Meetings, Incentives, Conferences and Events (MICE)

Introduces the nature of events, including the range of events, planning, organising and managing events. It provides students with an overview of the industry as well as examining the marketing, management and operation of such events. The modules will cover: managing events logistical and strategic planning; market research; monitoring and evaluation of events; selecting and managing events; ticketing; negotiating and managing contracts, partnerships; health and safety.

Learning Objectives

- Understand and analyse the key elements of the industry
- Analyse and evaluate the key elements in the planning process
- Evaluate and assess managing such events
- Critically assess the challenges facing the industry

Key topics

- Introduction to MICE Industry
- Meetings
- Incentives
- Conferences
- Events
- Planning and management
- Market analysis, supply and demand
- Contracts, sponsorship and partnership
- Health and Safety
- Marketing for Events
- Future trends

Books

Davidson, R., & Rogers, T., (2006) Marketing destinations and venues conventions and business events. Elsvier
Journal of Convention and Exhibition Management
Journal of Convention and Event Tourism