

Introduction to Meetings, Incentives, Conferences & Events Management (M I C E)

Grayfield T. Bajao, DM-HRM
Rene D. Osorno, Ed.D
Nemesia W. Devero, DBA

jinlibrary

Introduction to Meetings, Incentives, Conferences and Events Management

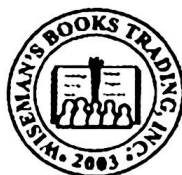


Grayfield T. Bajao, DM-HRM

Rene D. Osorno, Ed.D

Nemesia W. Devero, DBA

1418



Wiseman's Books Trading, Inc.

Philippine Copyright, **2020**

By:

Wiseman's Books Trading, Inc.

and

Grayfield T. Bajao, DM-HRM

Rene D. Osorno, Ed.D

Nemesia W. Devero, DBA

PUBLISHED AND DISTRIBUTED BY:

WISEMAN'S BOOKS TRADING, INC.

ISBN: 978-621-418-097-4

All Rights Reserved

No part of this book may be reproduced or transmitted in any form or by means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without permission in writing from the publisher and author.

Any copy of this book without the signature of the author is considered from illegal source or is in possession of one who has no authority to dispose of the same.

PARTS OF A COMPETENCY-BASED LEARNING MATERIAL PACKAGE

References/Further Reading

Performance Criteria Checklist

Operation/Task/Job Sheet

Self-Check Answer Key

Self -Check

Information Sheet

Learning Outcome Summary

Module Content

List of Competencies

Curriculum Design

**INTRODUCTION TO
MEETINGS, INCENTIVES,
CONFERENCES AND
EVENTS MANAGEMENT**

M I C E

In our efforts to standardize CBLM, the above parts are being used for the conduct of Competency Based Training (CBT) in Commission on Higher Education (CHED) and Technical Education and Skills Development Authority (TESDA) with the integration of ASEAN Competencies.

TABLE OF CONTENTS

Parts of a Competency-Based Learning Material Package	i
Curriculum Design	iv

MODULE # 1 PLAN AND DEVELOP EVENT PROPOSAL OR BID

Information Sheet 1.1: Interpret Event Brief	2
Information Sheet 1.2: Develop a Proposal and Bid Details	12
Information Sheet 1.3: Develop Bid Materials	22
Information Sheet 1.4: Submit or Present the Bid Material	33

MODULE # 2 DEVELOP AN EVENT CONCEPT

Information Sheet 2.1: Identify Overall Event	42
Information Sheet 2.2: Establish Event Concept Theme and Format	47

MODULE # 3 DEVELOP AN EVENT PROGRA

Information Sheet 3.1: Identify Conference Objectives	60
Information Sheet 3.2: Design Event Program	67
Information Sheet 3.3: Finalize Program Details	73

MODULE # 4 SELECT EVENT VENUE AND SITE

Information Sheet 4.1: Analyze Venue/ Site Requirements	78
Information Sheet 4.2: Source Event Venues or Sites	84
Information Sheet 4.3: Confirm Venue/ Site Requirements	89

MODULE # 5 DEVELOP AND UPDATE EVENT INDUSTRY KNOWLEDGE

Information Sheet 5.1: Source and Apply Information on the Structure and Operation	98
Information Sheet 5.2: Source and Apply Information on Ethical Information on Ethical and Legal Issues for the Event Industry	107
Information Sheet 5.3: Source and Apply Information on Event Industry Technology	114
Information Sheet 5.4 Update Event Industry Knowledge	121

MODULE # 6 PROVIDE ON-SITE EVENT MANAGEMENT SERVICES

Information Sheet 6.1: Prepare for On-site Management	126
Information Sheet 6.2: Oversee Meeting/Event Set-up.	139
Information Sheet 6.3: Monitor Meeting/Event Operation	144
Information Sheet 6.4: Oversee Meeting/Event Breakdown.	149

MODULE # 7 MANAGE CONTRACTORS FOR INDOOR EVENTS

Information Sheet 7.1: Identify Event Operational Requirements	154
Information Sheet 7.2: Source Contractors.	161
Information Sheet 7.3: Monitor Contractors.	166

MODULE # 8 DEVELOP AND UPDATE KNOWLEDGE ON PROTOCOL

Information Sheet 8.1: Seek Information on Appropriate Protocol	170
Information Sheet 8.2: Integrate Appropriate Protocol Procedures into Work Activities.	175
Information Sheet 8.3: Update Knowledge on Protocol.	179

Appendices	185
References	216