

# MICE Intelligence

VOLUME.02  
ISSUE.05  
2019

## ***Power of Personalization***

A New Marketing Trends for MICERs

### *BUSINESS WATCH*

Beyond Experiences  
Personalizing Products and Services  
for Individual Customers

### *THE INTELLIGENCE*

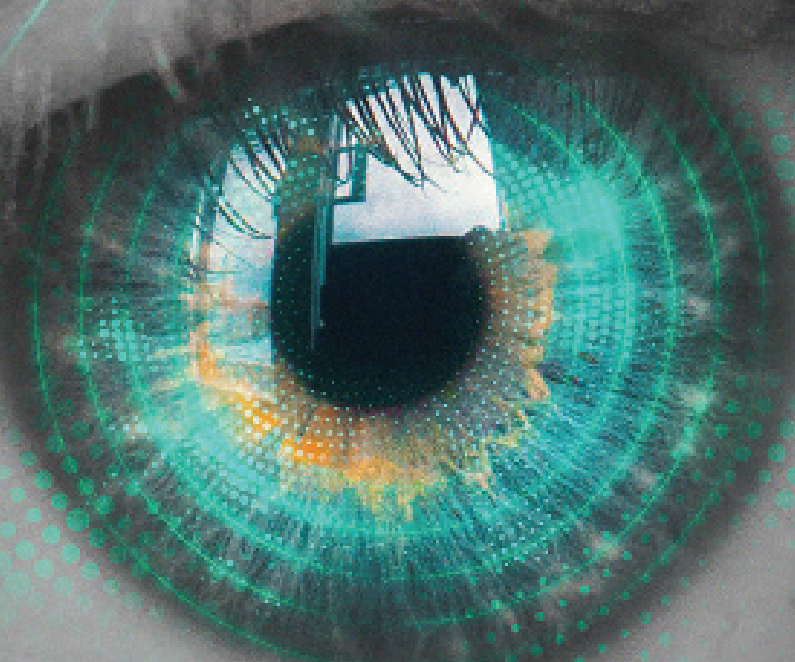
It's Time for Catering to Demands  
and Creating Individual Experiences

### *PEOPLE*

Exclusive Talk with Worawoot Ounjai  
OfficeMate's Leader in The Digital  
Marketing Era

### *STARTUP*

Fungjai...The More You listen,  
The More You Learn





# Personalized marketing

is really more of a psychological  
analysis where you can really  
understand the right language

and how to  
reach a buyer.

JOSEPH COLE

# PERSONALIZATION IS THE NEW SUCCESS



The complicated needs of consumers are now being re-interpreted and given much more importance in terms of marketing. Today, we can say with certainty that the more marketing reaches the deepest desires of consumers, the more chances of success for the brand.

Personalization marketing which can create unique individual experiences has become the forefront of the MICE industry, especially for the new generation of consumers with specific needs and demands which will increase even more over time. Forbes has estimated that in 2025, GenMe or millennials will account for over three-fourths of the workforce worldwide. In the 2018 Accenture Personalization Pulse Check Survey it was reported that over 90% of consumers are likely to choose products and services that can cater to their specific needs in ways that is different from other offerings in the market.

Uniqueness leads to more special experiences, while special experiences can lead to differentiation, as today's consumers have crossed the line from being merely faceless consumers

to individual human beings with nuances in demands and preferences, all of which are challenges that marketers cannot overlook.

As the MICE industry is considered a service industry, offering unique experiences which have been determined with data analytics to serve individual customers is the main key to lead companies to gain success.

In this issue of MICE Intelligence e-Magazine, explore the power of personalization that now rules in every business sector, including MICE.

**Jaruwan Suwannasart**

Director of MICE Intelligence and  
Innovation Department  
Thailand Convention and Exhibition  
Bureau (Public Organization)

# MICE Intelligence

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### MICE INTELLIGENCE

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analytical thoughts on  
the MICE industry

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# OBSERVATION

**Capture the movement of MICE  
Tech & Trends from all over the world**

## Go Vegan!

**Hilton Launches Luxury Accommodations for Vegans**



More customers are becoming niche groups, and businesses that aim to build a good relationship with customers must be attentive to details while rolling out marketing campaigns to cater to their lifestyles. The Hilton chain in the UK recently launched the luxury ‘Vegan Suite’ especially for vegans in London’s Bankside.

Vegans are those who avoid all food and products made directly or indirectly from animals, and everything at the hotel, from furniture, carpets, beddings, to food served do not contain ingredients or materials derived from animals. The

hotel has selected the most exclusive materials such as keycards made from pinatex – a natural leather alternative made from fibers extracted from pineapple leaves, bamboo flooring, pillows with various fillings, none of which are from feathers, while toiletries are all environmentally-friendly products which have never been tested on animals.

Hilton is certainly going in the right direction, as the vegan trend is catching on worldwide. Searches related to veganism in 2018 were 35% higher than that in 2016, and veganism may be another trend that MICERs can use to make their events more attractive.

## Color Does Matter

**Color-Coded Shopping Baskets at Sephora Signal Customers’ Needs**

Sometime cutting-edge technology is not an essential tool for brands to read customers’ minds. Everyday items can be used, and in the case of cosmetics retailer Sephora, color-coded baskets are provided for customers.

To show that they don’t need assistance from salespeople, customers can choose the black basket, while those requiring help can opt for the red basket. The colors of the baskets will let salespeople know whether or not to approach customers depending on the preferences.

This simple idea can be adapted to any event, and it may be time for MICERs to look around at everyday items and check if any can become an ‘innovation’ for the next event.



## Climate Checked

**Online CO<sub>2</sub> Calculator for Events**

Environmental concerns are still high on everyone’s mind, from consumers to businesses. MICE businesses are no exception to showing the world their determination to limit environmental footprints. A new tool was recently introduced to help event organizers estimate how much CO<sub>2</sub> will be emitted at events in order to plan how to lower carbon emission in advance.

The Online Climate Calculator jointly developed by Congress Center Basel (CCB) and CO2OL can now serve this purpose. Organizers can enter required data such as venue, facilities, catering, transportation, energy and water consumption for the online system to calculate carbon emissions and costs. Developers of the system revealed that they hope the platform will help companies organize events that are more environmentally-friendly.

# LEARNING LOOP

## VR Game Promotes Learning Environment

Organizers keen to add entertaining activities and new experiences to their events may be interested in a fun gadget called the ‘Innite Loop’ which engages virtual reality in transforming a conference into a learning space. The gadget allows large groups of conference attendees to play a VR game that will urge them to use communication and problem-solving skills together. For example, the escape room game calls for players to help rescue a member stuck in a virtual space, as each player will take turns wearing the VR gadget to bring others to each VR room while explaining clues to the team in order for them to solve the puzzles. There are numerous games that will offer a fun activity for conferences that are looking for new brainstorming activities.



## Customer Is The Real God

### What Will Happen If Customers Set Room Rates?

“The customer is God” is the golden rule of the service industry. Taking this phrase to the next level is ‘Soul Community Planet’ (SCP) in Colorado Springs in the US where hotel guests are empowered by the property’s special program where they can decide how much to pay for their rooms depending on their level of satisfaction during the stay.

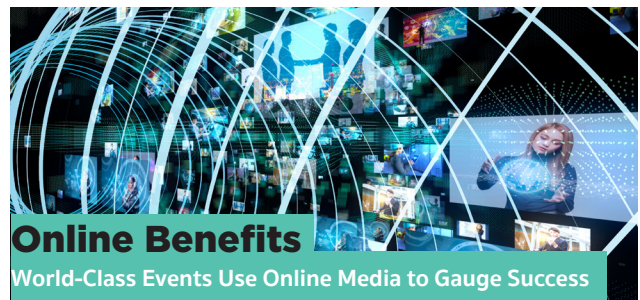
Hotel executives have revealed that this program gives guests the full authority to dictate room rates, while the property receives feedback to improve their services. Suggested room rates fall between \$100-200 per night, depending on the season. This win-win program may spark new ideas for event organizers who may use this strategy to let attendees determine ticket prices to events.

## Change for Good

### Open Space Libraries Worldwide Catering to the Digital Lifestyle

Conference attendees are now looking forward to unique services, including attraction recommendations and new activities. Businesses also need to adapt to cater to the demands of consumers. Libraries worldwide are hopping on this trend by changing the layout of libraries to encourage more interaction among patrons and dividing the space into separate zones for quiet reading, relaxing, and activities.

Some libraries have also used the personalization strategy, such as the Brooklyn Public Library in the US that has the Bklyn BookMatch service to recommend books to readers based on favorite authors, television programs, games, previous books checked out, and destinations of choice provided by the user. A team of librarians will analyze the information before sending a list of recommended books back within one week.



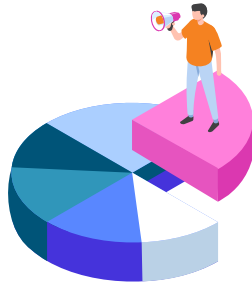
As online media is playing a larger role in the lives of people in this era, event organizers must seek new ways to measure the success of events. Not only do they track traditional media such as print, television, or radio, organizers now also pay more attention to online media due to its increasing impact. EICMA, the biggest motorcycle show in the world, has also started measuring its success by tracking all online information related to the event, such as online articles, application downloads, official website visitors during the event, Facebook posts, YouTube viewers, online followers, and posts on Instagram.

This detailed online tracking allows organizers to instantly get feedback, while filling the gap in the print media industry which has rapidly gone down in the last few years.

# PERSONALIZATION TRENDS for 2019

## Hottest Personalization Trends for 2019

### VOICE



Consumers are more interested in using a voice system to interact with brands, search, and purchase products. Voice.com found that real human voices are preferred over automated or computerized voices.

### AI



Digital marketers are expected to use artificial intelligence to create personalized online advertisements.

### FACIAL REACTIONS



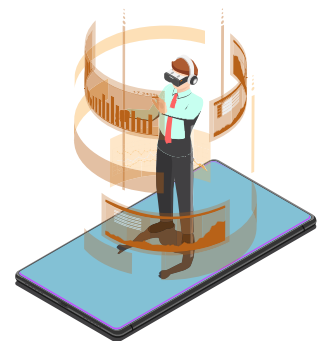
Facial reactions will play a bigger role in the personalized recommendation of products and experiences. Brands are gathering information on facial reactions to determine which products and experiences to offer to each customer.

### ADAPTIVE WEBSITE



Websites which can adapt to match the preferences and interests of each user will become more popular.

### AR TECHNOLOGY



Marketers will offer a mixed experience of the real and virtual world using augmented reality or AR to customers via smartphones. For example, a cosmetics company has already developed an AR application for customers to try on make up through the app before making a purchase with the brand's special promotion.

# Beyond Experiences

## Personalizing Events to Create Lasting Memories

In this ever-changing world, event attendees are often looking for experiences that are personalized to match their preferences and seeking ways to engage in events from giving their opinions or joining in causes or activities.

With a huge amount of data, organizers can use data analytics to determine how to serve their target audiences with the right activities, thus, the trend of personalization is now changing the face of all sectors including the MICE industry.

From this year onwards, MICE businesses must become more proactive, and customers should be perceived as individual humans with complicated personal tastes and interests. Designing personalized experiences for custom-

ers are becoming increasingly popular among businesses. Accenture, a business advisor, reported in a 2018 survey that nearly 50% of all American consumers desire to buy products from brands that offer personalized experiences to customers.

With this rising trend, leading international brands are paying more attention to personalization. Adidas, Boston Marathon's sponsor, has always focused on offering unique digital experiences and in April 2018, the brand launched the 'Here to Create Legend' campaign, in which Adidas and its partners created video clips of all 30,000 runners in the race who, within a few hours after the marathon, received an email with a link to view their own perfor-



mance. The video clips were also promoted on Adidas' special campaign website.

The activity was overwhelmingly successful, with 57% of all runners clicking the link to view the video clips and 25% sharing them on their Facebook profiles. In total, about 80,000 viewers visited the campaign website, indicating that this activity does create a lasting impression for runners and ultimately giving the brand a positive recognition.

For MICERs, exhibitory is vital in organizing events, and events today must be open to engagement from attendees. Organizers must be able to adapt and provide whatever attendees need, whether it is a large space for attendees to listen to speakers, food to eat during activities, opportunities for discussions, or event networking activities. Once attendees have good experiences, they will spread the word personally or on social media for the rest of the world to know as well.

However, technology is not the only tool that can help to create interaction at events. Workshops are also an activity that is gaining more interest from conference attendees and eventgoers, as they can create experiences that are more tangible rather than just listening to a single speaker.

From seminars or events that line up one speaker after another, organizers may try setting

a limited time in which attendees must sit and listen, and add other activities that allow attendees to learn new lessons on their own, which may leave a lasting memory while lessening the stress and boredom for participants.

If workshops are to become one of the main activities in an event, organizers must ensure that the space is large enough to allow attendees to mingle, talk, and join in activities; otherwise, bringing the workshop to communities near the main event may also be a great idea.

With changing behaviors, event attendees are all looking to become a special person and expect event organizers to offer unique experiences. Likewise, MICERs must be ready to provide them with the best experiences!

Source : <https://helloendless.com/2019-event-trends/>  
<https://www.entrepreneur.com/article/318596>  
<https://www.rapiergroup.com/news/event-industry-trends-for-2019/>

## TECHNOLOGY TO ENHANCE EVENTS

Many cutting-edge technologies are on offer for MICERs seeking to impress eventgoers. With these new tricks and tools, event organizers can offer the best products and services to match the preferences of each participant.

### ● INTERACTIVE ELECTRONIC ART

Digital art is an interesting way to catch the attention of participants to lead them into the event. Giving them a chance to interact with electronic art will let them better imagine the feeling of buying the product or service on offer.

### ● CRYSTAL

This technology reads an individual's body language and adds it to their profile, leading to more accurate predictions regarding behavior and styles of communication.

### ● PREDICTIVE SHOPPING

MICERs can use this innovation to analyze the customers' behaviors to understand what they are looking for in order to cater to their individual needs. Moreover, predictive shopping is useful for business matching activities as it can filter and match potential business partners.

### ● FACEBOOK DEEP TEXT

Deep Text technology analyzes and translates the meaning of phrases and sentences, leading customers to find their preferred products.

### ● DEEPFACE

This latest technology can identify people's identity from photographs, allowing users to tag their acquaintances. For organizers, this technology can be used to identify new customers: as they are walking towards the booth, companies can instantly pull their personal information as well as their preferences and objectives for attending the event.

Source: *Tradeshaw Innovation Through Artificial Intelligence*, MBB Consulting Group



# Power of Personalization

New Marketing Trends to  
Cater to Customers

‘Personalization’ marketing has become a buzzword for marketers in this digital age. This strategy can be used to create a good impression for new customers while retaining existing ones to stay loyal to brands by gathering and analyzing data from customers with the aim of offering them unique content and experiences.

# Personalization

With this strategy, businesses have proven that personalization can be used to offer products and services that cater to the specific demands of customers, increase more interaction between brands and customers, while enhancing satisfaction for customers which will urge them to repeatedly buy the products or services on offer.



Many companies have been successful with this strategy, especially those in the e-commerce sector such as Amazon which has personalized its homepage according to the interest of each customer, using their online search keywords, interests, and product selections to suggest other products to users.

While Facebook may connect friends, family, and acquaintances from around the world, it is also an important platform that offers great opportunities for brands to

reach customers from many segments with just one click. Through Facebook, brands can select targets for advertisements, and match Facebook users with products that are similar to their search keywords or online content right on the Facebook feed, all of which has become the new normal.

Thus, personalized marketing is a strategy that brands must use in order to win customers who may be willing to be enticed with and pay for the products and services on offer.



## What do brands get from personalized marketing?

Brands often look for results that can be determined in monetary and other values which will reinforce the idea that personalized marketing is the right way for brands to go. Gartner, a marketing research technology firm, assessed in 2018 that brands which invest in all channels of personalization will earn roughly 20% more than those that did not. The number is significant enough for a company to beat its competitors.

Also, the 2016 Demand Metric survey found that 80% of marketers said personalized content is more effective than unpersonalized content. However, the reason why some companies do not provide personalized content is due to the lack of technology and data that can provide deeper insight, or some marketers might perceive the practice as too complicated with unclear benefits.

However, in the rapidly-changing world of technology, personalized marketing should not be ignored, especially as costs to carrying out this strategy is going down

and the practice is more common and more likely to reach more potential customers.

Evergage, a company specialized in online real-time personalization revealed in their 2017 'Trends in Personalization' survey that 96% of all marketers said that personalized marketing can bring brands and customers closer, while 88% admitted that personalization campaigns have improved the performance of their brands.

With technology, marketers can put personalization to use easily. Predictive programming and specially-developed algorithms can suggest products and services as well as unique experiences to individual customers. For example, Netflix, a provider of entertainment streaming services, uses high-level algorithms to learn about preferences and behaviors of audiences of films, series, or other entertainment programs and would use that data to suggest similar content that viewers may not even realize that they would enjoy.

LINE, one of the most popular applications among Thais, offers Line Official Account for corporations to communicate with their targets directly. Apart from sending generic messages, brands can selectively send promotions, products and service suggestions to individual customers, using data analytics from the follower database. For example, financial institutions may select to send car insurance offers to followers who are also car owners.

MICE businesses can also use LINE or other applications for business purposes by gathering data of customers and offering unique services to them, from surveys about events, event notifications, transportation tips, among other possibilities.

These case studies have proven that personalized marketing is now an important tool for businesses that can be used to create a good impression for target customers and convince them to remain loyal to the brand.



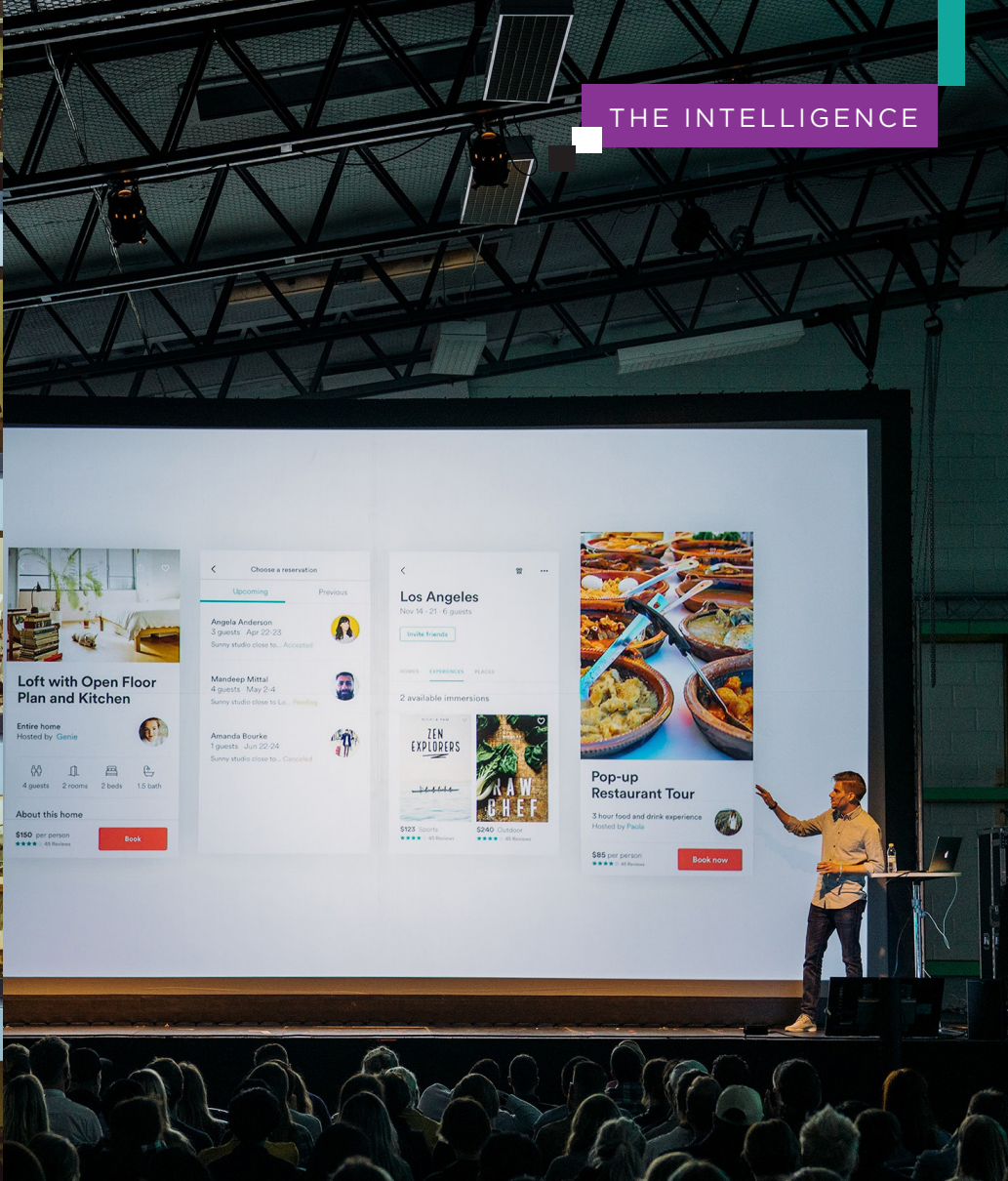
## When 'Customers' Dictate 'Events'



The time when organizers hold the power to events has passed. Now, 'customers' or event attendees hold the future in their hands as personalization is playing a bigger role in creating a unique experience for event participants.

With cutting-edge interactive technology, livestreaming and online broadcasting, as well as the power of social media, attendees will be able to enjoy a more unique experience. Technology can also attract larger crowds to events, taking into account those at the event physically and those attending via online channels.

Events and meetings in this era is no longer a platform for speakers to go on and on about what they know, while participants sit quietly, some enjoying the talk, some bored, depending on the topic and performance of the speaker.



With the trend of personalization, organizers should offer more options to participants, from shortening the length of seminars, to providing a wider range of topics so that attendees can pick topics of their own interest. Some events may require a vote beforehand, while some events can provide real-time votes for participants to have their own say in the activities.

Apart from topics and activities which are the core of events and conferences, organizers should let attendees offer opinions on food, entertainment, or travel after the event.

Offering choices will increase engagement

at meetings and events, as participants will have a chance to join activities that they have an interest in, and feel that they have played a part in the direction of the event organization from beginning to end. Moreover, participants will feel that the event exactly 'matches' their 'needs'.

**This is the power of  
PERSONALIZATION!**

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# LEARNING FROM 'RETAIL' WHEN EVERYONE WANTS TO BE 'SPECIAL'



'Retail' is a segment that has widely put personalization to use in the past few years, partly due to the demands of customers who are looking for products and services that have been tailor-made for them. The upside is that customers are willing to spend more on brands that offer personalized products and services, while the downside is that customers tend to be more disappointed if brands do not focus on unique experiences and instead offer the same thing to everyone.

The 2017 State of Personalization Report carried out by Segment, a customer data platform, surveyed 1,006 American consumers in 2017 who have made online purchases within the past 6 months, with interesting findings as follows:



**71%**

feels disappointed that brands have not created a personalized shopping experience for them.



**54%**

expects to get a special offer within 24 hours after they have sent an email or subscribe to a brand, while 32% expects to receive the offer within one hour.



**40%**

of American buyers will spend more than they planned if they receive a personalized experience.



**44%**

will become repeat buyers if the brands offer them a personalized shopping experience.



**49%**

will buy impulsively after receiving a personalized recommendation from the brand.

This study shows that MICERs can use online marketing techniques and personalization to offer unique individual experiences as a way to make customers feel that brands **'care'** for them and that they are **'special'**.



# Mastering the Art of Personalization!

## **'Knowing your customer'**

is the first rule for marketers, as the more you know, the more you understand customers, making it easier to sell products and services as businesses can cater to their needs. However, it is not sufficient anymore to understand a group of customers, today, businesses must know the individual. Personalized marketing -- a marketing strategy that designs the content, products, and services based on the behavior and interest of each customer -- is becoming more common. Undeniably, it is challenging for businesses to achieve their goals in personalization, thus, having a strong personalization solution is critical to all marketers.

### ● **Gather all customer data in one place:**

To deliver a unique experience to customers, businesses must have a deep understanding of the individual, which calls for detailed data. Moreover, all data should be kept in a single place so as to compile and analyze the data to seek out the right products and services for each customer.

### ● **Collect and analyze deep behavioral data:**

A personalized solution can gather data on its own, allowing the system to offer a personalized product or service even to first-time customers. The system should be able to harvest data using real-time activity such as time spent on each webpage, mouse activity, or other behavioral data. Moreover, the system must be able to connect between the behaviors displayed with the information on the webpage, such as brands, key words, categories of products and services, to analyze what to offer to customers next.

### ● **Use one single platform to personalize across multiple channels:**

Once the personalization solution has analyzed the data, it is time to select the most efficient channels to offer products and services to customers such as emails, digital advertisements, smartphone or computer applications, search engines, or other channels. Using a single platform to manage the operation will allow a unified message and experience for customers.

### ● **Engage machine learning to seek the best experience for each customer:**

Successful personalization marketing is when the customer or target buys the product or service on offer. To reach that goal, businesses must manually define their target customer to see products and services on offer, and leave the rest to algorithms. With the use of machine learning, the system will decide who the brand should present products and services to.

### ● **Try a combination of A/B testing and personalization:**

In this digital age, some ideas can still be adapted to use such as A/B testing that marketers would engage in order to determine the best way to carry out a campaign. Businesses should seek a solution that offers multiple experiences to find the best way to reach each individual, while algorithms should be flexible to adaptation in order to offer the ideal experience to each potential customer.

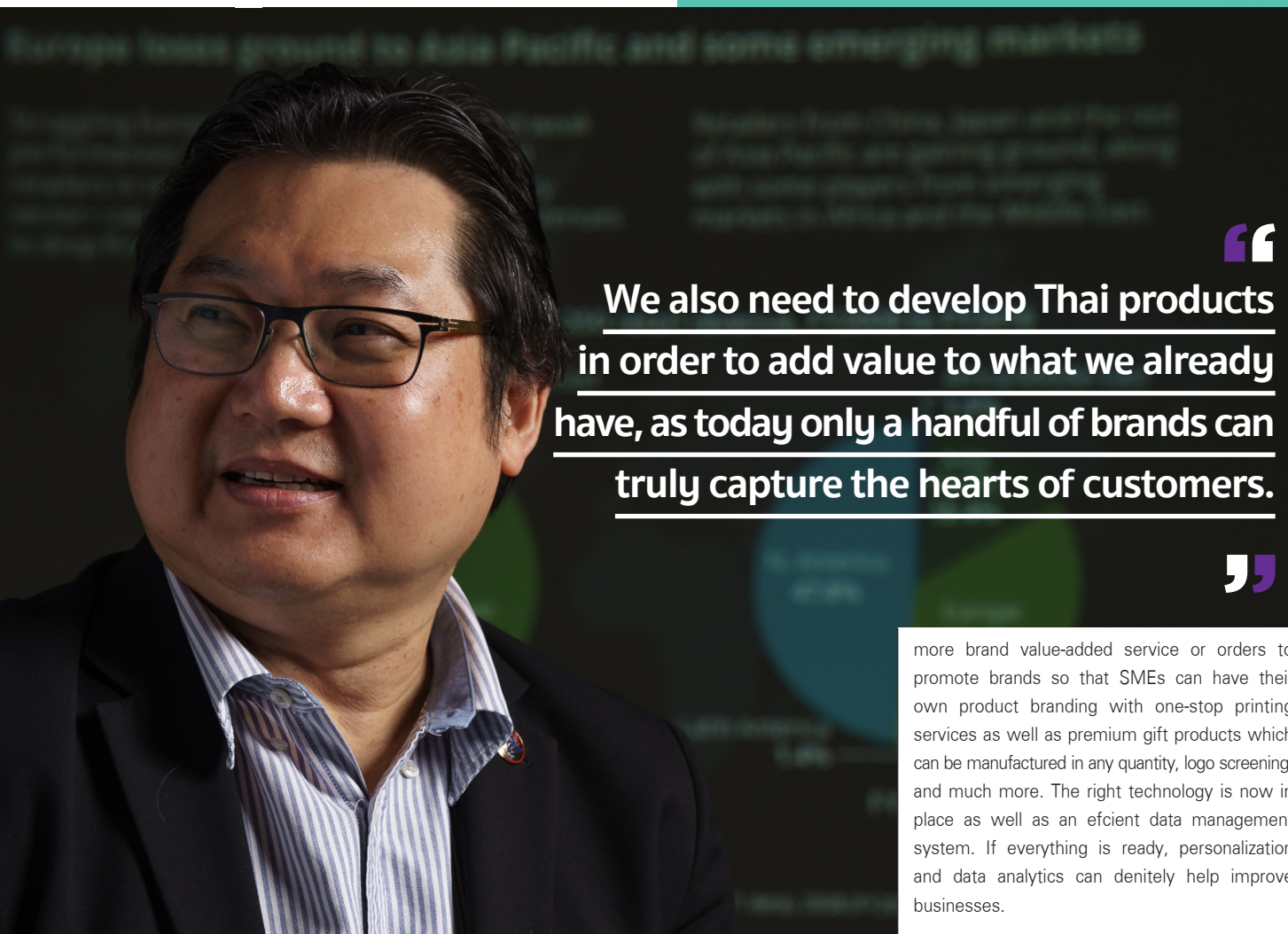
Source: <https://www.evergage.com/blog/what-to-look-for-in-personalization-technology-for-2019/>

The road to capturing the hearts of consumers today are becoming more and more complicated, while fierce competition rules in every sector. Amidst new technological advances, the power of personalization which focuses on catering to the needs of individual customers with their preferred content, product, service, communication channel, price, and experience, may be the best solution. Worawoot Ounjai, President of the Thai Retailers Association and CEO of Central Group's COL Plc, who never stops learning about the industry, talks about the direction of personalization.

# THE BETTER WAY FORWARD

**WORAWOOT  
OUNJAI**





**We also need to develop Thai products in order to add value to what we already have, as today only a handful of brands can truly capture the hearts of customers.**

#### Why is it important to have a personalized marketing strategy?

To communicate with customers, brands must learn about personalization. Today, there are two key methods of personalization. The first is personalized product, meaning that products must be designed to be tailor-made and customizable to the different demands of customers. For example, when customers are buying cars, they can select from multiple options of alloy wheels, wheels, colors, accessories, and many other specific options, which is a rising trend worldwide. The second is the personalized brand, meaning the creation of a brand for individuals or celebrities. Some clear examples include Elon Musk, Jeff Bezos, and Jack Ma. Everyone can become a personalized brand or their own brand ambassador. Every tweet sent by Elon Musk is talked about, from Tesla's activities, SpaceX's plans, or the hyperloop project. All of this is the power of a personalized brand.

#### How can we add value or grow a brand with personalization?

Is personalization a trend? Everything has its own life-cycle. The way personalization is adapted will constantly change with new technology and social environment. One channel of communication is never enough, and today, brands must engage every channel such as YouTube, Twitter, Instagram, Line, Facebook, exploring every channel and platform to send the message across to its target.

As for COL, we will not stop at being just a retailer or specialty store that deals with solely office equipment, but we aim to offer products and equipment for the office, IT products, furniture, and products for B2B which will open new business opportunities to reach more business operators. We will also increase the customer base and carry out marketing activities with specific industries such as hotels, restaurants, caterers, and also factory supplies. COL is creating

more brand value-added service or orders to promote brands so that SMEs can have their own product branding with one-stop printing services as well as premium gift products which can be manufactured in any quantity, logo screening, and much more. The right technology is now in place as well as an efficient data management system. If everything is ready, personalization and data analytics can definitely help improve businesses.

#### How can businesses adapt to the digital age?

In the past, we've always relied on technology to do business. We are probably one of the first companies to use the online system which was our new business model 20 years ago. At that time we sold products through catalogues without storefronts, then, we switched to the business website which may be one of the oldest in this industry. Change is always happening; we do not stay still, as new business models must be created all the time. This year, we are planning to launch the OMNI Franchise. I think investing in technology is one of the key essentials of doing business, whether you have a business, selling art, or even artists must understand technology otherwise be left behind. Our company never stays still. Customers can shop for products online through the website, OfceMate mobile application, or buy directly with the help of our staff via Line@OfceMate, Facebook, and Website Live Chat. Online service is the most

crucial channel for selling products in this era. However, the online channel still has its pain points as it cannot replace things like activity and service. Buying products online may be challenging without the guidance of a salesperson, while chatbots may not be helpful when it comes to trying out products physically.

### **Is omni-channel the answer to future marketing strategy?**

Before a store can offer services through omni-channel, it must start with a single channel. In the past, websites had its place online while retail has its storefront. The next step was multi-channel which combined websites and retailers, though not so smoothly. Then, omni-channel is introduced into the industry, which means that all data and operational systems are centralized with the aim to offer a seamless experience omni-channel to customers. Thailand currently has only multi-channel businesses. Some of the most successful businesses with omni-channel are Alibaba's Herma and Amazon bookstore which clearly has organized databases and operating systems. Meanwhile, O2O – ofine to online and online to ofine – is the stage in

between multi-channel and omni-channel. Sometimes O2O is just a way of communication, for example, at OfceMate, we are denitely O2O because we offer promotions online, while coupons are also on offer at storefronts. We are not 100% omni-channel, but we are certainly a strong multi-channel. With more sales made online, we own more in-depth data which helps us identify consumers: who they are, their ages, where they live, what they buy, and with more data, we are provided with more clarity about the business.

### **How can MICE events promote, develop, or add value to retail businesses today?**

An important goal that must be accomplished by the MICE industry in Thailand is that we must become a stage for international seminars. Another point to focus on is interpreting for attendees. In the past, few people would participant in seminars held in English, making the target group very small. Sometimes the experts in the industry do not speak English and those who join may not truly represent that industry. Recently I went to a conference in China where they had a huge team of interpreters translating the content to English. For our country, we need

**If everything is ready, personalization and data analytics can definitely help improve businesses.**

to have interpreters translating English-language seminars into Thai. If we can address this language barrier, the knowledge exchanged at these seminars will be passed on to more people in society. Even the general public or vendors on the streets can have access to world-class seminars, opening up more opportunities for events. With more attendees, organizers will lose less money or even earn more income.

### **How can the retail industry in Thailand develop its standards?**

Thailand needs to establish shopping tourism. Though many tourists are willing to spend, the tax structure in our country is a barrier to shopping as it drives up prices. Thus, products for tourists should be priced more competitively. We also need to develop Thai products in order to add value to what we already have, as today only a handful of brands can truly capture the hearts of customers. Thai Retailers Association once proposed organizing shopping streets for three months per year from November to January – with the temperature lower than other periods – and showcasing Thai SMEs with innovative products to attract tourists and Thais. With an event like this, SMEs will be able to develop new products while promoting the economy. The event should also be held in other tourism cities apart from Bangkok, and open its doors to business operators. We cannot just rely on department stores, but we need to work together among retailers to drive the industry forward.



# All Eyes on PERSONALIZATION

## Hop on the Right Trend to Do Business Successfully



With more people in various industries understanding the importance of personalized marketing, many are admitting that the trend has brought new challenges to seeking in-depth data about target customers. Today, the tools which are crucial to processing and analyzing the large amount of customer data are still lacking.

In 2018, Evergage and Researchscape, provider of platforms for website and applications to analyze users' behaviors have surveyed 300 marketers in 19 industries from 5 countries (USA, India, UK, Canada, and Germany) on the personalization trend. Most respondents say they use personalization to present products and services to customers by considering individual behaviors which helped enhance the relationship between brands and customers. Moreover, most consumers today expect companies to pay attention to their needs and offer them unique experiences.

Though businesses and consumers both understand the positive power of personalization, marketers admit that they are not satisfied with

their efforts, while they have less confidence in carrying out personalized marketing campaigns. All marketers have realized that 'data' is the most crucial element contributing to the success of personalized marketing in order to create exceptional experiences for customers.

However, the most challenging issue for marketers is 'data', especially gathering data from the right sources. Marketers participating in the survey revealed that they faced problems compiling the information from customers, as most information tend to be in different places, affecting the speed of the process and efficiency of personalized marketing operations.

At the same time, half of all marketers say they feel that the data they possess is insufficient, while they also lack in-depth data such as behaviors and sentiment of customers towards the brand, spending behaviors, frequency of spending, and customers' preferences, all of which are required by businesses in order to offer the most appropriate products and services to each

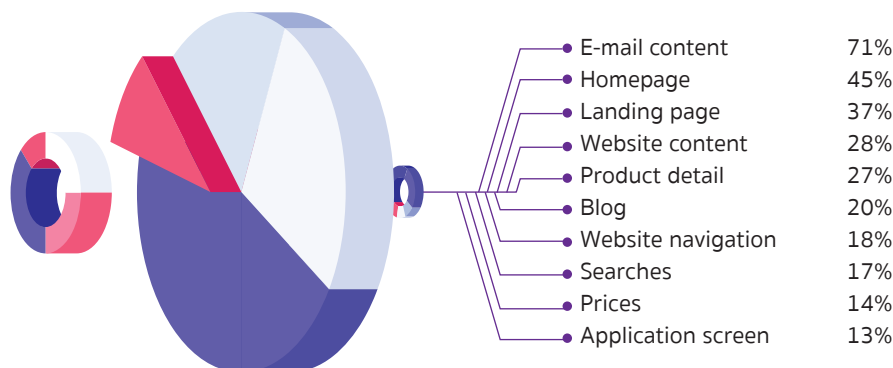
individual customers.

Moreover, brands found it difficult to follow the customer journey or customer behavior that leads up to the purchase of products or services. Marketers also feel that there are difficulties in connecting between in-depth information from each source such as websites, emails, and other channels.

Though most marketers are not satisfied with their past performances in personalization, most of them said the strategy can lead to success for brands. Companies are moving ahead to promote and invest in personalized marketing, with most brands spending more on personalized marketing as they believe the practice will bear fruit in the future.

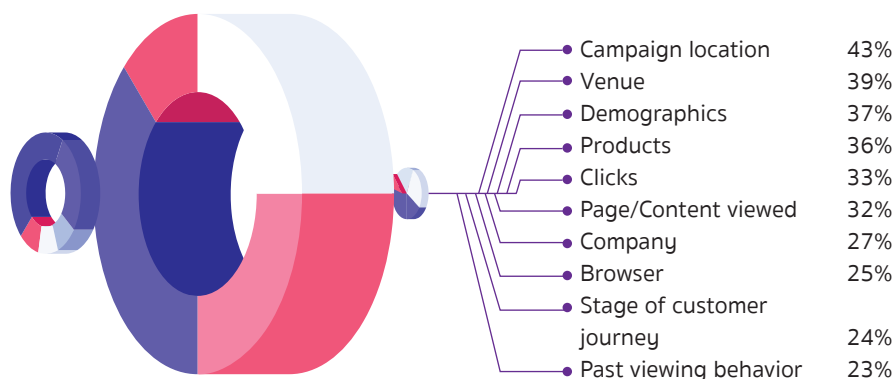
*Source: 2018 Trends in Personalization,  
Evergage and Researchscape International*

## Top 10 Channels for Personalization



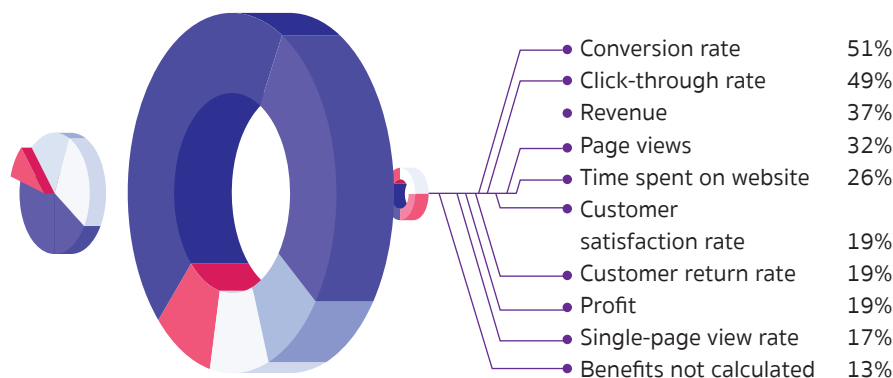
Remarks: Data from 202 people (67% of survey respondents)

## Factors to consider when offering unique experiences to target groups:



Remarks: Data from 202 people (67% of survey respondents)

## Key indicators of successful personalized campaigns:



Remarks: Data from 193 people (64% of survey respondents)

## A LESSON IN SUCCESSFUL PERSONALIZED MARKETING

from Sephora

Sephora said it believes that customers are just like onions: brands need to understand their multi-layered needs in order to truly reveal what they want. The brand gathers in-depth information of every customer in order to analyze their behaviors and match marketing plans to each target group, categorized in many ways:



### BY LOYALTY PROGRAM

to analyze channels of purchase whether customers buy online or instore



### BY RFM SEGMENTS (REGENCY, FREQUENCY, MONETARY)

which indicates the frequency of purchases and how much money is spent



### BY BEAUTY TRIBES

meaning data on products that a bought repeatedly from customers including the propensity model which uses statistics to predict behaviors, allowing the brand to know what, when, and why customers are buying these products

With these tools, Sephora possesses the necessary data to carry out personalized marketing to match their targets, with success close within its reach.

# Design Actions THAT MATTER

Why Businesses Should Focus on Design





It's undeniable that today 'design' has become the link that seamlessly connects people, technology, and businesses.

The key issue, however, is how do businesses develop designs to truly serve customer's purposes. The questions that designers cannot overlook are 'What, How, and most importantly, Why.'

To answer these questions, we need to explore people's opinions as a designer, and consider not just what they like, but the underlying reason why they like those things.

A good designer must truly understand the needs of consumers in order to create and share their experience through a great piece of work. The design process has become much more complicated, combining the work of different departments, from technology to business.

In October 2018, McKinsey launched a report on the impact of design on businesses, compiling information from over 300 publicly listed companies, gathering over 100,000 design actions from planning to process, and looking at 2 million pieces of financial information. The five-year research showed that companies that are performing in the top 25% based on the McKinsey design index score earned revenues of 30% over their industry peers, with total return to shareholders over 56%.

Meanwhile, the research has categorized design actions into 4 level themes:

- Design is more than a feeling as designers

must know how to think and analyze on the basis of each company's strategy. Humans must be put at the center of design as the final product must answer to the needs of customers.

- Design is more than a department; it's a cross-functional process that requires skills and expertise from many different fields working together. A good designer must be able to communicate with the technology department, connect with customers, and tap into business leaders in order to see the bigger picture.
- Design is more than a phase because design is an ongoing process that needs to be continuously revisited.
- Design is more than a product, it's customer experience and understanding people's lifestyles.

2019 is that year that things will be changing quickly, and business must adapt to that change in real-time, especially when it comes to analytics regarding consumer behavior, which directly affects products and services. Organizations should think about the needs of consumers, not just the needs of designers.

These are the design actions that matter, and design actions that companies can put to use right away.

- Analytical leadership: knowing how to use data to make decisions.
- Cross functional talent: working as a team across the organization.
- Continuous iteration: Design will become a

simpler process if companies listen to customers, understand the product, sketch, and experiment over and over again.

- Listen to customers: Businesses must be able to have empathy with customers to understand their wants and needs. Good designers need to have empathy and understanding for others, and though it is not the golden rule, all designers should be open to everyone and be able to connect with customers. Even CEOs of large organizations try to make time to talk to customers directly.

For MICE businesses, it's time to think of 'design' by gathering data and analyzing it to create the most unique experiences to customers, and make every event more than just a seminar.

*Source: Compiled from the talk by Mr. Gordon Alexander Candelin, Design Director, McKinsey & Company at M2IC 2019*

Festival  
ASOP

THE VACCIN



*Fungjai*

## BEYOND MUSIC

The famous ‘Fungjai’ startup in the MAR Tech (Music, Arts & Recreation Technology) segment has been developed over the years to win a place among music lovers, with new projects coming up in the near future.

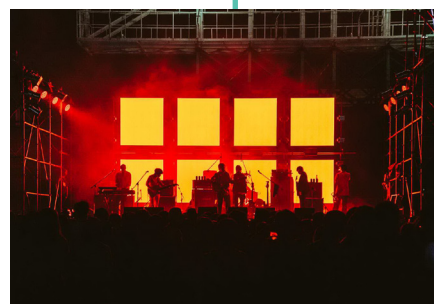
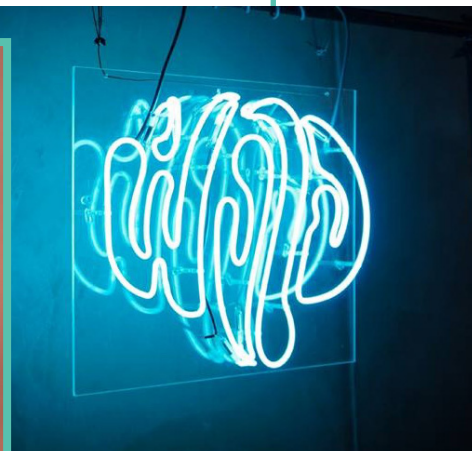
Piyapong Muenprasertdee or ‘Py’ is the co-founder and executive of Fungjai Co Ltd who is sharing with us the latest movements in Thailand’s music industry. Py said that although the behavior of music listeners have shifted, the music industry is facing a new boom thanks to streaming which has enabled technology to cater the right music to individual listeners via their smartphones.

‘Fungjai’ is a startup that has been working to adapt itself to stay ahead of new innovation and technology. Today, ‘Fungjai’ is not just a startup in the streaming business, but it is building an ecosystem in the music industry in a bid to develop a full business cycle for musicians and listeners. The company is developing new tools which allow users to pay for and download music, set up e-commerce shops, sell tickets online, crowdfund for projects, as well as devel-

op a blockchain to deal with licensing, ticketing, and creating fair revenue for musicians. All of these projects are new to the music industry in Thailand, and in line with the direction of MICE event businesses that are heading towards the adoption of further technology.

Py revealed that ‘Fungjai’ has hosted several music seminars for a small group of people. However, at the end of 2019, a ‘Conference & Showcase Festival’ is set to launch in Thailand called the ‘Bangkok Music City’ which is expected to attract stakeholders in the music industry, from music labels, distributors and agents to share their knowledge. A showcase festival will also be held to serve as a platform for bands to talk to music businesses, all of which is projected to bring in over 10,000 participants.

In this modern era with an overload of data, personalization marketing is a key challenge that all businesses must take into account. ‘Fungjai’ is no different, though it is a music start up, it also offers tools that will collect data from listeners through multiple channels such as websites, applications, Facebook pages, the ‘Fung Young’



small online community of music lovers, and online surveys. ‘Fungjai’ has been gathering data to be analyzed in order to determine how to best cater to the new generation of listeners.

“In the near future, we want to have a data artist join our team so we will be able to answer to the demands of listeners using insight marketing. We really want to have in-depth data which tracks how listeners consume music, how they travel, their age, their preferred music genres, and their hobbies, all with the purpose to track and learn about consumer behavior. Artificial intelligence has been discussed many times in the music industry. Spotify, for example, would learn from the listeners’ music choices and compile a playlist or a feed that appeals to each user, which is a technology first put to use by Pandora’s Music Genome Project, the first digital online radio, that selects music to match the taste of listeners. With this technology, we can analyze listeners’ interests, preferences, and their age group, in order to determine which artist to present to them”

“One of our key music strategies is love. Once we have love for our customers and our listeners, we want to give them the best music, offering them exactly what they want, because we want them to love us too. If customers love

us back, they would be ready to give us things that are valuable to them: time, interest, and money. To be successful, you need to be in a win-win situation.”

This is the startup which understands that to truly reach customers, you need to listen (Fung) with your heart (Jai).



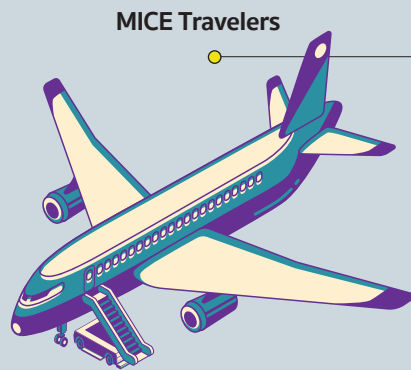
# MICE

## REVIEW



### Overview of MICE industry in Thailand

Q  
**1** Fiscal Year  
2019



MICE Travelers

MICE Travelers (International)

Generating 18,031million  
baht for the country, an  
increase of 5.37%

Travelers

**241,407**

increase

**8.82%** ↑

million

**18,031**

increase

**5.37%** ↑

Foreign MICE travelers  
joining events in  
Thailand by industry  
(October – December 2018)

Type of traveler

No. of travelers

Growth (%)



MEETING

**50,588**

**+2.56%** ↑



INCENTIVE

**78,472**

**+3.21%** ↑



CONVENTION

**69,218**

**-0.60%** ↓



EXHIBITION

**43,129**

**+60.66%** ↑





MICE Travelers (Domestic)

Generating 24,494 baht  
for the country

Travelers

million

6,412,117

24,494

Among all travelers, those joining exhibitions in Thailand (E) account for the highest number of travelers.

Domestic MICE travelers  
joining events in  
Thailand by industry  
(October – December 2018)

Type of traveler

No. of travelers

Growth (%)



MEETING

433,179

+9.12



INCENTIVE

49,765

-11.24



CONVENTION

459,263

-35.20



EXHIBITION

5,469,910

-24.09



Bangkok remains the most  
popular city for MICE travelers,  
with 4,875,490 travelers generating  
a total 18,997.02 million baht.



MICE Travelers (Thai)

Travelers

4,875,490

Generating a total  
18,997.02 million baht.

million

18,997.02

# MICE INTERNATIONAL CORPORATE MEETINGS

## Overview of International Corporate Meetings

A total of 433,179 domestic travelers joined international corporate meetings

Spending an average 2,235.80 baht per person

Generating a total of 968.50 million baht in revenue

Travelers

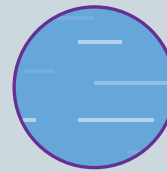
**433,179**

baht

**2,235.80**

million

**968.50**



## Ranking of provinces with the most participants (people)

Chiangmai

**167,580**

Bangkok

**163,155**

Pattaya

**10,950**

# MICE INCENTIVE TRAVELS

## Overview of Incentive Travel

A total of 49,765 domestic travelers joined incentive travels

Spending an average 5,781.73 baht per person

Generating a total of 287.73 million baht in revenue

Travelers

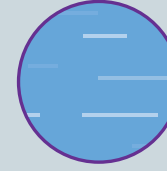
**49,765**

baht

**5,781.73**

million

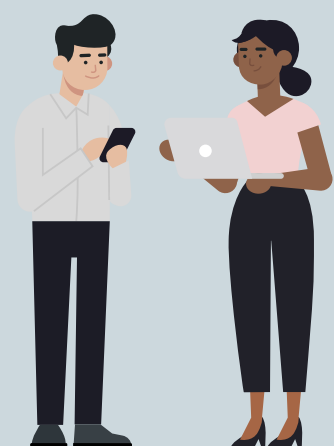
**287.73**



The central region with Bangkok as the main destination was the most popular destination for MICE travelers in this category, with the highest number of travellers, while the second most popular region was the eastern region with Pattaya as the main destination.

กรุงเทพมหานคร

พัทยา



# MICE NON-CORPORATE CONVENTION

## Overview of non-corporate conventions in Thailand



A total of 459,263 Thai travelers joined

Travelers

**459,263**

Spending an average 1,402.57 baht

baht

**1,637.01**

Generating a total of 751.82 million baht in revenue

million

**751.82**

Non-corporate conventions in Thailand, categorized into 268,868 travelers joining Government Conferences (C-Government) and 190,395 joining Association Conferences (C-Association)

The central region with Bangkok as the main destination saw the highest number of non-corporate conventions with 242,488 attendees, due to the availability of various large venues with good facilities, the wide range of accommodations, and the ease of travel. Moreover, Bangkok is the main hub where businesses and government agencies are located. The second most popular region was the eastern region with Pattaya as the main destination which saw 74,025 attendees at non-corporate conventions.

## Overview of Income from MICE industry in Thailand

Q1 Fiscal Year 2019

The country's MICE industry generated an income of 24,494.46 million baht, with 91.30 percent from exhibitions held in the central region, especially Bangkok, as the city has key venues to organize exhibitions as well as necessary facilities. Moreover, Bangkok is the economic hub of the country. The second highest income-generating industry was international corporate meetings at 3.7 percent, while non-corporate conventions and incentive travel accounted for 2.80 and 2.20 percent respectively.

M 3% I 2% C 4%



Resource: THAILAND CONVENTION & EXHIBITION BUREAU (TCBE)

# MICE EXHIBITION

A total of 5,496,910 travelers joined exhibitions in Thailand,

Spending an average 18,095.03 baht and 4,073.99 baht per person, respectively

Generating a total of 22,486.41 million baht in revenue

Travelers

**5,496,910**

baht

**4,110.93**

million

**22,486.41**

Categorized into 14,410 exhibitors and 5,455,500 visitors



The central region with Bangkok as the main destination saw the highest number of exhibitions at 72 events and 4,439,383 attendees, while the second most popular region was the southern region with 10 events and 375,768 attendees.



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ตอบโจทย์ทุกไลฟ์สไตล์ธุรกิจอีเวนต์ในแบบของคุณ  
ระบบจัดการอีเวนต์และลงทะเบียนใช้งาน  
ที่ง่าย ครบ จบ ในแอปพลิเคชันเดียว

Organizer

Attendee



