	List of expenses	Cost (RM)	Total (RM)
Fundraising	Banner	1 unit x RM80.00	RM80.00
	Souvenir	30-unit x RM30.00	RM900.00
	Button badge	74-unit x RM1.00	RM74.00
	Welfare	3-unit x RM41.10	RM123.30
	A4 Paper& Printing Cost	1 unit x RM30.00	RM30.00
	Invitation	15-unit x RM3.50	RM52.50
	T-Shirt	74-unit x RM38.00	RM2812.00
	Souvenir for activities	27-unit x RM64.60	RM1743.60
	Activities	5-unit x RM25.30	RM75.50
TOTAL			RM5890.90

8.0 IMPACT

No.	Objectives	Impacts
1.	To provide students with knowledge and experience of planning a program.	Student able to equips practical skills and real-world insights essential for effective event management, fostering their ability to design, organize, and execute successful programs/**/.
2.	To encourage active students to conducting program effectively.	Student able to builds their confidence and empowers them to apply theoretical knowledge in practical settings, which is crucial for their future careers in the hospitality industry.
3.	To develop the students in leadership and teamwork in tourism and hospitality industry.	Student able to prepare their leadership roles, enabling them to effectively manage teams, make strategic decisions, and guide projects to successful outcomes.
4.	To conduct a review of the Diploma in Resort Management curriculum with the Industry Advisor	Fulfil the requirement of Malaysian Qualification Accreditation (MQA).

9.0 PARTICIPANT

The participation target consists of the following below:

NO	CLASS	NO. OF ORGANIZER
1.	DHR 4	22
2.	Lecturers	2 persons
TOTAL		24 persons

10.0 CONCLUSION

At the end of the programme, students able to gain hands-on experience in planning and executing these programmes. Besides that, student able to develop crucial skills in MICE (Meetings, Incentives, Conference and Exhibitions) management, and customer service. Overall, the Sant't Fun Summer Camp programme in resort management is not just a recreational offering; also leaves participants with lasting memories and valuable skills that translate into their professional lives.

11.0 APPROVAL APPLIED*

This proposal "**Sant't Fun Summer Camp**" is preparing to get approval from the Head of Department of Tourism and Hospitality as well as Deputy Academic Director, PTSS. This approval sought to realize the plans that have made in line with the objectives of the programme, which expected to provide short-term and long-term returns especially to the students and Politeknik Tuanku Syed Sirajuddin.



PREPARED BY,

.....

(ROZILAWATI BINTI SHAARI)

Lecturer,
Tourism and Hospitality Department,
Politeknik Tuanku Syed Sirajuddin,

CHECKED BY,

.....

(ROSELINE ANAK KOK)

Head of Diploma in Resort Management,
Tourism and Hospitality Department,
Politeknik Tuanku Syed Sirajuddin.

Date:

REVIEW:
.....
.....
.....
.....

CHECKED AND CONFIRMED BY,

.....

(SITI ZAUyah BINTI ABU BAKAR)

Head of Department,
Tourism and Hospitality Department,
Politeknik Tuanku Syed Sirajuddin,

Date:

REVIEW:
.....
.....
.....
.....

APPROVED BY,

.....

(DR. ISYATI BINTI SUPARMAN)

Deputy Academic Director,
Politeknik Tuanku Syed Sirajuddin.

Date:

REVIEW:
.....
.....
.....
.....

TENTATIVE PROGRAME

DAY 1

TIME	ACTIVITY	COUNT HOURS OF INTERACTION
6.00am	Solat Subuh / Preparation For Day 1	0 hours
08.00 am - 08.45 am	Breakfast Hours	0 hours
8.45am - 9.00 am	Briefing & Doa Before Starting The Project Event	0 hours
9.00 am. - 12.30am	Touch up Before Event Started	0 hours
12.30pm - 1.15pm	Lunch Breaks	0 Hours
1.30 pm - 2.00 pm	<i>Azan And Solat Zohor</i>	0 hours
3.00 pm – 4,15 pm	Welcoming , Registration Participant	0 hours
4.40 pm – 5.00 pm	Briefing For Participant and Explanation About Campsite	0 hours
07.15 pm – 7.45 pm	Azan And Solat Maghrib	0 hours
07.45 pm – 08.30pm	Ice - Breaking Session	0 hours
08.40 pm – 09.00pm	Azan And Solat Ishak	0 hours
09.00pm	Dinner / Free Time	0 hours
Total Contact Hours OF PPI		0 hours

TENTATIVE PROGRAMME

DAY 2

TIME	ACTIVITY	COUNT HOURS OF INTERACTION
06.00 am – 08.00 am	<ul style="list-style-type: none"> • Azan And Solat Subuh • Participants gathered. 	0 hours
8.00 am - 8.45 am	Zumba / Senamrobik	0 hours
8.45 am – 10.45 am	<ul style="list-style-type: none"> • Breakfast Hours • Semakin Jauh Semakin Sayang • PingPong Spoon • Dahiku Dahimu • Find Coklat Inside Powder • Water Relay Races 	0 hours
11.00 pm – 1.00 pm	Free Times For Participants	0 hours
1.15 pm – 02.30 pm	Azan And Solat Zohor / Short Talk / Lunch Hours	0 hours
02.30 pm – 04.00 pm	Treasure Hunts	2 hours
04.30 pm – 07.00 pm	Sahuk Udang / Mandi Sungai	1 hours
07.20 pm	Azan And Solat Maghrib	0 hours
7.40 pm	Preparation for BBQ Together	0 hours
8.35 pm	Azan And Solat Ishak	0 hours
8.50 pm	BBQ Times Together	0 hours
09.30 pm	Free Times For Participants	0 hours
Total Contact Hours OF PPI		0 hours

TENTATIVE PROGRAMME

DAY 3

TIMES	ACTIVITY	COUNTS HOURS OF INTERACTIONS
06.00 am - 08.00 am	<ul style="list-style-type: none"> • Azan and Solat Subuh • Breakfast Hours 	0 hours
08,40 am	Breakcamp And Packup	0 hours
09.00 am - 10.00 am	Closing Ceremony / Gift Giving	0 hours
10.15 am	Checkout From Campsite Al – Fariq	0 hours
Total Contact Hours OF PPI		0 hours

SAMPLE

SINCE 2024



UGTC

UNITY GOLF TOURISM CHALLENGE

KERTAS KERJA PENAJAAN

TOURISM CHALLENGE 2025

UNITY GOLF

RINGKASAN EKSEKUTIF

Unity Golf Tourism Challenge 2025 (UGTC 2025) akan diadakan pada 15 Februari 2025 di Kelab Golf Sultan Sallehuddin, UUM, Sintok, Kedah. Acara ini dianjurkan oleh MiTDA dengan kerjasama UUM dan JPPKK, Kementerian Pendidikan Tinggi, bertujuan mempromosikan sukan golf sebagai platform pembangunan bakat dan gaya hidup sihat di kalangan komuniti dan institusi pendidikan. Acara ini terbuka kepada komuniti golf tempatan, warga UUM, Politeknik, Kolej Komuniti, serta jemputan khas. Pertandingan diadakan dalam kategori individu dan berpasukan menggunakan format “System 36 Stableford” dengan hadiah wang tunai, barangan, dan sijil penghargaan. Penajaan akan menampung kos penganjuran, dengan peluang promosi jenama melalui media sosial dan kempen digital. UGTC 2025 diharapkan dapat meningkatkan reputasi penganjur dan mencipta platform pembangunan bakat golf, serta memberi impak positif kepada semua pihak yang terlibat.

UTGC

UNITY GOLF TOURISM CHALLENGE

Kejohanan Ini Akan Membuka Peluang Untuk Mempromosikan Lokasi Menarik Di Sekitar Kawasan Penganjuran, Seperti Tempat Bersejarah, Budaya, Dan Keindahan Alam Semula Jadi.

BUTIRAN PERTANDINGAN

**Tarikh Hari Masa : 15 Februari 2025 : Sabtu :
06.30 pagi – 03.00 petang**

**Tempat : Kelab Golf Sultan Sallehuddin,
Universiti Utara Malaysia**



PENAUNG

YBhg. Datuk Afdlin Shauki Professor Adjung
Pusat Pengajian Pengurusan Industri Kreatif
dan Seni Persembahan Universiti Utara
Malaysia





PENGANJUR UTAMA

Malaysia International Tourism Development Association (MiTDA) adalah pemain utama dalam komuniti pelancongan mampan tempatan dan global. Ditubuhkan pada 24 Jun 2021, MiTDA tanpa henti menyokong kerajaan, perniagaan, dan organisasi antarabangsa dalam menjadikan Malaysia destinasi paling digemari di dunia. MiTDA menginspirasi ESG (Alam Sekitar, Sosial dan Tadbir Urus) sebagai kemakmuran ekonomi negara kita dan SDG (Matlamat Pembangunan Lestari) dalam pelancongan mampan. Keutamaan kami dalam pelancongan adalah untuk memperkaya komuniti kita sendiri, memelihara alam semula jadi, serta menyokong tenaga bersih dan alternatif untuk mempercepatkan pertumbuhan ekonomi Malaysia. Bersama pelancong tempatan dan global, kita dapat mencipta pengalaman yang tidak dapat dilupakan sambil memastikan masa depan yang mampan untuk semua.



PENGANJUR BERSAMA



UUM
Universiti Utara Malaysia

SCIMPA
Sparkling Creativity, Igniting Minds, Powering Artistry

Universiti Utara Malaysia (UUM) ialah sebuah universiti pengurusan awam di Sintok, Kedah, Malaysia. Ia juga mempunyai kampus cawangan di Kuala Lumpur. Kampus utamanya, yang terletak di kawasan luar bandar, biasanya dirujuk sebagai "Universiti dalam Hutan Hijau". Ditubuhkan pada 16 Februari 1984 melalui Perintah Universiti Utara Malaysia, UUM menduduki tempat ke-481 dalam QS World University Rankings 2023. UUM juga menduduki tempat ke-99 dalam ranking Times Higher Education (THE) 2023, mencapai 100 teratas, sekali gus menduduki tempat ketiga di seluruh negara. UUM diiktiraf oleh pelbagai badan profesional untuk memastikan program-programnya memenuhi standard pendidikan yang tinggi. Universiti ini secara konsisten berada dalam kedudukan terbaik di Malaysia dan dikenali di peringkat serantau untuk kepakarannya dalam pendidikan pengurusan.



RAKAN STRATEGIK



KEMENTERIAN PENDIDIKAN TINGGI JABATAN PENDIDIKAN POLITEKNIK DAN KOLEJ KOMUNITI

Jabatan Pendidikan Politeknik dan Kolej Komuniti (JPPKK) adalah agensi di bawah Kementerian Pendidikan Tinggi Malaysia yang bertanggungjawab untuk merancang, melaksana, dan menyelaraskan program pendidikan tinggi di peringkat politeknik dan kolej komuniti di Malaysia. Jabatan ini memainkan peranan penting dalam memastikan penyampaian pendidikan teknikal dan vokasional yang berkualiti untuk memenuhi keperluan industri serta pembangunan negara. JPPKK berperanan untuk membentuk tenaga kerja yang mahir dan berdaya saing di peringkat nasional dan antarabangsa, serta memastikan sistem pendidikan TVET di Malaysia dapat memenuhi tuntutan industri yang semakin berkembang.



PENASIHAT PROJEK



**YBrs. Kapten Mahadzir
Tan Sri Mansor Presiden
Malaysia International
Tourism Development
Association (MiTDA)**

**YBhg. Datuk Azlie Halim Timbalan
Presiden Malaysia International
Tourism Development Association
(MiTDA)**





TEAM KAMI



PENGARAH PROJEK
EN ISMAIL BIN MOHAMAD





OBJEKTIF UTGC

UNITY GOLF TOURISM CHALLENGE

OBJEKTIF 1

- Mempromosikan aktiviti pelancongan sempena Tahun Melawat Kedah 2025 melalui pelaksanaan acara sukan golf;

OBJEKTIF 2

- Mencipta peluang ekonomi melalui pelancongan sukan, sokongan penajaan, dan penganjuran aktiviti sampingan kejohanan yang memberikan impak positif kepada kesejahteraan komuniti setempat; dan

OBJEKTIF 3

- Menyemai semangat perpaduan dalam kalangan masyarakat melalui aktiviti sukan dan rekreasi, sambil memupuk gaya hidup sihat.



UGTC HIGHLIGHT

HIGHLIGHT

Menjadikan Sukan Golf Sebagai Medium Untuk Menggalakkan Hubungan Baik Dan Semangat Muhibah Antara Pihak Penganjur Dan Pihak Berkepentingan Seperti Rakan Kolaborasi, Penaja Dengan Para Peserta Dari Pelbagai Latar Belakang, Budaya, Dan Kaum Melalui Interaksi Mesra Dalam Suasana Sukan.



PELUANG TAJAJAN

KENAPA PERLU SERTAI KAMI?

Menaikkan imej korporat syarikat

Memperkenalkan produk / perkhidmatan syarikat kepada wakil dari pelbagai agensi menerusi ruangan pameran yang disediakan.

Membuka peluang baharu untuk kerjasama dan perkongsian pintar antara sektor dan industri.

Meningkatkan nilai penjenamaan dan imej syarikat penajaan melalui liputan media secara bersasar (seperti media cetak, media elektronik dan media sosial) yang akan dijalankan sepanjang program.



PENILAIAN TAJAJAN



	PLATINUM RM20,000.00	GOLD RM15,000.00	BRONZE RM10,000.00	SILVER RM5,000.00
Nama penaja diiktiraf sebagai PENAJA UTAMA PROGRAM .	/	-	-	-
Nama penaja diiktiraf sebagai PENAJA BERSAMA PROGRAM .	-	/	-	-
Nama penaja diiktiraf sebagai RAKAN KOLABORASI	-	-	/	/
Nama/Logo penaja dicetak pada bahan promosi program.	<ul style="list-style-type: none">• Latar pentas• Banner• Bunting• Digital banner	<ul style="list-style-type: none">• Banner• Bunting• Digital banner	<ul style="list-style-type: none">• Bunting• Digital banner	<ul style="list-style-type: none">• Bunting• Digital banner
Nama/Logo penaja digunakan dalam semua bahan promosi di platform media sosial. <ul style="list-style-type: none">• Facebook• Instagram• Tik Tok	/	/	/	/
Menerima cenderamata korporat dan sijil penghargaan.	/	/	/	/
Nama penaja diumumkan semasa Pelancaran Majlis Perasmian.	/	/	-	-
Diberikan ruang khas bagi tujuan iklan di dalam majalah “SANTAI TRAVEL”	Bernilai RM12,000 (2 muka surat)	Bernilai RM6,000 (1 muka surat)	Bernilai RM3,000 (Separuh mukasurat)	-

PENILAIAN TAJAAN



Pakej Penajaan – ALA-CARTE

Apakah yang dimaksudkan dengan Pakej ALA-CARTE ?

Kami amat berbesar hati menjemput mana-mana badan kerajaan, separa kerajaan, pihak swasta, agensi atau orang perseorangan untuk bersama-sama menjayakan Program UGTC dengan menaja secara "Pick and Mix".

Penajaan boleh dibuat secara tunai atau pihak penaja juga boleh menyumbangkan produk/ peralatan yang dilihat bersesuaian dengan penganjuran program.

Pihak penaja juga boleh memilih dan mencampurkan sebarang pakej tajaan yang difikirkan sesuai bagi mendapatkan faedah dan ganjaran berdasarkan setiap peringkat tajaan.

Disediakan ruangan pameran untuk tujuan promosi.

SAMPLE



BORANG PENAJAAN

UNITY GOLF TOURISM CHALLENGE

 UNITY GOLF TOURISM CHALLENGE 2025 "Swing For UNITY"	
BORANG PENAJAAN	
MAKLUMAT PENAJA	
Nama /Agensi :	_____
Alamat :	_____

No Telefon :	_____
Email :	_____
PEGAWAI UNTUK DIHUBUNGI	
Nama :	_____
No Telefon :	_____
Email :	_____
PEKEJ PENAJAAN	
	Pakej PLATINUM : RM20,000
	Pakej GOLD : RM15,000
	Pakej BRONZE : RM10,000
	Pakej SILVER : RM5,000
	Pakej ALA-CARTE : _____
KAEDAH PEMBAYARAN	
TUNAI	RM _____
CEK	NO _____
Pembayaran hendaklah di buat atas nama: Persatuan Pembangunan Pelancongan Antarabangsa Malaysia No Akaun : 5643-4263-0179 (MAYBANK)	
Dengan ini saya mengaku bahawa segala keterangan diatas adalah benar dan bersetuju untuk menaja seperti yang saya nyatakan diatas program ini	
Tandatangan :	Cop : _____
Tarikh :	
Hantarkan bersama slip penyertaan sebelum atau pada 1 Oktober 2018 kepada:	
Urusetia Kejohanan Unity Golf Tourism Challenge, Persatuan Pembangunan Pelancongan Antarabangsa Malaysia Level 3, MATiC New Building, 109 Jalan Ampang, 50450 Kuala Lumpur 010-4502465 (YM Ku Zuzarmiza binti Ku Zulkiffli) 017-9772785 (Pn. Nur Ilyani binti Ramly) E-mel: ugtc.events2025@gmail.com	

SAMPLE



BAHAN PROMOSI BUNTING, BANNER PENAJAAN DAN BACKDROP

UNITY GOLF
TOURISM CHALLENGE 2025
"Swing For UNITY"

15th FEBRUARY 2025
Saturday
Sultan Sallehuddin Golf Club
Universiti Utara Malaysia, Sintok, Kedah

Register now
for only
RM220.00

• Inclusive of Goodies, Insurance, Breakfast & Lunch

WIN UP TO
RM1,000.00

Scan here for
registration

CLOSING DATE : 3 FEBRUARI 2025 (MONDAY)
For further information & registration, please contact Ms Lidya
010-4204684 <https://linktr.ee/UGTC2024>

UNITY GOLF
TOURISM CHALLENGE 2025
"Swing For UNITY"

15th FEBRUARY 2025
Saturday
Sultan Sallehuddin Golf Club
Universiti Utara Malaysia, Sintok, Kedah

ORGANIZE BY
MITDA
MALAYSIA INTERNATIONAL
TOURISM DEVELOPMENT
ASSOCIATION

IN COLLABORATION WITH
UUM
Universiti Utara Malaysia

CO-SPONSOR

RIFFAA **MD** **SCIMPA** **OFCOS event** **ACCEPT** **FBAM**

SAMPLE



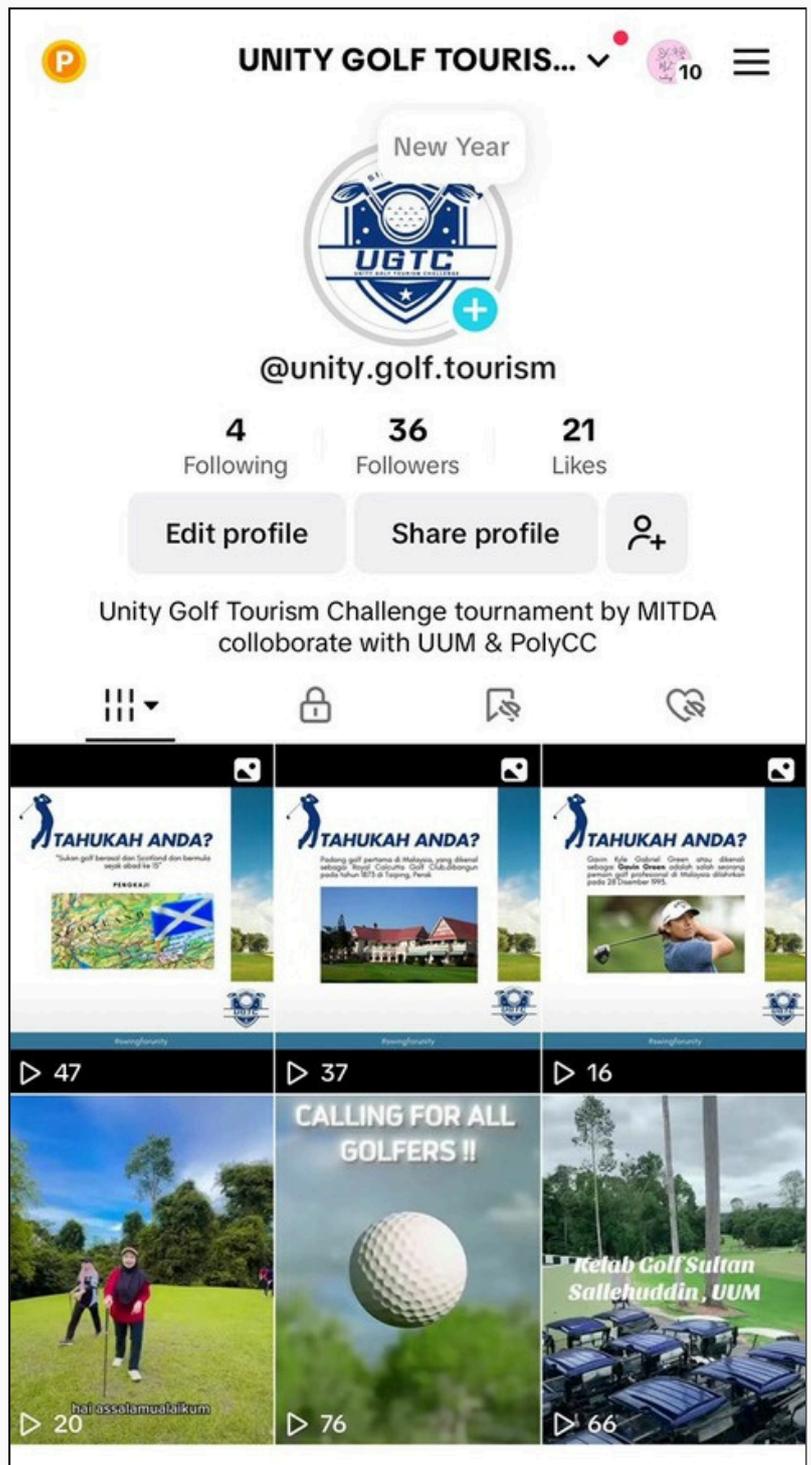
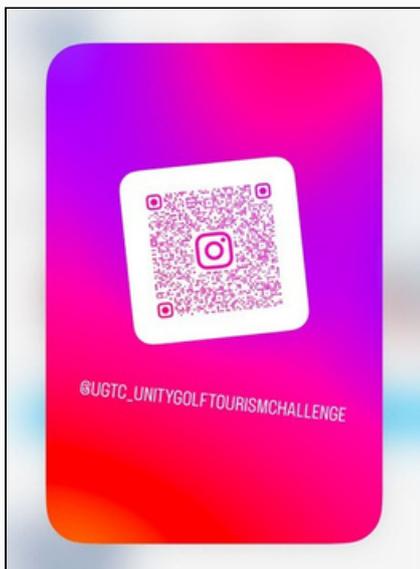
BAHAN PROMOSI WINDFLAG



SAMPLE



PROMOSI MEDIA SOSIAL



TERMA & SYARAT PENAJAAN

- Segala pakej penajaan hanya tertakluk kepada penganjukan Pertandingan UGTC
- Semasa pemilihan dan penempahan pakej penajaan, segala butiran yang diberikan kepada pihak penganjur akan diguna pakai bagi menyempurnakan pakej penajaan yang dilanggani sahaja.
- Pihak penaja dikehendaki menyemak semua butiran maklumat sebelum melakukan pembayaran deposit. Sekiranya tiada pembetulan dilakukan selepas semakan, maka semua maklumat yang diberikan dianggap muktamad.
- Pihak penganjur tidak boleh dipertanggungjawabkan bagi sebarang kejadian atau masalah yang timbul kerana kesilapan maklumat yang diberi selepas semakan dan pembayaran dilakukan.

KAEDAH PENAJAAN

Bagaimana untuk menaja ?

Bagi membincangkan perkara ini atau idea mengenai pakej tajaan yang sesuai dengan objektif dan memenuhi keperluan anda, kami menyediakan tiga kaedah penajaan yang boleh dipilih mengikut kesesuaian masing-masing iaitu:

1. Cek / Tunai / Pemindahan Akaun (e Payment); atau

- Nama akaun : -

Nombor akaun : -

Nama bank :

- Rujukan :

2. Bayaran terus kepada vendor dilantik oleh pihak penganjur atau

3. Barangan / Penganjuran Program

- Setiap transaksi yang dilakukan perlu disertakan resit kepada pihak penganjur untuk tujuan pendokumentasian dan semakan.

PERBELANJAAN

PERKARA	KUANTITI	HARGA	JUMLAH	JUMLAH
	RM	RM	RM	RM
PERBELANJAAN:				
PENGADILAN DAN TEKNIKAL KEJOHANAN				1,260.00
LOGISTIK DAN PERSIAPAN TEMPAT				11,000.00
PERCETAKAN				1,750.00
- Banner (size 8'x6')	2	150.00	300.00	
- Backdrop (size 8'x7')	1	150.00	150.00	
- Bunting (size 5'x2') x 10 unit	10	50.00	500.00	
- <i>Mock Cheque</i> (No. 1, 2 & 3)	3	50.00	150.00	
- <i>Wind Flag</i>	2	200.00	400.00	
- <u>Sijil</u>	50	5.00	250.00	
JAMUAN DAN MAKANAN				1,490.00
KESELAMATAN & KECEMASAN				1,000.00
GOODIES	100	150.00		15,000.00
REKABENTUK & MULTIMEDIA:				3,750.00
<u>T-shirt Urusetia</u>	35	50.00	1,750.00	
<u>Perkhidmatan Jurugambar</u>			1,000.00	
<u>Perkhidmatan Juruvideo</u>			1,000.00	
HADIAH DAN SIJIL:				4,700.00
<u>Tempat Pertama</u>	1	1,000.00	1,000.00	
<u>Tempat Kedua</u>	1	700.00	700.00	
<u>Tempat Ketiga</u>	1	500.00	500.00	
<u>Tempat ke 4 – ke 10</u>	7	150.00	1,050.00	
<u>Hadiah Kategori Near to Point (NTP)</u>	1	150.00	150.00	
<u>Hadiah Kategori Near to Line (NTL)</u>	1	150.00	150.00	
<u>Hadiah Kategori Longest Drive (LD)</u>	1	150.00	150.00	
<u>Cabutan Bertuah</u>	10	100.00	1,000.00	
<u>Persembahan majlis penutup</u>				2,500.00
JUMLAH ANGGARAN PERBELANJAAN				42,450.00

DTR40223

POST EVENT

ACTIVITIES

CHAPTER 6

Course Learning Outcome:

1. Demonstrate skills in MICE management and operation.

Participant Feedback



Definition: Gathering opinions, comments, and suggestions from event participants to evaluate their satisfaction and identify areas for improvement.

Methods:

- Feedback forms/surveys (physical or online)
- Interviews (face-to-face or virtual)
- Focus groups
- Observation during event

Purpose:

- Measure event success
- Discover strengths and weaknesses
- Enhance future event planning

Tips:

- Ask clear and specific questions (rating scale + open-ended)
- Provide anonymity to encourage honest responses
- Analyze feedback promptly after the event



Purpose

Definition



Tips!

Method



Outstanding Financial Bills and Accounting Items

➤ Outstanding Financial Bills:

Invoices that remain unpaid after the event.



Accounting Items:

- 📢 Incomes (e.g., ticket sales, sponsorships)
- 📊 Expenses (e.g., venue rental, catering, speaker fees)

➤ Importance:

- Ensure all payments are completed to avoid legal issues
- Maintain good relationships with vendors and suppliers



Action Steps:

- 📱 Review all contracts and invoices
- ✉️ Communicate with finance/accounting department
- 📄 Send reminders for unpaid bills
- ⚙️ Close the financial report cleanly

Management Cost Analysis



➤ Cost Analysis:

Comparing budgeted vs actual costs to evaluate financial performance.

Purposes:



- Control expenses
- Increase efficiency for future events
- Identify areas of overspending or cost savings



Key Components:

- Direct costs (venue, food, décor)
- Indirect costs (salaries, admin fees)



Justifications:

- Provide clear explanations for any budget deviations
- Show how the spending contributed to event objectives



REPORT SUPPLIER PERFORMANCE



1 Supplier Performance:

➤ Evaluate reliability, quality, timeliness, and service.

2 Key Areas:

-
- Delivery on time?
 - Quality of goods/services?
 - Professionalism and responsiveness?
 - Compliance with contract terms?

3 Reporting Method:

-
- Scorecards
 - Written evaluations
 - Supplier meetings

4 Why Important?:

-
- Improve future supplier selection
 - Build long-term partnerships with reliable vendors

SWOT ANALYSIS



➤ What is SWOT Analysis?

A strategic planning tool used to evaluate an event's **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats.

Component:



Strengths: Internal advantages (e.g., strong team, good venue)



Weaknesses: Internal challenges e.g., limited budget, poor marketing)



Opportunities: External chances for growth e.g., new sponsorships)



Threats: External risks (e.g., competition, bad weather)

➤ Application in MICE:

- Improve future event planning
- Maximize strengths and opportunities
- Minimize weaknesses and threats

Carry Out a Post-Mortem Report and Suggest Improvements Professionally

Goal:
Continuous improvement for
higher event success rates

Post-Mortem Report:

→ A formal evaluation conducted after the event to review successes, failures, and lessons learned.

→ Contents:

- Event overview
- Objectives vs outcomes
- Budget analysis
- Participant feedback summary
- Supplier evaluation
- SWOT analysis
- Recommendations for future

→ Professional Suggestions for Improvement:

- Be constructive, not critical
- Focus on solutions, not just problems
- Document clear action points
- Encourage team involvement

Post-event evaluation is not just about looking back – it's about preparing smarter, stronger, and more successful events ahead!

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MICE

FOR TOURISM AND HOSPITALITY

BOOK

The MICE For Tourism and Hospitality notes book content key concepts and practices of MICE in tourism and hospitality management. This book combines the two closely related fields into one guide with equal focus. This reliable resource provides a clear exposition of all the main topics in prepare MICE activities which can benefit the organization enviromentally. This book covers the operational, marketing planning, risk management and evaluation of MICE activities through tourism and hospitality industry.

DTR 40223 MICE FOR TOURISM AND HOSPITALITY

ISBN 978-629-7514-79-6



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