

A background image showing a group of people in a meeting. A man with a beard is speaking and gesturing with his hands. Other people are listening. The image is darkened with a blue overlay.

# MICE MANAGEMENT IN HOTEL

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# AGENDA

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**01**

*INTRODUCTION*

**02**

*MICE HOTEL*

**03**

*WHO INVOLVED?*

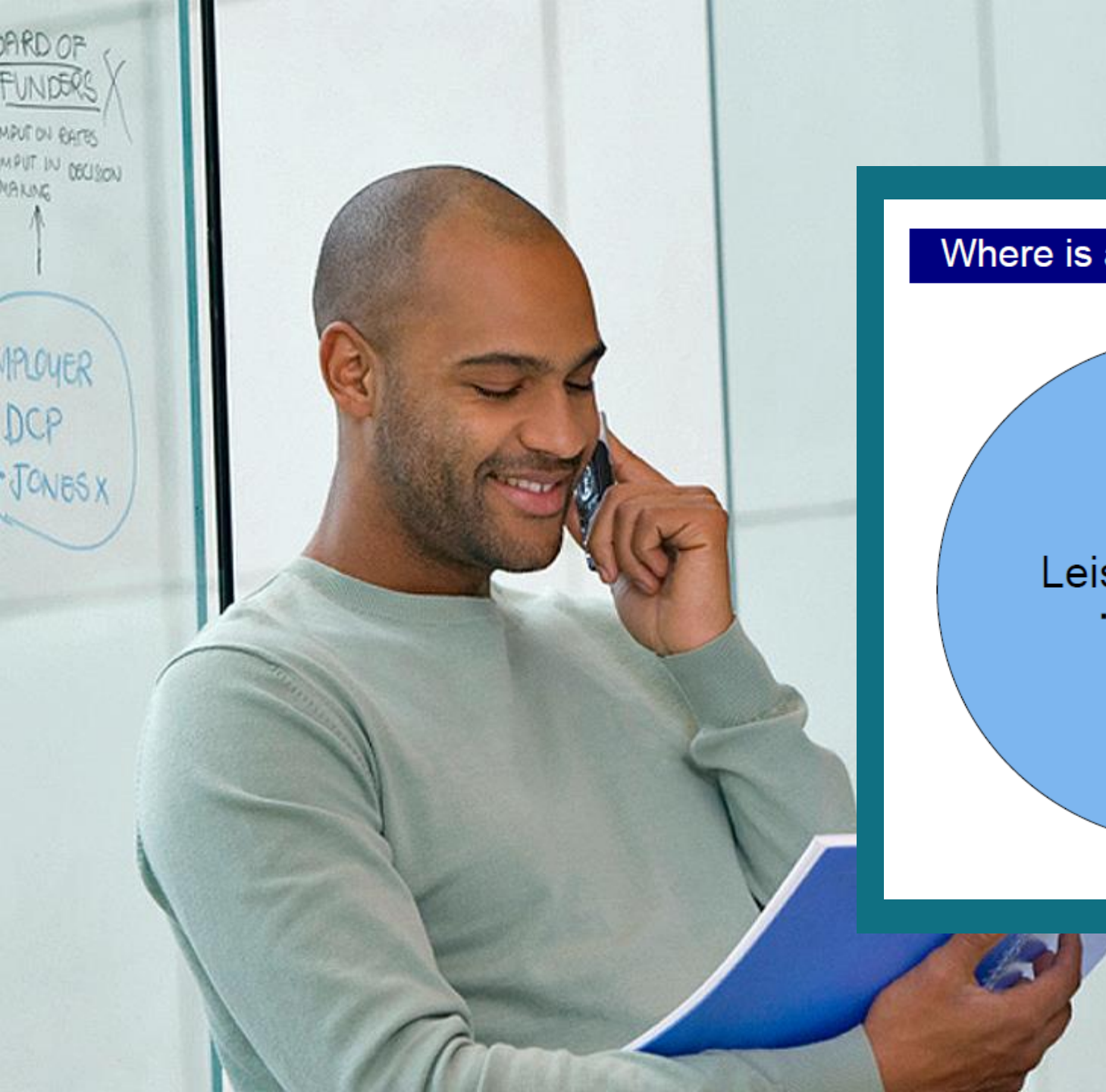
**04**

*OVERALL PROCESS*

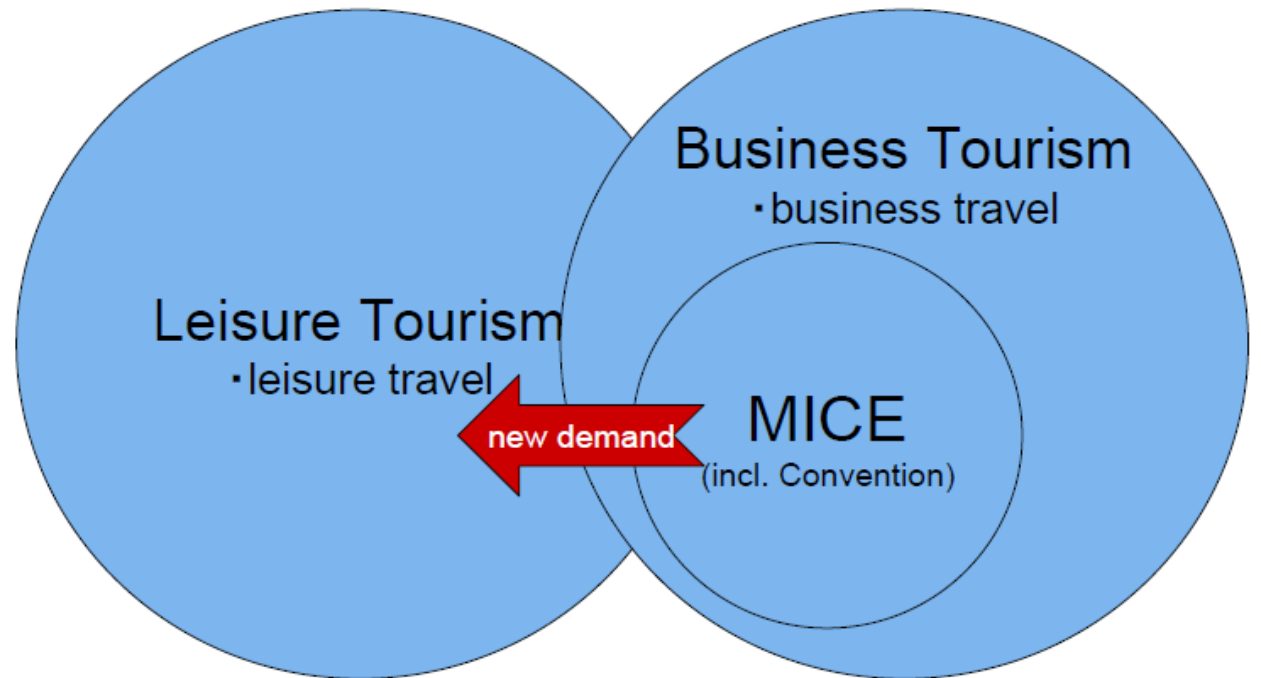
**05**

*CONCLUSION*





## Where is a field of MICE?



# INTRODUCTION



## What is MICE (Business Events) ?

*Four Segments consist Meetings Industry*

### M (Meeting/Corporate Meeting)

Meetings organized by private corporations mainly for group companies, partner companies, clients and also for company officials, management and staff members.

### I (Incentive Travel/Incentive Tour)

Business travel organized by private cooperations for group **companies**, partner companies, clients and also for company officials, management and staff members for business purpose as like motivation, sales, team work development.

### C (Convention/Congress/Conference)

Meetings/conferences organized by non-profit organization as like academic society, industrial association, government, international/national organization.

### E (Exhibition/Event)

Exhibition as like industrial fair, exhibition and exposition.  
Events organized for business and non-business purpose.



## Differences between Tourism and MICE

	Tourlsm	MICE
Participant	individual, group	business person, researcher,member
Organizer	travel agent, individual	corporate, association, venue government, local government international organization etc.
Motif Purpose	leisure, individual demand	business opportunity / outcome knowledge, networking, innovation
Destination	individual interest charm of destination	profitability / ROI (delegates, membership, account) business prospect / potential convenience(access/hotel/venue)
Activities	sightseeings, experiences shopping	meetings, lectures, expositions business matching, inspection networking, knowledge sharing
Economic Impact Values	direct economic impact	direct economic impact (tourism x 4~5) long term impact (sustainability, social legacy, innovation )

**Meeting Industry = Knowledge Industry**





# MICE VENUE

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- ✓ **Hotel and Resort**
- ✓ **Convention Center**
- ✓ **Multi-Purpose Facility**
- ✓ **Other venue**



# HOTELS AS MICE VENUE



# MICE STANDARDS



## MICE STANDARDS

The Path to Global Recognition

to create international baseline for MICE professionals/organizations in providing world-class, internationally recognized services and opportunities

**ISO 22301**

Business Continuity Management Systems

**ISO 22000**

Food Safety Management Systems

Thailand MICE's hotel  
standard

**ISO 50001**

Energy Management Systems

**ISO 20121**

Event Sustainability  
Management Systems

**National skill**

standard for MICE

**ISO 9001**

Quality Management Systems

**TISI 22300**

MICE Security Management System





# MICE HOTEL

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**Convention Hotel** is designed to provide for the special needs of convention and trade shows.

- A convention is a large meeting place so that it could hold bigger groups of people.
- MICE hotels provide accommodation rooms, restaurants & bars, ballrooms, meeting rooms, hotel facilities and services.

**Meeting**

**Incentive**

**Convention**

**Exhibition**

**= MICE HOTELS**

# MICE HOTEL

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## Events & Meetings



☰ Royal Orchid Sheraton Ballroom - Classroom Setup



☰ Royal Orchid Sheraton Ballroom - Banquet Setup



☰ Panisea II



☰ Panisea II



☰ Pompadour Meeting Room - U-Shape Setup



☰ Pompadour - Theatre style



# THE TEAM

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Conventions / Event  
Services / Catering Sales



Sales & Marketing  
Department



Banquet Team

# WHO INVOLVED?

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## Sales and Marketing Department







# WHO INVOLVED?

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## **What difference between hotel salesperson & general salesperson?**

- ✓ selling accommodation (rooms), function and events
- ✓ contact with clients
- ✓ represent hotels and create brand awareness

## **Type of hotel sales**

- Corporate sales: FIT bookings, FIT contract
  - Agent sales: FIT contract
  - Event sales: Social events, party, weddings
  - MICE sales: Incentive group, corporate group, company outing group
- Standard annual convention pattern:
1. Proposal Letter (Sales Kits)
  2. Letter of Agreement (LOA)
  3. Contract
  4. BEO / Action Plan



# OVERALL PROCESS

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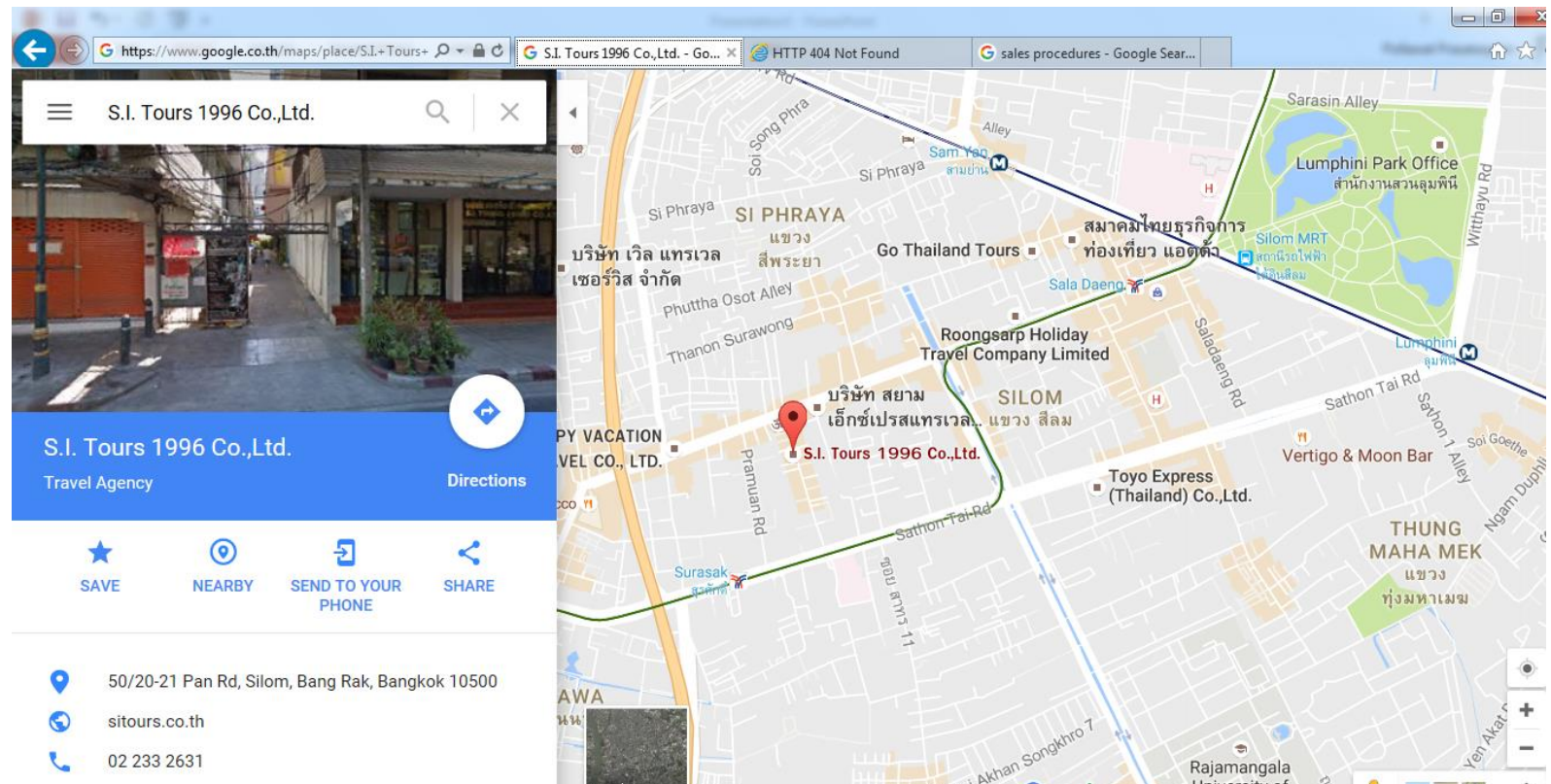


# OVERALL PROCESS

## I. Prospect

Search customer to contact, from where?

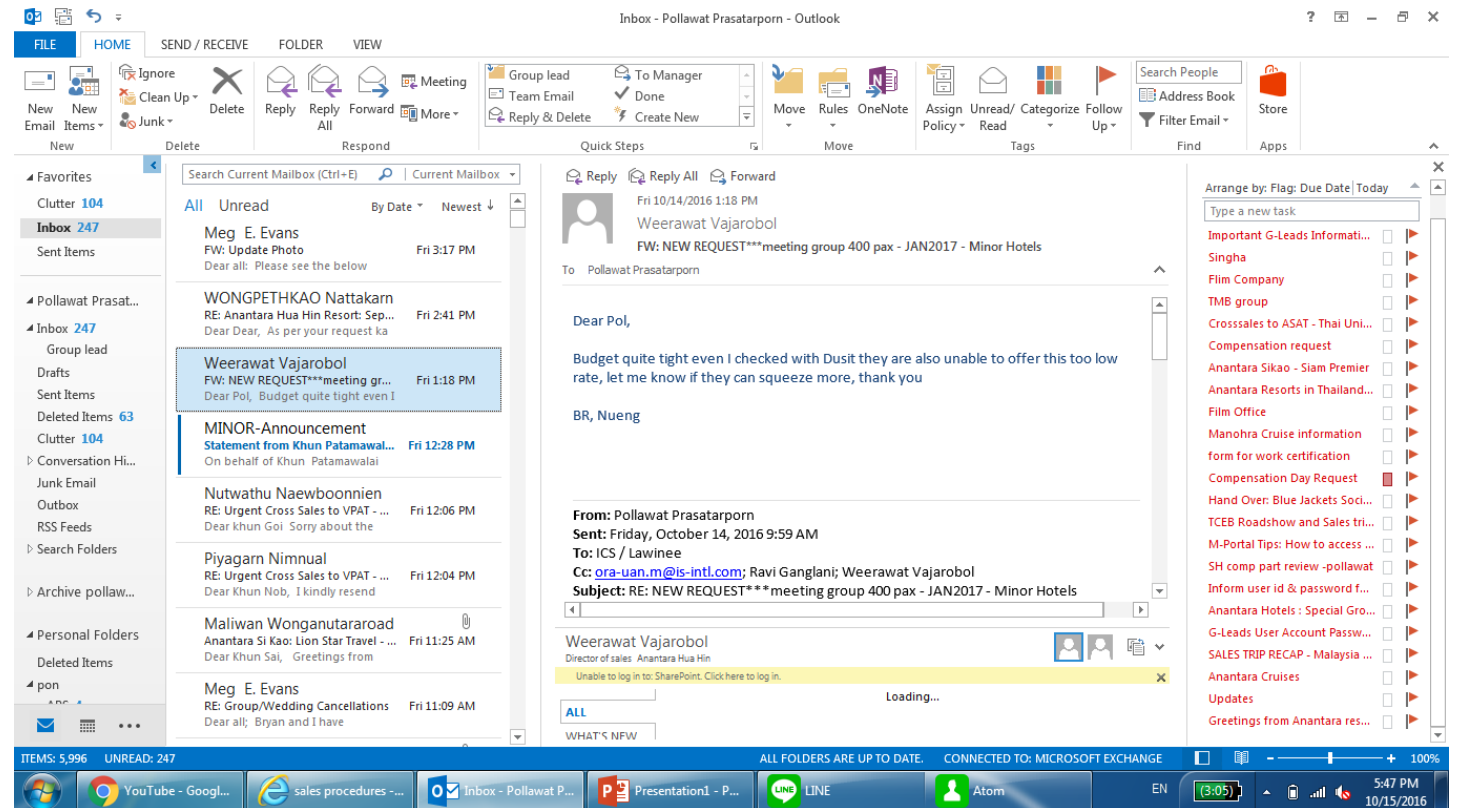
Database, group history, social media, news, competitors, and Google.



# OVERALL PROCESS

## 2. Qualify

How to qualify: Google, call, email, referral from colleagues or supervisor.





# OVERALL PROCESS

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## **3. Needs and analysis**

- Best way is to ask for more information
- Doing your homework: before asking, do some research, go to company profile, or search from the hotel database
  - contact for appointment
  - make hotel presentation

## **4. Proposals**

- Discuss price and inquired period with hotel revenue department
- Create proposal with price offer and requirement
- Send out emails through email and call to follow up

## **5. Negotiate – factors and obstacles**

- give examples

## **6. Deal – both sides agreed and issue contract**

# PROPOSAL

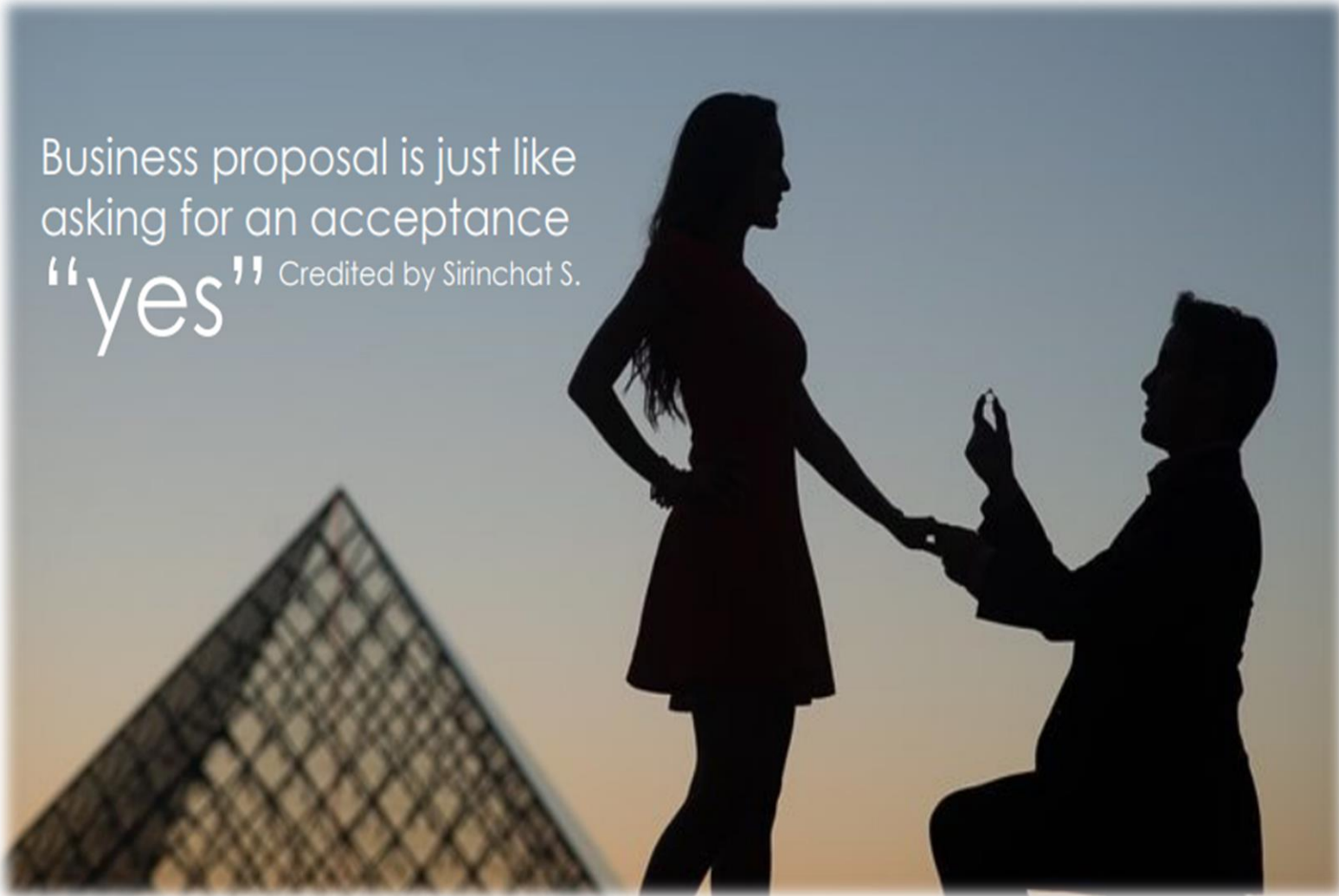
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# PROPOSAL

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Business proposal is just like  
asking for an acceptance  
“yes” Credited by Sirinchat S.





# CONCLUSION

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## CONFIDENCE

### FACE TO FACE COMMUNICATION

55% BODY LANGUAGE AND GESTURES

38% TONE OF VOICE

7% WORDS USED IN COMMUNICATION



# THANK YOU!

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