Strategic Management for MICE and Event Tourism Training Course



02 - 06 Nov 2026

Casablanca

4500 € (Per Person)

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Course Introduction / Overview:

The global MICE (Meetings, Incentives, Conferences, and Exhibitions) industry is a dynamic and powerful driver of economic growth, intrinsically linked to the success of event tourism worldwide. This specialized training course provides a comprehensive exploration of the strategic management principles required to excel in this competitive sector. Moving beyond basic event planning, this program delves into the sophisticated processes of destination marketing, stakeholder engagement, financial viability, and sustainable development that underpin successful MICE tourism. As highlighted by the renowned academic Donald Getz in his seminal work, "Event Studies: Theory, Research and Policy for Planned Events," understanding the complex interplay between events and their host communities is crucial for long-term success. This course, offered by BIG BEN Training Center, is meticulously designed to equip professionals with the advanced skills to not only manage events but to strategically leverage them as catalysts for tourism development. Participants will gain a holistic perspective, learning to analyze market trends, design compelling event concepts, and execute flawless operations that deliver measurable economic and social benefits, positioning them as leaders in the international MICE and event tourism landscape.

Target Audience / This training course is suitable for:

- Event Managers and Planners.
- Tourism Officers and Destination Managers.
- Hotel and Resort Sales and Marketing Directors.
- Conference and Convention Center Managers.
- Corporate Travel and Event Coordinators.
- Professional Conference Organizers (PCOs).
- Exhibition and Trade Show Organizers.
- Airline and Travel Industry Professionals.
- Entrepreneurs in the events and tourism sector.
- Public Relations and Marketing Executives.

Target Sectors and Industries:

- Hospitality and Lodging Industry.
- Tourism and Destination Marketing Organizations.
- Event Management and Planning Companies.
- Aviation and Transportation Sector.
- Professional Associations and Non-Profit Organizations.
- Corporate Sector.
- Governmental bodies and public sector agencies.
- Exhibition and Trade Fair Industry.
- Sports and Entertainment Venues.
- Education and Academic Institutions.

Target Organizations Departments:

- Marketing and Communications.
- Sales and Business Development.
- Event Planning and Management.
- Operations and Logistics.
- Public Relations.
- Corporate Affairs.
- Strategic Planning.
- Human Resources and Training.
- Finance and Procurement.

Course Offerings:

By the end of this course, the participants will have able to:

- Develop comprehensive MICE tourism strategies aligned with destination goals.
- Analyze market trends and competitor activities to identify new event opportunities.
- Master the process of bidding for and securing international conferences and events.
- Implement effective marketing and digital promotion campaigns for MICE events.
- Manage complex event logistics, including venue selection, supplier negotiation, and technology integration.
- Create and manage robust event budgets and perform return on investment (ROI) analysis.
- Develop effective sponsorship and partnership strategies to enhance event revenue.
- Implement risk management protocols and crisis response plans for large-scale events.
- Integrate principles of sustainability and corporate social responsibility into event planning.
- Enhance stakeholder relationships with government bodies, local communities, and industry partners.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants can immediately apply their learning in a professional context. This course moves beyond traditional lectures to foster a dynamic learning environment built on active participation and real-world application. A cornerstone of our approach is the extensive use of case studies, where participants will analyze successful and challenging MICE events from around the globe to deconstruct strategies and outcomes. Collaborative group workshops will be a central feature, allowing teams to work on simulated projects such as developing a bid for an international conference or creating a comprehensive event marketing plan. Interactive discussions, expert-led Q&A sessions, and role-playing exercises focusing on negotiation and stakeholder communication will further enhance practical skills. Continuous feedback from the instructor and peers is integrated throughout the program to facilitate growth and mastery of the concepts. This hands-on, engaging approach ensures a deep and lasting understanding of strategic MICE and event tourism management.

Course Agenda (Course Units):

Unit One: Foundations of the MICE Industry and Event Tourism

- An Introduction to the Global MICE Sector.
- Defining Meetings, Incentives, Conferences, and Exhibitions.
- The Economic, Social, and Cultural Impacts of Event Tourism.
- Key Stakeholders and their Roles in the MICE Ecosystem.
- Historical Evolution and Future Trends in Business Events.
- The Symbiotic Relationship Between MICE and the Broader Tourism Industry.
- Understanding Different Event Types and their Specific Requirements.

Unit Two: Strategic Destination Management and Marketing

- Conducting a Destination SWOT Analysis for MICE Tourism.
- Developing a Competitive Destination Marketing and Branding Strategy.
- The Process of Bidding for International Association and Corporate Events.
- Building and Managing a Convention and Visitors Bureau (CVB).
- The Role of Public-Private Partnerships in Destination Development.
- Leveraging Digital Marketing and Social Media to Attract MICE Business.
- Measuring the Performance and Impact of Destination Marketing Efforts.

Unit Three: Advanced Event Planning and Operations Management

- The Event Project Management Lifecycle from Concept to Closure.
- Strategic Venue Selection and Contract Negotiation.
- Managing Event Logistics, Supply Chains, and Vendor Relations.
- Integrating Technology for Enhanced Attendee Experience and Efficiency.
- On-site Management, Staffing, and Volunteer Coordination.
- Food and Beverage Management for Large-Scale Events.
- Understanding Health, Safety, and Security Protocols.

Unit Four: Financial Management and Revenue Generation

- Developing Comprehensive Event Budgets and Financial Forecasts.
- Pricing Strategies for Delegate Registration, Exhibition Space, and Services.
- Creating and Selling Attractive Sponsorship and Partnership Packages.
- Exploring Alternative Revenue Streams and Grant Opportunities.
- Financial Controls, Reporting, and Post-Event Analysis.
- Calculating and Communicating Return on Investment (ROI) for Stakeholders.
- Managing Foreign Exchange and International Payment Complexities.

Unit Five: Risk, Sustainability, and Future-Forward Leadership

- Identifying, Assessing, and Mitigating Risks in Event Management.
- Developing a Crisis Management and Communication Plan.
- Implementing Sustainable and Green Event Practices.
- Ethical Considerations and Corporate Social Responsibility in the MICE Industry.
- The Impact of Virtual and Hybrid Events on the MICE Landscape.
- Leadership, Team Building, and Cross-Cultural Communication Skills.
- Crafting a Personal Development Plan for a Career in MICE Management.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the integration of artificial intelligence and augmented reality reshape attendee experiences and logistical management within the MICE industry in the next decade?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself through its holistic and strategic integration of MICE management with the broader principles of event tourism and destination development. Unlike programs that focus solely on the operational aspects of event planning, this curriculum is built on a strategic framework, teaching participants not just how to run an event, but why and how that event contributes to the economic and brand value of a destination. We emphasize a forward-looking perspective, dedicating significant time to emerging trends such as sustainability, the digital transformation of events through hybrid and virtual models, and advanced risk management in a post-pandemic world. The content moves beyond theory by grounding every module in contemporary international case studies, allowing for a deep analysis of real-world successes and failures. Furthermore, the course cultivates critical leadership and financial acumen, focusing on skills like stakeholder negotiation, ROI analysis, and strategic partnership development. It is designed for aspiring leaders who seek to understand the complete MICE ecosystem and leverage events as powerful tools for strategic growth.