

# MICE Capabilities



Development Department

"Driving an Exceptional MICE Future for Thailand"





**Thailand Convention & Exhibition Bureau (TCEB)** - a leading-edge government agency - has been the key to success for a wide range of global and regional business events since 2004. With our key strategic model - Growth Driver - TCEB works as your strategic business partner, delivers creative ideas, and provides solutions from our capable resources for customised events at every scale.

TCEB has formed numerous collaborations and networks linked to open up bright new chapters of business opportunities, and to enhance every business success with special care that will spur lasting advancement and achievements. Our goal is to equip the business events industry with continuous development, long-term growth and sustainable success on the national, regional, and global stage.

To further drive growth, TCEB has adopted a three-pronged strategy to turn Thailand into ASEAN's most desirable MICE destination:

To provide all necessary support and connections to bring more international MICE events to Thailand.

**Win**

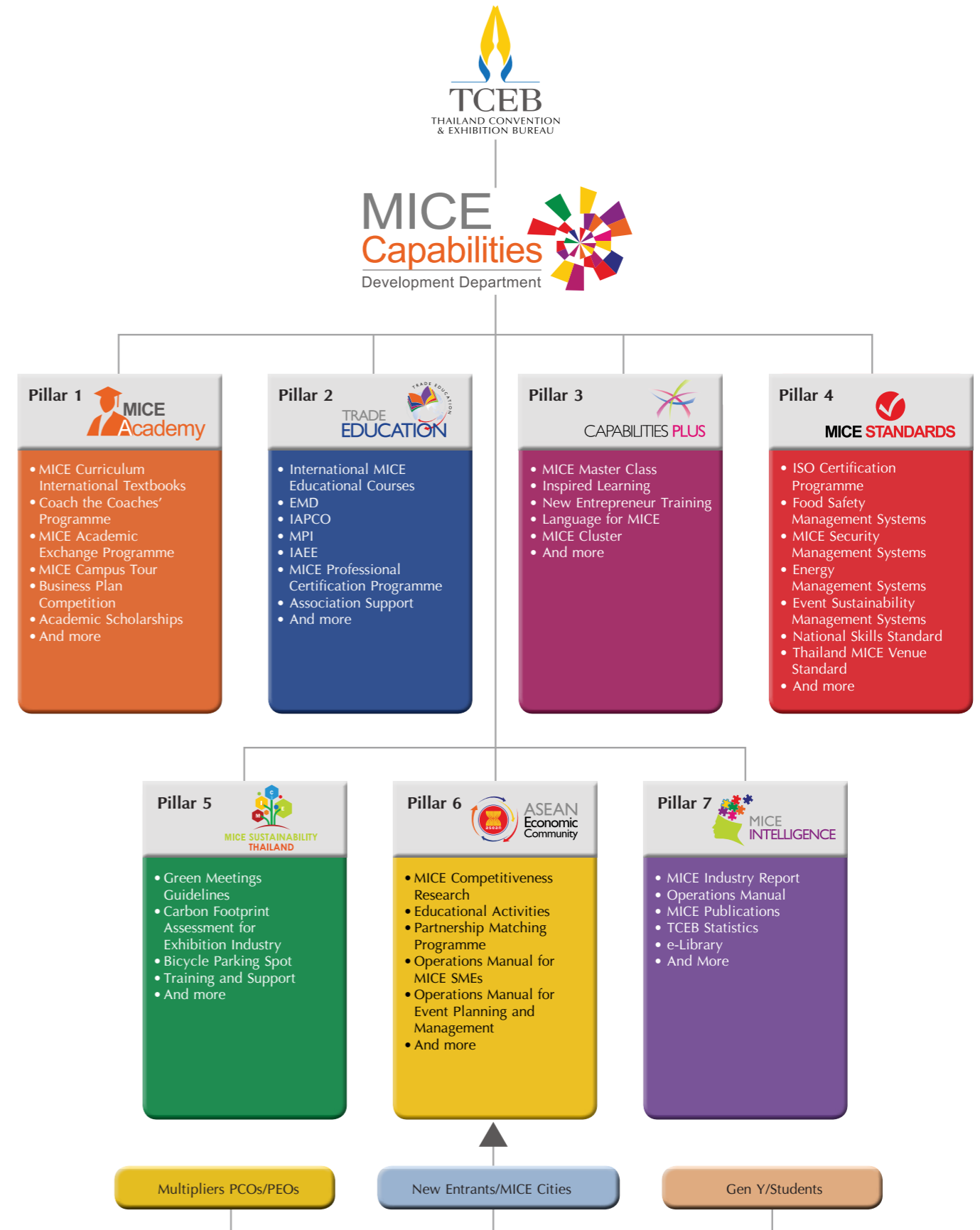
To position Thailand as a preferred destination for international MICE events based on the high quality and standards of operators and infrastructure.

**Promote**

To strengthen the operations and capabilities of human resources, venues and services involved in the MICE industry to the highest international standards under the direction of TCEB's MICE Capabilities Department.

**Develop**

## MICE Capabilities Development Department





## Catalyst for Success, Forging Thailand's MICE Future



The MICE Capabilities Development department is determined to significantly strengthen Thailand's MICE industry through content and knowledge management, networking and astute market intelligence. The overall goal is to generate well-trained professionals who are capable of delivering international standards of service while exuding traditional Thai warmth and friendliness. This innovative programme will inspire a new generation of students to pursue a rewarding career in Thailand's rapidly expanding MICE industry, while encouraging industry professionals to enhance their management skills.

The key objectives (the 'Four E's') of the MICE Capabilities Development department are succinctly expressed as:

### EXTEND

Knowledge to new generations who can be future leaders.

### ELEVATE

Capabilities through knowledge, content sharing, networking, promotion and marketing activities.

### EXPAND

Support of domestic and international trade alliances.

### ENHANCE

Service and operational quality to international standards.

### Main Beneficiaries:

#### Multipliers

Professionals already involved in the meetings and events industry and related government agencies:

- PCOs/PEOs/Government
- Primary Support Industries
- Exhibitors/ Visitors

#### New Entrants

Peripheral service providers and newcomers to the meetings and events industry:

- New Graduates
- Secondary Subcontractors
- Corporations

#### Gen Y/ Students

Attract new students to a career in the meetings and events industry.

- High School Seniors
- Thai & International University/ College Students, especially from ASEAN countries

## Creating Future MICE Leaders



### Thailand Pioneers University MICE Courses

A MICE Course Board of industry experts is creating an international MICE curriculum to be taught in Thai universities, colleges and vocational schools. The curriculum will be based on insightful new MICE text books that will be taught at various levels, eventually up to bachelor degree programmes. To date, 48 institutions have signed an MOU to adopt the new course, which will also stipulate that course participants must organise a successful event to graduate.

### MICE Text Books: Top MICE Minds

In 2012, the MICE Course Board published Asia's first MICE curriculum textbook, "Introduction to the MICE Industry", in both Thai and English. The textbook's 13 chapters highlight international best practices in the MICE industry and will be used by leading Thai educational institutions in a new MICE course.

A second textbook currently being prepared will analyse Thai and international case studies from the MICE industry.

The new publication, "MICE Case Book", will showcase how top professionals organise major events, pointing out the pros and cons of each event.

### Coach the Coaches

TCEB's MICE Capabilities Development department has devised an intensive three-day coaching programme to bring university lecturers up to speed with the very latest knowledge about the MICE industry. The programme emphasises how the "Introduction to the MICE Industry" textbook can be used under the new MICE curriculum.

### Academic Exchange for a Global Perspective

A MICE Academic Exchange Programme will give lecturers, students and researchers the chance to gain new insights into international MICE industry, by working with overseas partners to broaden Thailand's MICE Curriculum and raise standards of excellence in the industry. University in Korea, Taiwan and Australia have signed an MOU to participate in the programme, with those from other countries under consideration.

When new generations of young people from universities and colleges are engaged in a focused MICE programme, we are arming them with the necessary skills and work experience to push the Thai MICE industry further forward. Having strong and well-trained young professionals with high standards of performance through knowledge of MICE will ensure Thailand maintains its position as a preferred MICE destination in the region.



- Bangkok University • Bansomdejchaopraya Rajabhat University • Chandrakasem Rajabhat University • Chiang Mai University • Chiang Rai Rajabhat University • Dhonburi Rajabhat University • Dhurakij Pundit University • Eastern Asia University • The Far Eastern University • Hatyai University • Kasetsart University • Khon Kean University • Lampang Rajabhat University • Mae Fah Luang University • Maejo University • Maharakham University • Mahidol University • Muban Chombueng Rajabhat University • Nakhon Ratchasima Rajabhat University • Naresuan University • Nation University • North Chiang Mai University • Payap University • Phuket Rajabhat University • Pibulsongkram Rajabhat University • Prince of Songkla University • Rajamangala University of Technology Srivijaya • Rajamangala University of Technology Krungthep • Rajamangala University of Technology Lanna • Rajamangala University of Technology Rattanakosin • Rangsit University • Rajanagarindra Rajabhat University • Sakolnakorn Rajabhat University • Siam University • Songkhla Rajabhat University • Srinakharinwirot University • Stamford International University • Suan Sunandha Rajabhat University • Suan Dusit Rajabhat University • University of the Thai Chamber of Commerce • Uttaradit Rajabhat University • Walailak University • King Mongkut's Institute of Technology Ladkrabang • Dusit Thani College • Kanchanaburi Vocational College • Pongawadi Technological College • Suratthani Vocational College





## Rise to The Challenge



The MICE Capabilities Development department is determined to propel Thailand to be the MICE Hub for the ASEAN region and the preferred destination for international event organisers when the ASEAN Economic Community (AEC) is fully implemented in 2015. This goal can be reached by creating the very best training programmes to instil exceptional standards of service and operational excellence in Thailand's MICE professionals.



### Thailand as ASEAN MICE Education Hub

The world's leading MICE organisations – UFI, IAPCO and MPI – have selected Thailand as the regional centre for their acclaimed advanced professional studies for the MICE industry, in partnership with TCEB. Each year, senior trainers conduct high profile training courses to strengthen the operational skills of industry professionals from the ASEAN region.

### Trade Alliances Pursue Skills Development, Wisdom is Applied and Multiplied

Thailand Incentive & Convention Association (TICA) and Thai Exhibition Association (TEA) are raising professional skills among their members with insightful training programmes, seminars and workshops, aided by strong support from TCEB's MICE Capabilities Development department.

### Developing the Competency of MICE Cities

TCEB has designated Bangkok, Chiang Mai, Pattaya and Phuket as MICE Cities capable of hosting important business events. The MICE Capabilities Development department organises regular workshops and training courses to boost the skill and service levels of city officials, hoteliers and MICE players in each city in order to win more event business.



## Igniting the Power to Lead



### MICE Master Class, The Leap to Eminence

The MICE Capabilities Development department has introduced short, intensive Master Class programmes run by internationally renowned experts to boost management skills in MICE executives. Each programme will highlight different skills, intended to maximise innovation in decision making and planning. Events held in 2013 include MICE Digitally Yours and Bangkok Values Driven Marketing by international guru Philip Kotler.

### Inspired Learning for Operational Excellence

The Inspired Learning Programme highlights how interactive activities, practical ideas and problem solving can strengthen the management skills of senior MICE executives for dealing with challenges and changes in the MICE industry.



### Maximising Success Routes for Newcomers

The MICE Capabilities Development department and the Department of Industrial Promotion have devised training programmes tailor-made to boost the operational skills of new entrepreneurs in order to maximise the success rates of their business activities.

### Speaking ASEAN's MICE Languages

The MICE Capabilities Development department seeks to encourage Thai MICE players to expand their communication skills by introducing language courses in English and other ASEAN languages preparing them to be use in the ASEAN Economic Community (AEC).

### MICE Cluster, Circle of Influence

TCEB aims to encourage Thai MICE executives to network with leading industry professionals from around the world at specially organised trade events. It is hoped this will lead to a better understanding of current market trends, while also helping to develop new partnerships, and uplift the event business in Thailand.

To strengthen the leadership skills of senior MICE executives, the MICE Capabilities Development department is creating specialist training programmes, workshops and seminars that will help enhance their capacity for innovation and prepare them for changes in business operations when the ASEAN Economic Community (AEC) launches in 2015.







## The Path to Global Recognition

### World's First National Skills Standards for MICE Sector

The Ministry of Labour has agreed to define the standard of skills required for many positions in the MICE industry. The MICE Capabilities Development department will initiate training programmes to enable MICE personnel to gain certification for those positions and list them on the TCEB website to encourage international event organisers to employ skilled Thai workers.

### Engineering Resilience

TCEB pioneered the MICE Security Management System (MSMS) in 2009 to encourage the development of viable contingency plans to cover any emergency and ensure the continuity of MICE events. Thailand's major event venues – Bangkok International Trade & Exhibition Centre (BITEC), IMPACT Convention & Exhibition Center, Pattaya Exhibition and Convention Hall (PEACH) and Queen Sirikit National Convention Center (QSNCC) – are MSMS certified, a factor that has helped to win international bids.

### Energy-Smart with ISO 50001

As the foremost Green Meetings destination in Asia, Thailand is leading the way in emphasising energy conservation in our MICE operations, leading to cost savings of up to 20 per cent for event organisers. The MICE Capabilities Development department provides strong support and resources to enable Thai MICE operators to become accredited by the ISO 50001 Energy Management System, which outlines technical and managerial strategies to increase energy efficiency, reduce costs and improve environmental performance.

## Beyond Taste: Increasing Appetites for Global Food Standards

Thailand's renowned cuisine, fresh ingredients and culinary prowess are a major attraction for international event participants. To assure visitors that the food they eat is of the highest quality, the MICE Capabilities Development department is pushing the industry to acquire the highest food safety certifications. Many already have GMP and HACCP certificates. However, our goal is to push for ISO 22000, the global standard and food management system for the whole food chain.

### New Standards for MICE Hotels

To assist hotels outside MICE Cities, the MICE Capabilities Development department aims to create new MICE Hotel Standards, which will apply to hotels of all star ratings with good meeting facilities. The standards will give hotels a stronger image when they bid for events, thereby spreading the events industry to exciting new destinations.

### Business Continuity for MICE industry with ISO 22301

Incident can disrupt a business at any time and implementing ISO 22301 will make sure that business can react and maintain its operations. Incidents take many forms ranging from large scale natural disasters and acts of terror to technology - related accidents and environmental incidents. However, most incidents are small but can have a significant impact and that makes business continuity management relevant at all times. TCEB offers financial support to Thai's MICE players implementing ISO 22301; they will be able to demonstrate to legislators, regulators, customers, prospective customers and other interested parties that they are adhering to good practice in Business Continuity Management Systems.

## Leading The Green Revolution



### Sustainability in Action

TCEB developed and implemented the innovative Green Meetings Guidelines in 2008 in a determined effort to take Thailand's MICE industry along the path of becoming green. In doing so, Thailand became the first country to create a dynamic roadmap for green meetings and use it to spread the green MICE message throughout Asia. The Thai MICE industry has adopted TCEB's Green Meetings Guidelines so thoroughly that Thailand is now regarded as the most outstanding host of green meetings.

### Green Your Events for a Sustainable Environment

Upgrading Thailand's MICE Industry to "Sustainability", in 2012 TCEB has adopted a new sustainability strategy for the Thai MICE industry, based on the self-sufficiency philosophy of His Majesty the King. Under TCEB's guidance, Thailand is only the second country in the world to implement and encourage certification in the new standard ISO 20121, the Event Sustainability Management System, which advocates management

based on social, economic and environmental considerations. TCEB's pioneering move has placed Thailand firmly on the global MICE map as an advocate of sustainability.

### Pedal in Green

As part of its emphasis on environmental concern, TCEB encourages people to use bicycles to commute, an activity suitable for MICE Cities. To boost cycling, TCEB is working with Queen Sirikit National Convention Center (QSNCC) to create a Bicycle Parking Spot and provide a safe place to leave bicycles.

### Managing Carbon Footprint in Business Events

Taking sustainability in business events to the next level, TCEB partners with Thailand Greenhouse Gas Management Organization (TGO) to prepare the direction on carbon footprint assessment for the business events, primarily supporting MICE operators to stage events with more consideration towards the environment and embarking on a journey for a low carbon society.

Thailand was the first country in Asia to advocate the greening of its MICE industry as a positive marketing tool and to help protect the environment. The Thai MICE industry's widespread acceptance of TCEB's green guidelines has led to more business coming to Thailand as organisers indicate their preference for holding business events in a green destination.



### Thailand's Roadmap to Sustainable Destination

- Environment Management Survey
- Green Meetings Seminar
- Dedicated Green Meetings Team

- 'Go Green' Exhibition #2 (annual)
- Seminar: ISO50001 Cost & Benefits
- Monthly Articles on Green Meetings Topics
- Monthly Local Case Studies of Green MICE Players
- Airport Link Marketing Support

- Re-positioning to sustainability destination
- Hosted Sustainability Thailand Seminar
- Introducing ISO 20121



- Launched Green Meetings guideline
- Green Seminar: Advancing the Future of MICE
- 'Go Green' Exhibition #1 (annual)
- Green Meetings Website Launched

- Lean & Green Workshop
- Green Meetings Member Program
- Financial Support Program for MICE Events
- Implement ISO50001 at Major Bangkok Venues

- Thailand Business Events goes Carbon Neutral
- Hosted Sustainability Thailand Forum
- Financial support for ISO 20121
- Bicycle parking at QSNCC



## Knowledge Excellence Partnership Excellence



The 10 member countries of the Association of Southeast Asian Nation (ASEAN) will form the ASEAN Economic Community (AEC) in 2015, a single market and production base with free movement of goods, services, investment, skilled labour and freer flow of capital. TCEB is keen for Thailand's MICE industry to be prepared to grasp the business opportunities that will undoubtedly emerge in the new AEC.

### “Roadmap to Maximise AEC Benefits”

A working group under the MICE Capabilities Development department will create a roadmap to highlight the way forward for Thai MICE players to work within the AEC framework. Government agencies and domestic trade associations will help pinpoint how the Thai MICE industry can benefit from working under in the AEC.



The MICE Capabilities Development department is also creating an operations manual to assist SMEs, entrepreneurs and event planners as well as MICE training programmes in preparation for the economic realities of the AEC.

In addition, We will create the essential information, analysis and guidelines for Thai MICE operators to determine investment opportunities in AEC countries. By taking the lead in creating and hosting international training programmes, seminars, workshops and university courses, TCEB is ideally positioning Thailand as the academic hub for MICE within ASEAN.



## Where Collective Wisdoms Roam



### The MICE Intelligence plans to offer the following assistance:

- **MICE Industry Report** - analysis of statistics pertaining to the Thai and global MICE Industries
- **Operations Manual** - operational guidelines for Exhibitions, Meeting, Convention, Bidding and etc.
- **MICE Publications** – the best and latest MICE publications from around the world
- **e-Library** – quick references about the business and MICE world.
- And More



The MICE Capabilities Development department will establish a fully functional MICE Intelligence as an analytical tool to help Thai MICE players complete strongly in international markets. When fully operational, the new centre will ensure that up-to-date facts, figures and analysis of MICE trends around the world are at your fingertips, while creating a database of essential MICE statistics.





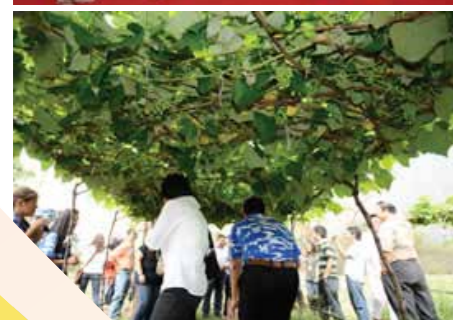
# MICE Academy

- MICE Curriculum
- 'Coach the Coaches' Programme
- MICE Academic Exchange Programme



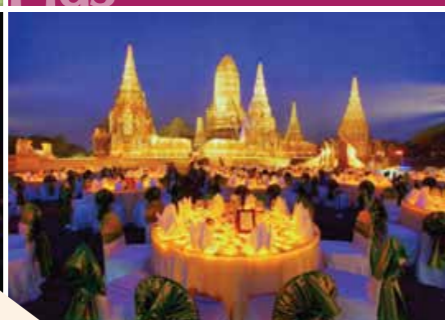
# Trade Education

- EMD
- IAPCO
- MPI
- IAEE



# Capabilities Plus

- Inspired Learning
- Language for MICE



# MICE Standards

- Thailand MICE Venue Standard
- Food Safety Management Systems
- Energy Management Systems
- National Skills Standard for MICE
- MICE Security Management Systems
- Event Sustainability Management Systems
- Business Continuity Management Systems



# MICE Sustainability Thailand

- Green Meetings Guidelines
- Carbon Footprint Assessment



# ASEAN Economic Community (AEC)

- MICE Competitiveness Research
- Operations Manual for MICE SMEs



# MICE Intelligence

- MICE Industry Report
- Operations Manual
- MICE Publications
- TCEB Statistics
- e-Library



# MICE Capabilities Development Department

www.micecapabilities.com

# MICE Capabilities



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