

PROFESSIONAL

A GUIDE TO MEETINGS, INCENTIVES, CONVENTIONS, EXHIBITIONS AND EVENTS

EVENT MANAGEMENT



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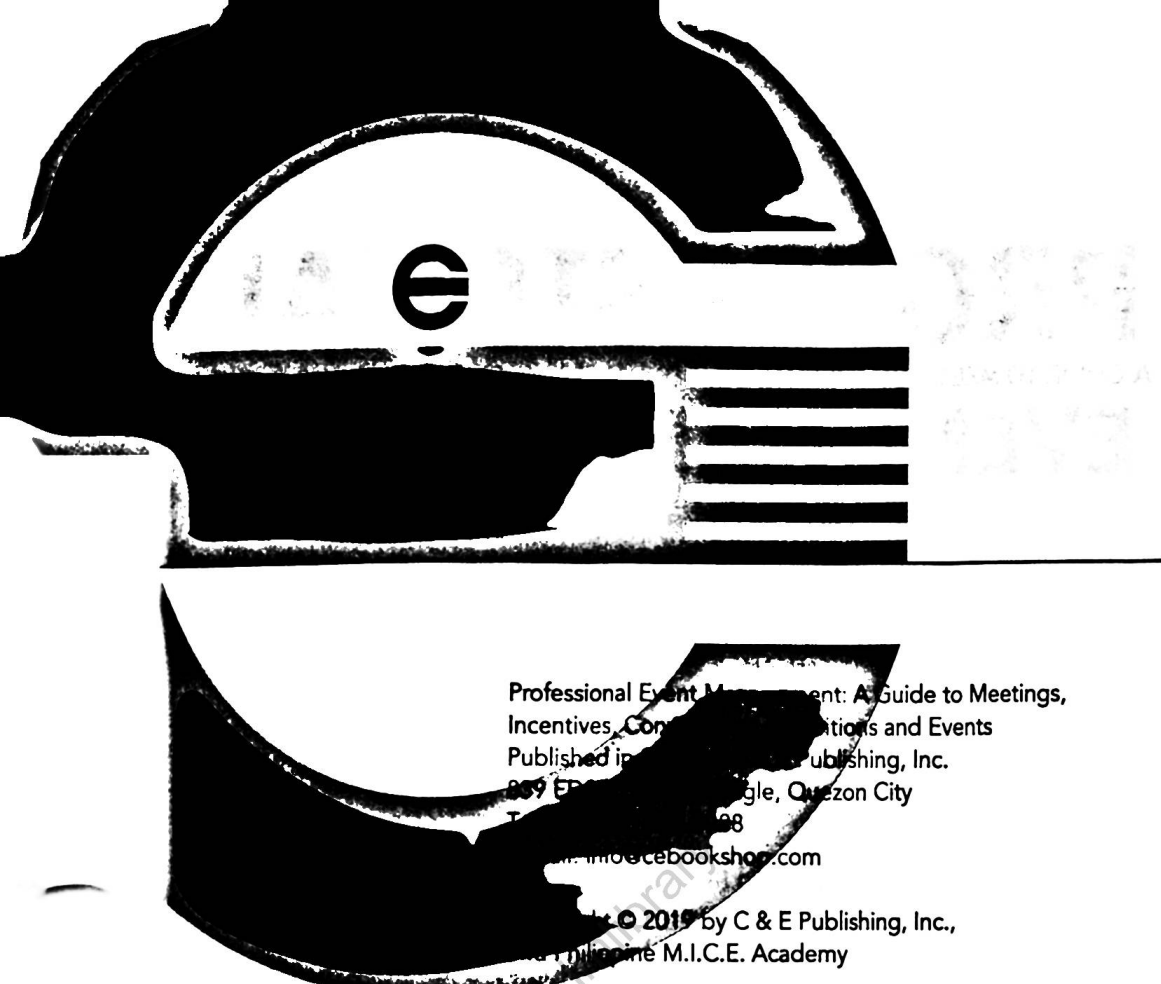


Meetings • Incentives • Conventions • Events

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THE PHILIPPINE M.I.C.E. ACADEMY



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The Philippine Meetings, Incentives, Conventions, and Exhibitions or M.I.C.E. Academy was founded by industry practitioners in 2010 with a vision of professionalizing the trade and providing quality event education to the tourism professionals. As a growing industry in the Philippine tourism sector, the MICE industry has gained recognition as a driver for economic growth.

As such, the Philippine M.I.C.E. Academy aims to establish the necessary programs and learning tools as well as strengthen the private-public partnerships, affiliation, and cooperation with government agencies, local government units, trade enterprises, local and international counterparts, and MICE organizations worldwide.

The Philippine M.I.C.E. Academy publishes books and manuals for the MICE industry partners, the academe, and other related institutions. The Academy also provides certification, technical assistance, technical training, and education programs to corporations and educational institutions to improve the quality of tourism services in accordance with the global industry standards.

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