INTRODUCTION

The MICE sector is, in a way, the spin-off of the already sectored Hospitality Industry. In this course, the participant will get to know, see and experience the different stakeholders in this industry by visiting different kinds of businesses involved in it.

AIMS

To see, understand and to learn the reality of the MICE Business by learning about different concepts, visiting them and discuss literature related to it.

In particular, to gain knowledge on:
- Development, size and scope of the Industry
- The industry Stakeholders
- What is Incentive Travel, and the role of Meeting Planners and Service Contractors
- Types of Meetings, Conventions, Congresses and Exhibitions
- Types of Venues
- Trends in the MICE sector

METHODOLOGY

The course will consist on a combination of lectures and visits to centres.

Before the visit there will be an explanation about the type of operation we are going to visit in order to better understand and its operation and its role in the play.

To prepare for the classes participants must read about the companies we are going to visit and prepare 2 questions to ask during the visit. Professional look and business attire is also required for the visits. Students must bring their passport to the visits.

EVALUATION

Participants will be evaluated based on the following:

1- 1 hour written exam based on questions that have been treated during the lectures and visits.
This exam will carry the 20% of the total grade

2 - A final group presentation of an Incentive Travel proposal, Congress, Convention or Exhibition to a given client.

Criteria to evaluate the proposal will be among others: originality and creativity, realism, value for money, overall completion of proposal, reasoning and defending of all aspects of the proposal, closeness to client's objectives and budget. It is required that all members of the group participate actively during the presentation.

This proposal will carry 50% of the total grade, with the remainder 30% based on the quality and quantity of your participation in class and during the visits.

Passing the individual assignment is a requirement to passing the course.