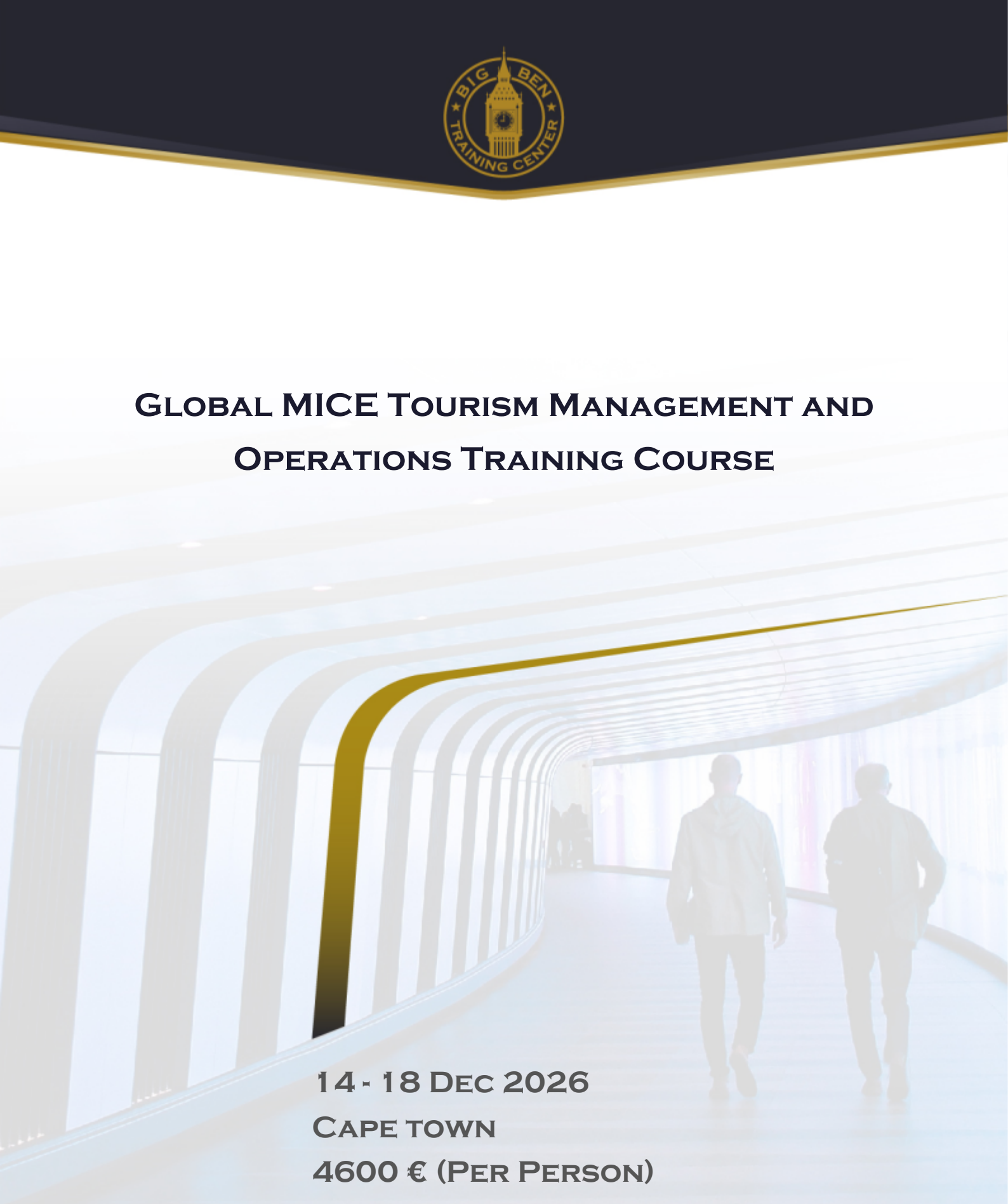
Global MICE Tourism Management and Operations Training Course



14 - 18 Dec 2026

Cape town

4600 € (Per Person)

Ref: #TOU8987_268836

Course Introduction / Overview:

The Meetings, Incentives, Conferences, and Exhibitions (MICE) sector is a cornerstone of global business, driving economic growth and fostering professional connections. Effective management and operational precision are paramount to success in this highly competitive industry. This is the precise focus of the Global MICE Tourism Management and Operations Training Course offered by BIG BEN Training Center. This comprehensive program is designed to provide professionals with a strategic and tactical understanding of the MICE tourism ecosystem. Drawing on foundational academic works such as "The Business of Events: A Strategic Perspective" by Dr. Glenn A. Bowdin, the course explores the key principles of event design, planning, and delivery. Participants will delve into critical areas including venue selection, stakeholder coordination, risk management, and the use of technology to enhance attendee experience. The curriculum is crafted to help participants master the complexities of managing international MICE events, developing strategic event concepts, and ensuring operational excellence from inception to evaluation. By focusing on both the strategic business aspects and the operational realities of MICE tourism, BIG BEN Training Center ensures participants are prepared to lead the next generation of successful business events. The course provides a complete toolkit for managing a MICE business, from sourcing suppliers to conducting post-event analysis.

Target Audience / This training course is suitable for:

- Event managers and planners.
- Hotel and venue sales and operations staff.
- Destination management company (DMC) professionals.
- Corporate travel managers.
- Marketing and public relations specialists.
- Government and convention bureau officials.

Target Sectors and Industries:

- Event management.
- Hospitality and tourism.
- Corporate and business services.
- Government and public sector.
- Airlines and transportation.
- Convention and exhibition centers.

Target Organizations Departments:

- Events and Conferences.
- Sales and Marketing.
- Operations.
- Public Relations.
- Business Development.
- Logistics and Administration.

Course Offerings:

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

- Develop a comprehensive strategic plan for MICE events.
- Master the operational logistics of meetings, incentives, conferences, and exhibitions.
- Effectively manage relationships with venues, suppliers, and clients.
- Implement robust risk management and crisis response strategies.
- Utilize event technology to optimize planning and attendee engagement.
- Conduct financial management and budgeting for large-scale events.
- Evaluate event success through key performance indicators (KPIs) and post-event analysis.

Course Methodology:

This training course employs a highly interactive and practical methodology designed to foster deep learning and skill application. The approach is centered on real-world scenarios and hands-on activities, ensuring that participants can immediately apply the concepts learned to their professional environments. The training incorporates a mix of engaging methods, including collaborative group work and in-depth case studies of successful and unsuccessful MICE events to highlight best practices and common pitfalls. Participants will engage in dynamic brainstorming sessions and role-playing exercises to simulate complex stakeholder coordination and negotiation scenarios. Course content is delivered through a combination of expert-led discussions, interactive workshops, and peer-to-peer feedback sessions. This comprehensive training approach, which includes practical exercises and reflection, is a hallmark of BIG BEN Training Center. The methodology is structured to cover essential topics such as event logistics, corporate event planning, and venue selection, reinforcing the learning with practical, actionable insights. By using a variety of teaching tools, the course ensures that participants are not just passive recipients of information but active participants in their own learning journey, capable of implementing sophisticated MICE event management and operational techniques in a way that is both effective and profitable.

Course Agenda (Course Units):

Unit One: Foundations of MICE Tourism

- Defining the MICE sector and its economic impact.
- The distinct components: Meetings, Incentives, Conferences, Exhibitions.
- Market trends and future outlook for MICE tourism.
- The role of convention bureaus and DMCs.
- Key stakeholders in the MICE ecosystem.
- Event design and strategic conceptualization.
- Understanding client objectives and needs analysis.

Unit Two: Strategic Planning and Venue Selection

- Developing a strategic plan for MICE events.
- Site selection and venue evaluation criteria.
- Negotiating contracts and managing supplier relationships.
- Budgeting and financial management for events.
- Sustainable and ethical practices in event planning.
- Utilizing event management software.
- Creating a comprehensive event timeline.

Unit Three: Operational Logistics and Event Execution

- Registration and attendee management.
- Logistical planning for transportation and accommodation.
- Food and beverage management.
- Audio-visual and technology requirements.
- On-site management and crisis response.
- Staffing and volunteer coordination.
- Ensuring a seamless attendee experience.

Unit Four: Marketing, Technology, and Communications

- Developing a marketing and communication strategy for events.
- Branding and promotion of MICE events.
- The role of technology: apps, virtual platforms, and live streaming.
- Social media engagement and content creation.
- Public relations and media relations.
- Sponsorship and exhibitor management.
- Post-event communication and relationship building.

Unit Five: Risk Management and Post-Event Analysis

- Identifying and assessing risks in event planning.
- Developing a robust risk management plan.
- Emergency protocols and contingency planning.
- Post-event data collection and analysis.
- Measuring return on investment (ROI).
- Gathering feedback from attendees and stakeholders.
- Strategic recommendations for future events.

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:

In an era of increasing digital integration and virtual events, how can MICE professionals ensure that in-person gatherings retain their unique value proposition and foster authentic human connection?

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

This course distinguishes itself by providing an integrated and comprehensive approach to the strategic and operational aspects of MICE tourism. Unlike other programs that may focus on a single aspect, this training course offers a holistic framework that connects high-level strategic planning with the intricate logistical details of event execution. The curriculum is specifically designed to address the unique challenges of the MICE sector, including complex stakeholder management, supplier negotiations, and robust risk mitigation. It goes beyond a simple checklist of tasks to delve into the business of events, emphasizing financial management, data-driven decision-making, and leveraging technology to create memorable and profitable experiences. By combining academic rigor with practical, real-world case studies, BIG BEN Training Center ensures that participants are not just learning theory but are equipped with the skills to confidently manage and lead complex MICE projects from concept to completion, positioning them as strategic assets in their organizations.