

INTRODUCTION TO MEETINGS, INCENTIVES, CONFERENCES AND EVENTS MANAGEMENT (MICE)

Zenaida Lansangan-Cruz, PhD





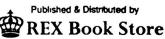


Milipraid

INTRODUCTION TO MEETINGS, INCENTIVES, CONFERENCES AND EVENTS MANAGEMENT (MICE)

Zenaida Lansangan-Cruz, PhD

1219



856 Nicanor Reyes, Sr. St. Tel. Nos. 736-05-67 · 735-13-64 1977 C.M. Recto Avenue Tel. Nos. 735-55-27 · 735-55-34 Manila, Philippines www.rexpublishing.com.ph



Published by Rex Book Store, Inc.

Copyright 2020

by
Zenaida Lansangan-Cruz, PhD

ISBN 978-621-04-0384-8

No portion of this book may be copied or reproduced in books, pamphlets, outlines, or notes—whether printed or mimeographed, typewritten, photocopied, or in any form—for distribution or sale, without the written permission of the Publisher and Author/s. The infringer shall be prosecuted in compliance with copyright, trademark, patent, and other pertinent laws.

1219 ALL RIGHTS RESERVED

Every copy of the book bears the genuine signature of the Author, otherwise, it will be deemed as proceeding from an illegal source.





Preface	v
CHAPTER 1: The Meaning and Importance of MICE	1
CHAPTER 2: Key Players in the MICE Industry and	
Their Roles in the Tourism and Hospitality Industry	16
CHAPTER 3: MICE Planners	30
CHAPTER 4: MICE Planning	48
CHAPTER 5: MICE Management	70
CHAPTER 6: Marketing MICE	86
CHAPTER 7: Financial Management of MICE	102
CHAPTER 8: Risk Management	124
CHAPTER 9: The Role of Ethics in the MICE Industry	138
CHAPTER 10: Technology for the MICE Industry	150
CHAPTER 11: Changes Affecting the MICE Industry in	
the Next Millennium	164
CHAPTER 12: Special Events Management	
Glossary	201
Index	209