

# MICE Capabilities

Development Department

“Driving an Exceptional MICE Future for Thailand”



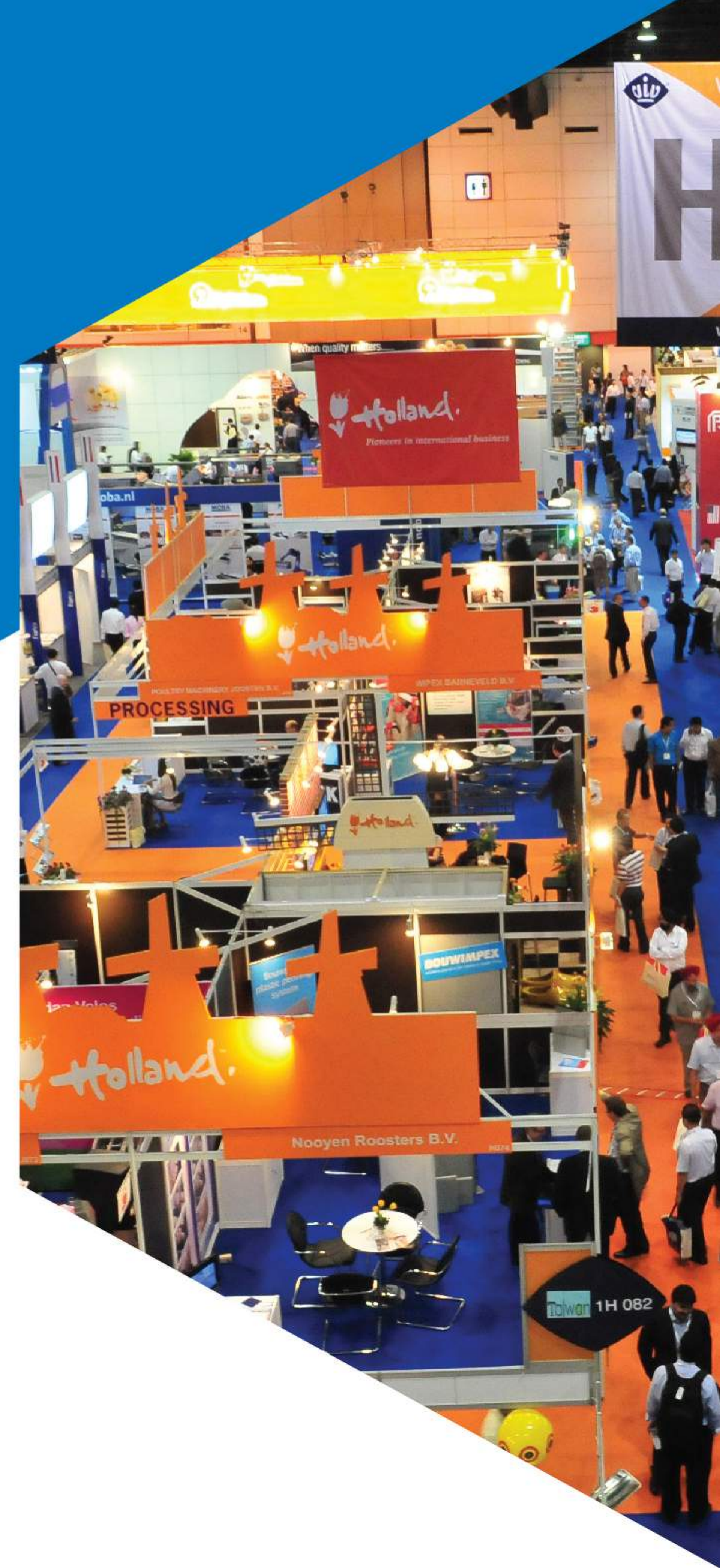
**FUTURE**

**LEADER**

**STANDARD**

**SUSTAINABLY**

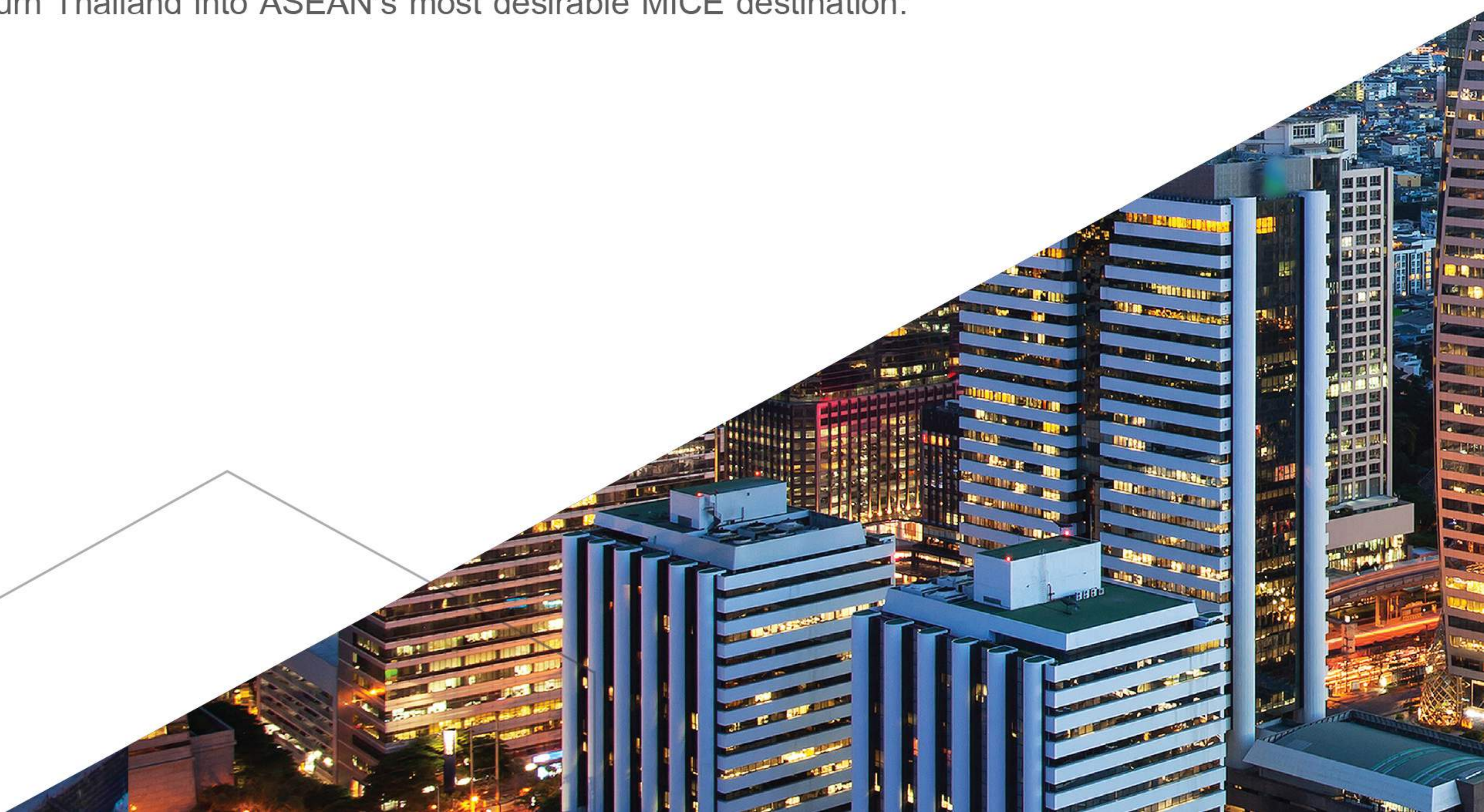




#### **THAILAND CONVENTION & EXHIBITION BUREAU (TCEB)**

a leading-edge government agency - has been the key to success for a wide range of global and regional business events since 2004. With our key strategic model - Growth Driver - TCEB works as your strategic business partner, delivers creative ideas, and provides solutions from our capable resources for customised events at every scale.

TCEB has formed numerous collaborations and networks linked to open up bright new chapters of business opportunities, and to enhance every business success with special care that will spur lasting advancement and achievements. Our goal is to equip the business events industry with continuous development, long-term growth and sustainable success on the national, regional, and global stage. To further drive growth, TCEB has adopted a three-pronged strategy to turn Thailand into ASEAN's most desirable MICE destination:







## WIN

To provide all necessary support and connections to bring more international MICE events to Thailand.

## PROMOTE

To position Thailand as a preferred destination for international MICE events based on the high quality and standards of operators and infrastructure.

## DEVELOP

To strengthen the operations and capabilities of human resources, venues and services involved in the MICE industry to the highest international standards under the direction of TCEB's MICE Capabilities Department.





# MICE Capabilities

Development Department

"Driving an Exceptional MICE Future for Thailand"



## Nurturing Sustainable MICE Hub of ASEAN

**H**aving received highest accolades from prestigious organizations and publications as one of the most attractive tourist destinations, the best country to start a business, the world's best cities, and many other honors, Thailand has everything it takes to become the hub of ASEAN MICE industry.

### Full Spectrum of MICE Attractions

Picturesque landscapes and sceneries, the smiles that know no bounds, memorable hospitality and service minds, state-of-the-art venues, world-class accommodations, outstanding infrastructure, and talented human capitals enriched with service minds, Thailand possesses a complete suite of MICE magnets that attract event organizers and participants from all over the world.

The attraction and reputation have made MICE industry a key driver of Thai economy. It is estimated that the value of the industry will reach 174 million THB within the year 2021.



### Becoming ASEAN's Leading Hub by 2020

With a mission to drive Thailand's MICE industry forward sustainably with up-to-date knowledge, global standards, and proficient human resource, **MICE Capabilities Development Department (MICE Capabilities)**, under **Thailand Convention & Exhibition Bureau (TCEB)** - a government agency that has been a key to success of national, regional, and global events in Thailand since 2004 - has set a goal to propel the country to the status of the MICE leading hub of ASEAN within 2020 through four key objectives that inspire and drive activities of the department.



# "FOUR E'S"

## KEY OBJECTIVES OF MICE CAPABILITIES

(the 'Four E's') of the MICE Capabilities Development Department are succinctly expressed as:

### EXTEND

Knowledge to new generations who can be future leaders.

### EXPAND

Support for domestic and international trade alliances.

### ELEVATE

Capabilities through knowledge, content sharing, networking, promotion and marketing activities.

### ENHANCE

service and operational quality to international standards.

The Department aims to generate skilled MICE professionals who are certified on a global level and MICE businesses, venue owners, hospitality, or event organizers, who are ready to capitalize on international opportunities in an environment complete with infrastructure and sustainable management.



## MAIN BENEFICIARIES OF MICE CAPABILITIES' INITIATIVES

### Gen Y / Students

Attract students to a career in the industry.

- High School Seniors
- Thai & International University/College Students, especially from ASEAN countries

### New Entrants

Peripheral service providers and newcomers to the industry:

- New Graduates
- Secondary Subcontractors
- Corporations

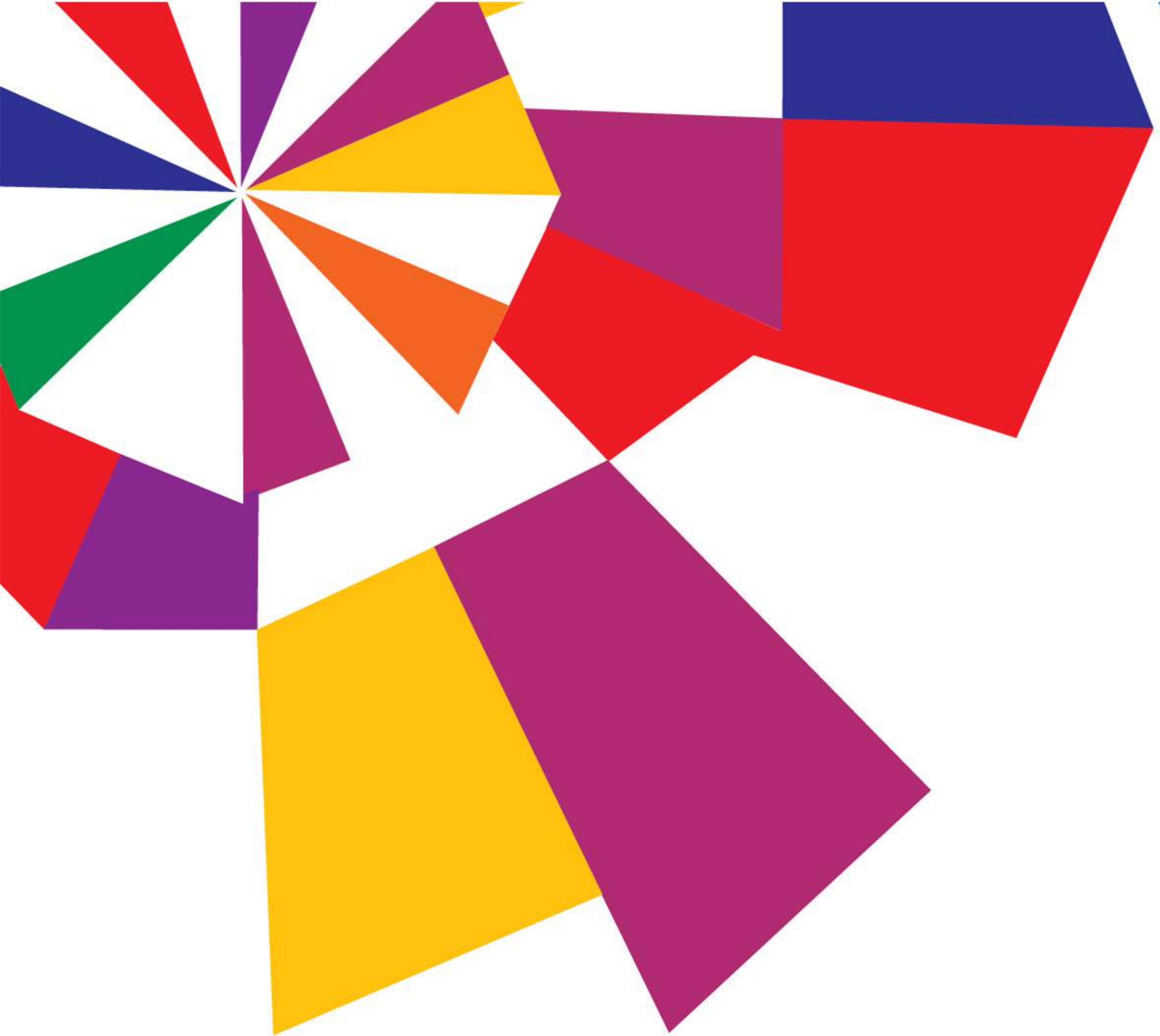
### Multipliers

Professionals already involved in the meetings and events industry and related government agencies:

- PCOs/PEOs/Government
- Primary Support Industries
- Exhibitors/ Visitors







## Developing World-class MICE Capitals

To make sure that the Industry is rich with high-caliber human capitals, MICE Capabilities has been working ceaselessly and tirelessly with domestic and international education institutes and MICE organizations in many countries around the world on developing content, creating certification and training programs, and facilitating and enhancing networking opportunities within international MICE circles.

“

MICE Capabilities is committed to strengthening Thailand's MICE industry through its three strategic areas: People & Business Development and Certification; Standards for MICE Standardization; and MICE Sustainability. The mission is to develop the MICE industry with standard knowledge, including personnel development and entrepreneurship in a sustainable way, so as for Thailand to become the preferred MICE destination within Southeast Asia.

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**Orachorn Wongpan-ngam,**  
*CEM, CIS*  
*Director of MICE Capabilities Department*  
*Thailand Convention & Exhibition Bureau*





# 6 PILLARS THAT HAVE STRENGTHENED MICE FOUNDATION

Determined to construct, enhance, and sustain foundation of Thailand's MICE Industry, MICE Capabilities has built 6 Pillars of Missions that have stood as guideposts leading Thai MICE to a brighter and stronger future.



## MICE STANDARDS

## MICE STANDARDS

- Thailand MICE Venue Standard (TMVS)
- Venue Management Course (VMC)
- ISO Certification Program
- and more



## ASEAN ECONOMIC COMMUNITY

- MICE Competitiveness Research
- Educational Activities
- Partnership Matching Program
- Operations Manual for MICE SMEs
- Operations Manual for Event Planning and Management
- ASEAN MICE Venue Standard (AMVS)
- and more



## MICE SUSTAINABILITY

- Thailand MICE Sustainable Destination Master Plan
- MICE Sustainability Forum
- Carbon Neutral Events
- Farm to Functions
- Food Waste Prevention
- Bicycle Parking Spot
- Sustainable Event Professional Certification Program
- Thailand Sustainable Event Management System (TSEMS)
- and more



## MICE ACADEMY

- MICE Curriculum
- International Textbooks
- "Coach the Coaches" Program
- MICE Academic Exchange Program
- MICE Campus Tour
- Business Plan Competition
- Academic Scholarships
- MICE Career Day
- MICE Student Chapter
- Academic Cluster
- Online Job Opportunity Platform
- and more



## TRADE EDUCATION

- National MICE Certification Program
- International MICE Certified and Certification Program
- CIS
- CEM
- CMP
- EMD
- IAPCO
- Association Support
- and more



## CAPABILITIES PLUS

## CAPABILITIES PLUS

- MICE Master Class
- Inspired Learning
- New Entrepreneur Training
- Language for MICE
- MICE Cluster
- and more



**VISION :** Thailand is a leader of MICE knowledge, standards and sustainable events in Southeast Asia

**MISSION :** Developing Thai MICE industry, both personnel and entrepreneurs, with knowledge and standardization, on a sustainable basis

- GOALS :**
- Quality personnel with national and international accreditations.
  - Thai MICE entrepreneurs are standardized and ready to compete in international markets.
  - To help drive the MICE industry to grow and compete at the international level.
  - Thai MICE entrepreneurs are equipped with sustainable events knowledge, infrastructure and management skills.

## 1 MICE People & Business Development & Certification



### THAILAND : ASEAN MICE EDUCATION HUB

#### TO SUPPORT STUDENTS

- **MICE Career Advisory**  
**Create MICE Student Chapter**
  - MICE Youth Program
  - MICE Youth Challenge
  - MICE Youth Bootcamp
  - Student Exchange Program
- **Create MICE Career Platform**
  - MICE Academy Day
  - MICE Internship



#### TO SUPPORT LECTURERS

##### Develop MICE Curriculum

- Convention 101
- Event 101
- Exhibition 101
- Incentive 101
- Logistic for MICE Industry
- Meeting 101
- MICE 101 (Introduction to MICE Industry)
- MICE Events Management
- MICE Case Book
- Service Provider in MICE Industry
- Venue Management



##### Develop MICE Online Course

##### Create MICE Academic Network

- Academic Exchange Program (AEP)
- MICE Academic Cluster
- National & International

##### Provide National Course

- Coach the Coaches Program
- Train the Trainer

##### Create MICE Research Platform

- International MICE Conference & Forum

#### TO SUPPORT MICE OPERATORS

##### Certified Program

- CEM : Certified in Exhibition Management
- CMP : Certified Meeting Professional
- CIS : Certified Incentive Specialist
- PDM : Professional Destination Management
- And more

##### Certification Program

- EMD : Exhibition Management Degree by UFI
- IAPCO : Edge Seminar
- SEPC : Sustainable Event Professional Certification

##### Provide National Course

- CPC : Convention Professional Course
- EMC : Exhibition Management Course
- EPMC : Event Professional Management Course
- IPC : Incentive Professional Course
- MPC : Meeting Professional Course
- VMC : Venue Management Course
- And more

##### Provide MICE Management Course

##### Develop MICE National Skill Certified Professional

- Electrician, AV, Forklift

**KEY  
SUCCESS**  
Certify Body

#### ASEAN MICE INSTITUTE

##### Speaker Bureau

- 500 MICE Certified Professionals

##### MICE Council

- 100 MICE Top Management Executives
- 100 MICE Middle Management Executives

##### MICE Student Chapter

- 20,000 Future MICE Leaders

##### MICE Academic Alliances 100 Universities 60 Vocational Schools

- 10 MICE Textbook
- Manual and more



## 2 MICE Corporate/Venue Standards Development & Certification



Develop National Standard : Thailand MICE Venue Standard

- Category : Meeting Rooms
- Category : Exhibition Halls
- Category : Special Event Venues



Develop Regional Standard : ASEAN MICE Venue Standard



Provide World- Class Internationally recognized service and opportunities



ISO 22000  
Food Safety  
Management Systems

ISO 22301  
Business Continuity  
Management Systems

ISO 14001  
Environmental  
Management Systems



ISO 50001  
Energy  
Management Systems

ISO 9001  
Quality  
Management Systems

TISI 22300  
MICE Security  
Management Systems

ISO 20121  
Event Sustainability  
Management Systems



Develop MICE Venue Management Course (VMC)

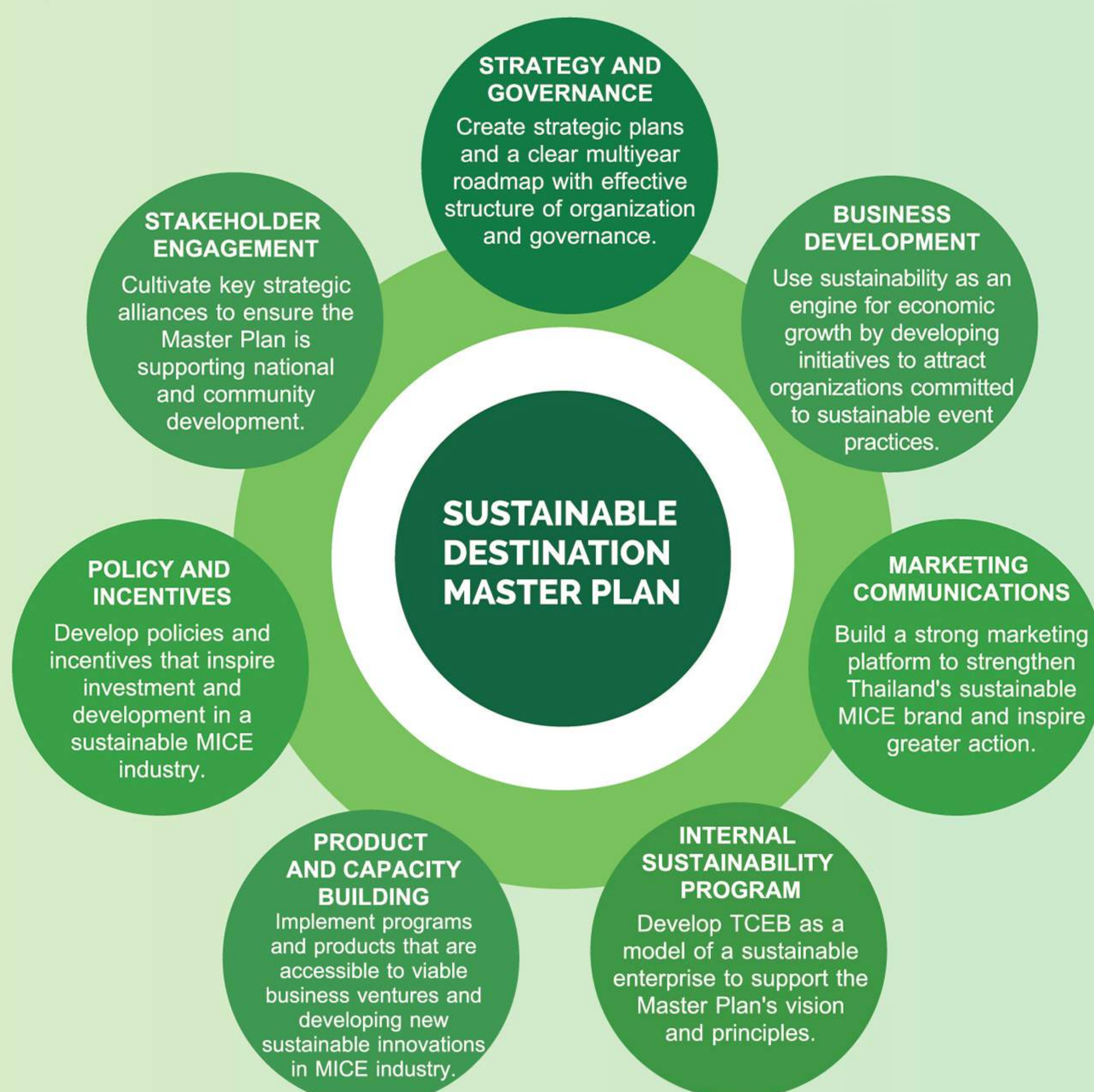
**KEY  
SUCCESS**

- 50 ISO Certified Organizations
- 500 TMVS Meeting Rooms
- 30 TMVS Exhibition Halls
- 100 TMVS Special Event Venues
- 50 AMVS
- 500 VMC Alumni
- Develop Online Platform MICE Standard Textbook Online
- Develop MICE Venue Standard Listing Online

## 3 MICE Sustainability Development & Certification



**KEY  
SUCCESS**



- Top 5 MICE Sustainability Ranking in Asia
- Top 10 agenda in Government Policy
- Develop MICE Sustainability Course
  - 500 Sustainable Event Professionals
- Develop MICE Sustainability National Standard
  - 150 Organizations Certified
  - Sustainable Events Guide
  - Carbon Neutral Events Guide
  - SDGs Guide - easy guide how MICE operators can get involve with SDGs
- Provide Financial Support ISO 20121 : Event Sustainability Management System
  - 30 Organizations Certified
- Provide Financial Support MICE Sustainability Program : Food Waste Prevention / Water Treatment Program
  - 40 Organizations Complete Program
- Stakeholder Engagement : Farm to Function Partnership Program
  - 30 Venues join the program, over 400 tons of organic rice, more than 610,000 USD per year and revenue to over 100 farming families
- Develop MICE Sustainability Suppliers List





# MICE STANDARDS

PILLAR  
01

## THE PATH TO GLOBAL RECOGNITION

**T**rust, credibility, and loyalty can only be achieved by events that are of high standards. That is why TCEB is always challenging Thai MICE industrialists to consistently aim for organizational and hospitality standards that participants the world over expect. Be it operations, energy saving, food safety, contingency planning, or sustainability, MICE Capabilities can provide supports, consultation, and resources that will enable venue operators, event organizers, and professionals to reach the highest level of standards.



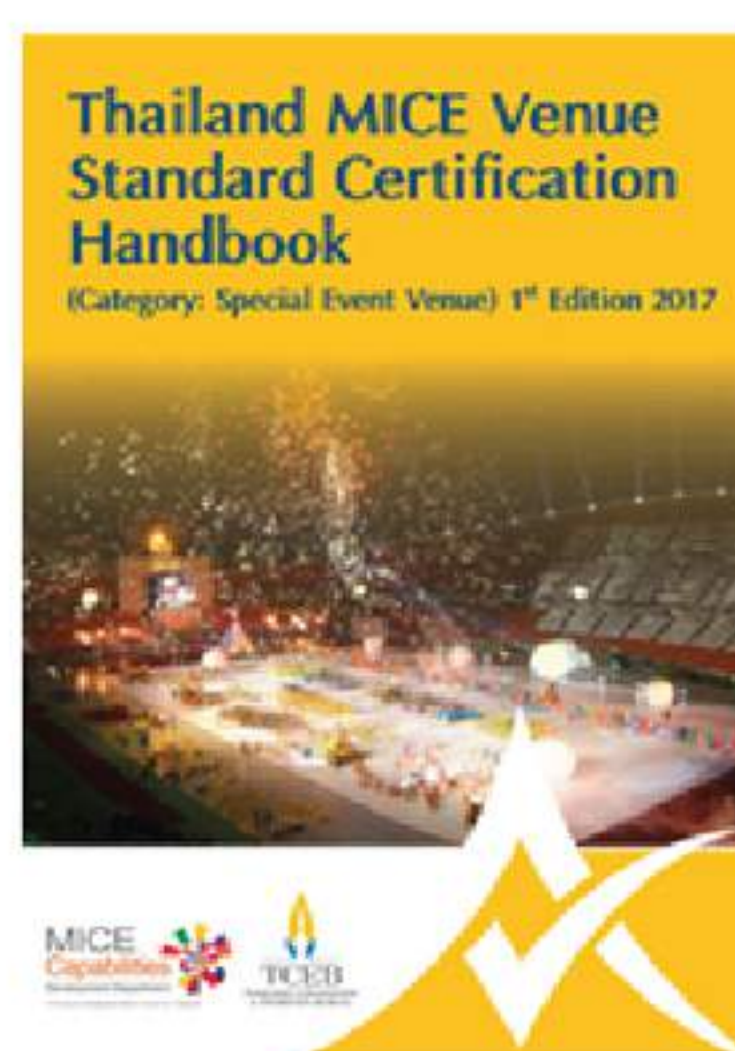
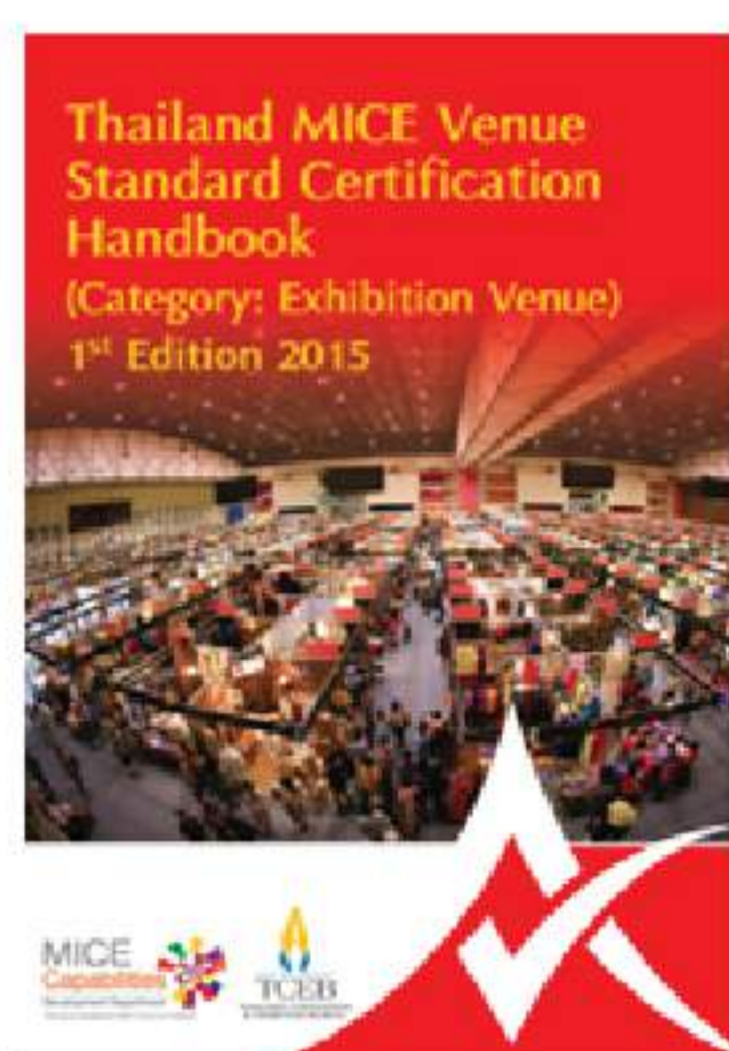
### Thailand MICE Venue Standards



Since its conception in 2015, MICE Standards has seen a total of 308 MICE operators, which includes convention centers and hotels, and 774 meeting rooms passed standard assessment. And since the inaugural exhibition venue assessment in 2017, 17 halls of 7 exhibition venues have already been recognized for their superb standards.

### Ongoing Efforts to Up Thai MICE Venue Standards (TMVS)

MICE Capabilities has published **“Thailand MICE Venue Standard Certification Handbook”** to provide guidelines for Thai venues who wish to be recognized on the regional level. Venue operators can download the handbooks in various categories from [www.micecapabilities.com](http://www.micecapabilities.com).







International  
Organization for  
Standardization

### ISO 22301

Business Continuity  
Management Systems

### ISO 14001

Environmental  
Management Systems



### ISO 22000

Food Safety  
Management Systems

### ISO 50001

Energy  
Management Systems

### ISO 9001

Quality  
Management Systems

### TISI 22300

MICE Security  
Management Systems

### ISO 20121

Event Sustainability  
Management Systems

## Providing Subsidy for ISO for MICE Industry

MICE Capabilities also offers 70% financial subsidy to operators who wish to receive ISO - International Organization Standardization for MICE Industry. Today, 29 Thai operators have received ISO. Two operators have received ISO 50001: Energy Management System, six have received ISO 22000: Food Safety Management System, eleven have received ISO 20121: Event Sustainability Management System, seven have received TISI 22300: MICE Security Management System (MSMS), fourteen have received ISO 9001: Quality Management System, one has received ISO 22301: Business Continuity Management, and six have received ISO 14001: Environmental Management System.

## Venue Management Course (VMC)

With topics ranging from Future Trends of MICE Venue, Sales Direction & Digital Marketing for Business Development, Food & Beverages Management Direction for MICE Venue, Venue Management: Case Study and Strategies, to Venue Leadership for TMVS / AMVS, the Venue Management Course, created by TCEB, is the first curriculum in Thailand that is developed to elevate levels of services, operational quality, and management of venue operators. The course provides training and latest trends and knowledge to MICE operators so that Thai MICE standards will stay high and attract customers globally.



## Certified Thai MICE Operators

■ ISO 22000 ■ ISO 50001 ■ ISO 9001 ■ ISO 20121  
■ ISO 22300 ■ ISO 14001 ■ ISO 22301

Company	Certified Organizational Standard
BITEC	ISO 22000
Chiang Mai Convention Center	ISO 22000
CentralPlaza Chiang Mai Airport	ISO 20121
CentralPlaza Ladprao	ISO 20121
CentralPlaza Hatyai	ISO 20121
Central Grand at CentralWorld	ISO 22000, ISO 20121
CentralPlaza Udon Thani	ISO 20121
CentralPlaza Khonkaen	ISO 20121
Dusit Thani Laguna Phuket	ISO 9001, ISO 14001
Dusit Princess Srinakarin	ISO 9001, ISO 14001
Dusit Princess Chiang Mai	ISO 9001, ISO 14001
Dusit D2 Chiang Mai	ISO 9001, ISO 14001
Dusit Thani Hua Hin	ISO 9001, ISO 14001
Dusit Thani Pattaya	ISO 9001
Dusit Princess Korat	ISO 9001, ISO 14001
ICC Hat Yai International Convention Center	ISO 20121, ISO 22300
IMPACT	ISO 22000, ISO 50001, ISO 22300
Kingsmen C.M.T.I. Co., Ltd	ISO 20121
Le Meridian Bangkok	ISO 20121
MICE & Communication Co., Ltd.	ISO 9001
Pattaya Exhibition & Convention Hall	ISO 22000, ISO 20121, ISO 9001
QSNCC	ISO 9001, ISO 50001, ISO 20121, ISO 22300
Royal Cliff Beach Hotel Co., Ltd.	ISO 22000, ISO 9001
Royal Paragon Enterprise Co., Ltd.	ISO 20121, ISO 22300, ISO 9001
Star Convention Rayong	ISO 9001
Sheraton Hua Hin Resort & Spa	ISO 22000, ISO 9001
Sheraton Pranburi	ISO 9001
Sampran Riverside	ISO 20121
The Peninsula Bangkok	ISO 22000
The Athenee Hotel	ISO 20121
The Sukhothai Bangkok	ISO 20121
Westin Grande Sukhumvit	ISO 9001

TOTAL 32 Organizations

As of 26 February 2019





# ASEAN Economic Community

PILLAR  
**02**

## KNOWLEDGE EXCELLENCE: PARTNERSHIP EXCELLENCE

**T**he 10 member countries of the Association of Southeast Asian Nations (ASEAN) formed the ASEAN Economic Community (AEC) in 2015, a single market and production base with free movement of goods, services, investment, skilled labour and freer flow of capital. TCEB is keen for Thailand's MICE industry to be prepared to grasp the business opportunities that will undoubtedly emerge in the AEC.

The effects of the mergence of ASEAN member countries as one AEC in the forms of expanded business opportunities and free flows of movements of events, services, investments, and human capitals, are becoming more visible. As the hottest spot in the region, Thailand should be able to take full advantage of the opportunities, and MICE Capabilities wishes to make it easiest for Thai MICE Professionals to do so by creating an Operation Manual to assist SMEs, entrepreneurs and event planners as well as MICE training programs in preparation for the economic realities of the AEC.



48TH MEETING OF  
AL TOURISM ORGANISATION  
(48TH ASEAN NTOS)



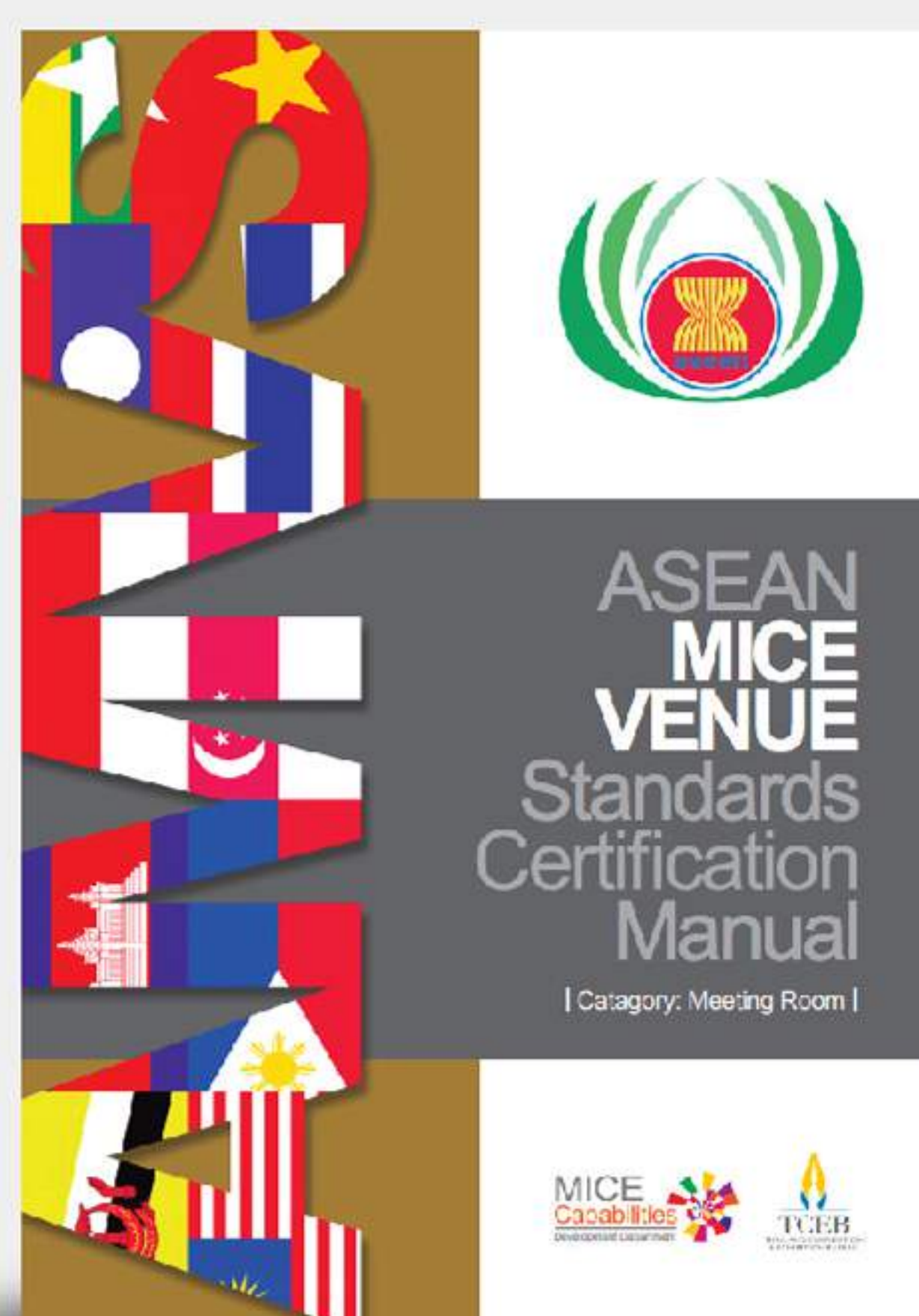




In addition, we will create essential information, analysis and guidelines for Thai MICE Operators to determine investment opportunities in AEC countries. By taking the lead in creating and hosting international training programs, seminars, workshops and university courses, TCEB is ideally positioning Thailand as the academic hub for MICE within ASEAN.



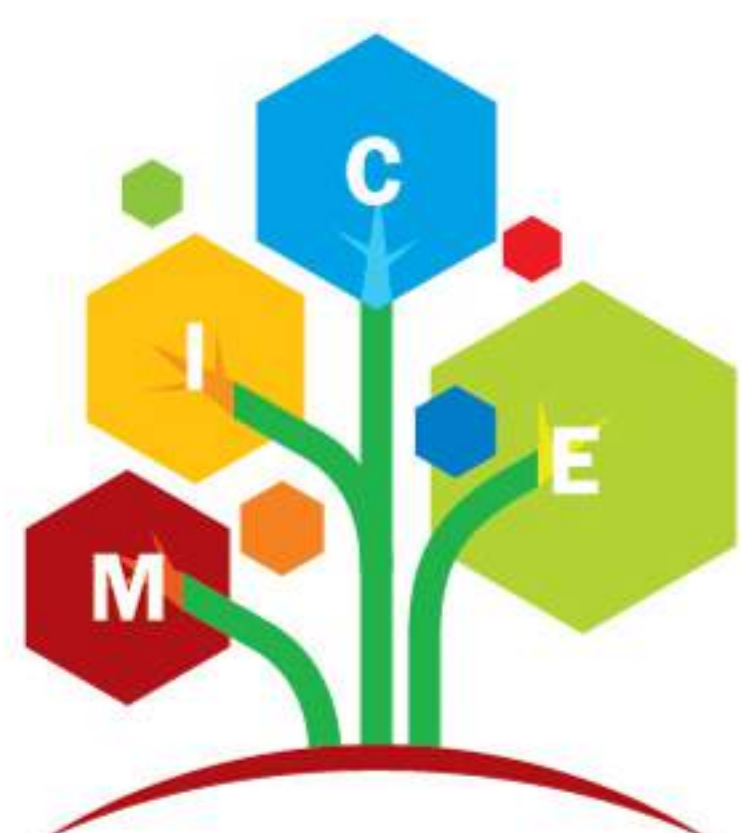
## Upgrading Thailand MICE Venue Standards to ASEAN



During ASEAN Tourism Forum event in 2018, Tourism Ministers from 10 ASEAN countries presented TCEB with “**ASEAN MICE Venue Standards**” (AMVS) emblems in recognition of the organization’s roles in raising Thai venue’s standards to the ASEAN level. To date, 13 Thai venues have been celebrated for their first-class standards.







## MICE SUSTAINABILITY THAILAND

### LEADING THE SUSTAINABILITY REVOLUTION

**W**hile the whole world is concerning unsustainable economic, social and environment, TCEB shares the same sentiments and aligns its commitment to responding to global concern. MICE Capabilities Department has launched sequel strategies to educate, encourage and transform the Thai business events industry through sustainability concept by enhancing the increased knowledge, standard adoption and demand of sustainable business events practices. The aim is to develop Thailand to be a leading international sustainable MICE destination that catalyzes global sustainable growth.

#### Sustainability Awareness Raised

TCEB has been championing sustainability in Thailand MICE industry for nearly 10 years, MICE Capabilities has rolled out various awareness raising activities including series of communication covers, seminars and forums, and community engagement projects such as Farm to Functions. Now the awareness is reached out to MICE operators and academic partners in more different areas in Thailand to show how MICE events can be sustainable and how sustainability can affect the environment, the society, and the economy.

#### Farm to Functions

TCEB has joined forces with MICE partners to launch '**Farm to Functions**' project - a smart move for sustainable MICE encouraging MICE entrepreneurs to support organic agricultural products produced by local communities. This project helps to create a sense of responsibility toward the environment and society which is in harmony with global trends".

This is the first project in the world involving government and private sectors to support the economy of local communities. Like a bridge directly linking organic farms to kitchens in hotels and conference centers, Farm to Functions delivers healthy food to clients, thereby sharpening their competitive advantages and enhancing the public image of MICE entrepreneurs and Thailand as a whole.



## The Food Waste Prevention

Food is an integral element of business events where people come to spend their days and nights and consuming food as well as leaving waste behind. To truly create sustainable events, endorsed by United Nations Development Program (UNDP), MICE Capabilities and LightBlue Environmental Consulting have introduced the first food waste prevention program. MICE operators will have to pass a nine-point assessment before being certified. Thai MICE entrepreneurs can calculate, manage and reduce the amount of waste. It also reduces the cost of catering services in conferences, seminars and exhibitions.

## Sustainable Event Professional Certificate (SEPC)

The SEPC program is designed to assist MICE operators in implementing their own sustainable events. In the program, participants have learned the value of sustainability for MICE industry, practical solutions for improving event environmental performance, and effective methods for achieving corporate social responsibility goals. In addition to Bangkok, The program is also extended to MICE cities and other cities which hold high potential in becoming the future MICE cities.

## Subsidizing for More Sustainability

For MICE operators who wish to create sustainability while saving costs and resources, reducing wastes and carbon emission, and enhancing corporate image, TCEB provides supports to help make that happen.

## Sustainability Knowledge Sharing via Guidebooks

MICE Capabilities has created such guidebooks as **“Thailand Sustainable Events Guide”** and **“How to Organize Carbon Neutral Events”**, both in Thai and English, which MICE operators and industrialists can download with no cost.





## CREATING FUTURE MICE LEADERS

### Towards Becoming the MICE Education Hub of ASEAN

After collaborating with academic clusters and key industry partners such as Event Management Association (EMA), Thailand Incentive and Convention Association (TICA), Thai Hotels Association (THA), and Thai Exhibition Association (TEA), in creating the world's first MICE curriculum or **"MICE 101: Introduction to MICE Industry"** in 2012 - which has, so far, been adopted by 60 universities, including 10 universities offering MICE and Event Management studies, and 47 vocational colleges across the country, generating quality and professional human resource for the Industry - MICE Capabilities has been adding onto the curriculum with extensive vertical knowledge that spans from Corporate Meeting, Incentive Travels, Conventions, Exhibitions, Special Events, MICE Events Management, Venue Management, Logistic for MICE industry, Service Providers in MICE Industry, Standards in MICE Industry, to Ethics for MICE. These curricula are powerful driving forces that are moving Thailand towards becoming the MICE Education Hub of ASEAN.

MICE Capabilities has worked with Event Management Association in creating **"Event 101"** as well as with Thai Exhibition Association on **"Exhibition 101"** curriculum which reveal in-depth content for education instructors, students, and aspiring event professionals.

**W**ith support from domestic and overseas education institutes, MICE Capabilities is adding up human capitals into the talent reservoir of MICE Industry via curriculum, education programs, and exchange programs as well as career opportunities that usher them onto the path of exciting professional dreams while enabling MICE Industry's expansion with groomed, talented resource that will keep brightening the future of the Industry.



### Coach the Coaches Programs for MICE Industry

More than 1,000 education instructors have received trainings from MICE gurus with years of experiences in various MICE fields under **"Coach the Coaches Program for MICE Industry."** They have now formed the largest MICE instructor community in the world, ready to impart the knowledge they have learned onto tens of thousands of students, the future MICE professionals, across Thailand.

### Future MICE Leader Program

Special programs such as Young MICE Professional Camp, Student Exchange Program, MICE Youth Challenge, MICE Student Chapter & Boot Camp, and Thailand MICE Youth Challenge have adorned students with new skills, networks, and opportunities and prepare them to enter MICE workforce with confidence and competence.







## The First International MICE Conference and Forum

In 2018, MICE Capabilities launches the inaugural International MICE Conference and Forum in Bangkok. This first-of-its-kind sharing platform will shine a spotlight on young graduates, undergraduates and MICE professionals, to encourage them to present their papers and share their experiences that could lead to future developments and new initiatives.

## Vocational School Development Project

MICE Capabilities has joined MICE chapter of Joint Public and Private Sector Consultative Committee for Vocational Training Development, appointed by Education Minister in 2015, and has co-developed curriculum and training projects such as Event Organizer Dummy Company. Five vocational colleges in Khon Kaen Vocational College, Pathumthani Vocational Educational College, Pung-nga Technical College, Cha Choeng Sao Vocational College, and Chiang Mai Vocational Educational College have included the curriculum into their programs.

## MICE Academic Cluster Alliances

MICE Capabilities has been extending our academic networks across the country and around the world. 106 domestic education institutes, comprising 62 universities and 44 vocational colleges, are teaching MICE. A MICE Academic Cluster has been created with our education partners in the northern, north eastern, central, and southern regions. MICE Capabilities has also partnered with 49 education institutes in eight countries, namely Australia, China, Germany, Japan, Hong Kong, Korea, Taiwan, and the U.S.A.

## MICE Student Chapter

MICE Capabilities has created bilateral “Co-operative Education” with education institutes and MICE operators, out of which MICE students can receive career opportunities from the participating operators. We have also initiated “**MICE Student Chapter**,” also known as “**Future MICE Leader**” (FML) program, which grooms and fosters skills and potentials in students who would join such activities as MICE Youth Camp, MICE Career Path, and MICE Youth Program. The students may receive scholarships, internship opportunities, event participation opportunities, and could later become “**MICE Academy Ambassadors**” who would enter MICE business plan competitions such as IMEX Future Leader Forum, etc. These programs and opportunities help unlock MICE human capitals and create future MICE leaders who are capable of driving Thai MICE to be the hub of ASEAN.



## MICE CAREER CENTER

MICE Career Center is an online resource to help MICE generations to meet all stages of professionals such as PCOs, PEOs, organizers and DMCs. This is a platform to help MICE students and alumni to pursue their career goals with a wide variety of offers to access in order to create their own profiles, career tools and individual career consultations specific to their background and goals. Moreover, MICE Career Center inspires and contributes professionals to use this platform to be a dynamic space for providing opportunities to talented generations and transferring them to be young professionals by enriching their working experience and learning environment.

## ACADEMIC EXCHANGE PROGRAM

The MICE Academic Exchange Program will give lecturers, students and researchers a chance to gain new insights into the international MICE industry, by working with overseas partners to broaden Thailand's MICE curriculum and to raise standards of excellence in the industry.

TCEB bridges and builds international alliances among MICE institutions, with its inception in 2013, to bring Thai universities and to facilitate matching programs with international universities to form international alliances (8 Countries, 51 Organizations): Australia 2, China 1, Germany 8 (in the process), Japan 2, Korea 7, Taiwan 9, Hong Kong 1, USA 1/ 22 (in the process).





## RISE TO THE CHALLENGE

**MICE** *Capabilities makes sure that professionals in every walk of MICE life always stay up to date with new knowledge, ideas, and innovations by engaging the MICE industrialists in a diverse range of continual education and certification programs that are designed to instill exceptional standards of services and operational excellence into Thailand's MICE Industry. That is how MICE Capabilities is propelling Thailand to be the MICE Education Hub of ASEAN.*

### Upraising MICE Professionals to Global Level

The world's leading MICE organizations - UFI, IAPCO, IAEE, SITE, and MPI - have selected Thailand as the regional center for their acclaimed advanced professional studies for the MICE industry, in partnership with TCEB. Each year, senior trainers conduct high profile development programs to strengthen the operational skills of industry professionals from the ASEAN region.

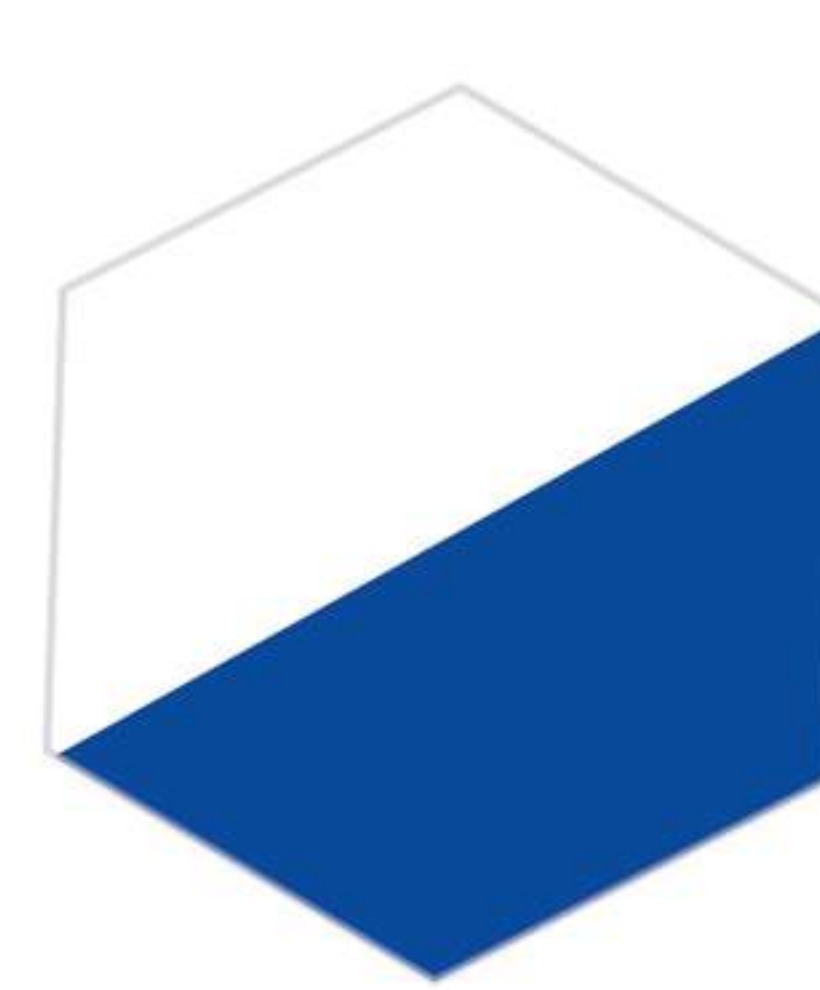
Only first world capital Thailand Incentive and Convention Association (TICA), the Thai Exhibition Association (TEA), Event Management Association (EMA), and Thai Hotels Association (THA) are raising professional skills among their members with insightful training programs, seminars and workshops, aided by strong support from TCEB's MICE Capabilities Development Department.

### Developing The Competency of MICE Cities

TCEB has designated Bangkok, Chiang Mai, Khon Kaen, Pattaya, and Phuket as MICE Cities capable of hosting important business events. The MICE Capabilities Development Department organizes regular workshops and training courses to boost the skills and service levels of city officials, hoteliers and MICE players in each city in order to win more event business.







## MEETINGS : Certified Meeting Professional (CMP)

The foremost certification of the meetings, conventions and exhibitions industry, the CMP program recognizes individuals who have achieved the industry's highest standard of professionalism. (3 years of experience are required.)

## CONVENTIONS : IAPCO Regional Seminar \* Rank # 1 in Asia

In this 3-day program, participants will learn about the services and processes of professional conference management, and also learn more about the wider environment in which the clients, the PCOs, the convention bureau, venues and accommodation providers operate.

## EXHIBITIONS : Certified in Exhibition Management (CEM) \* Rank # 1 in Southeast Asia

This 9-day program provides a professional designation for individuals in the exhibitions and events industry. To earn the designation, participants must complete a nine-part program within three years. Recertification is required every three years after the initial program is completed to maintain the certification. (3 years of experience are required.)

## Exhibition Management Degree (EMD)

This 150-hour (25-day) program trains exhibition industry professionals to meet tomorrow's event management demands.

## INCENTIVES : Certified Incentive Specialist (CIS) \* Rank # 1 in Asia

In this 2-day entry level certification from SITE, individuals will learn the fundamentals of incentives, the origins of incentive programs and incentive travel, the value chain, the value proposition of motivational programs and non-cash awards, the composition of the market, the makings of a program and a program budget, industry tools and platforms and other valuable information.



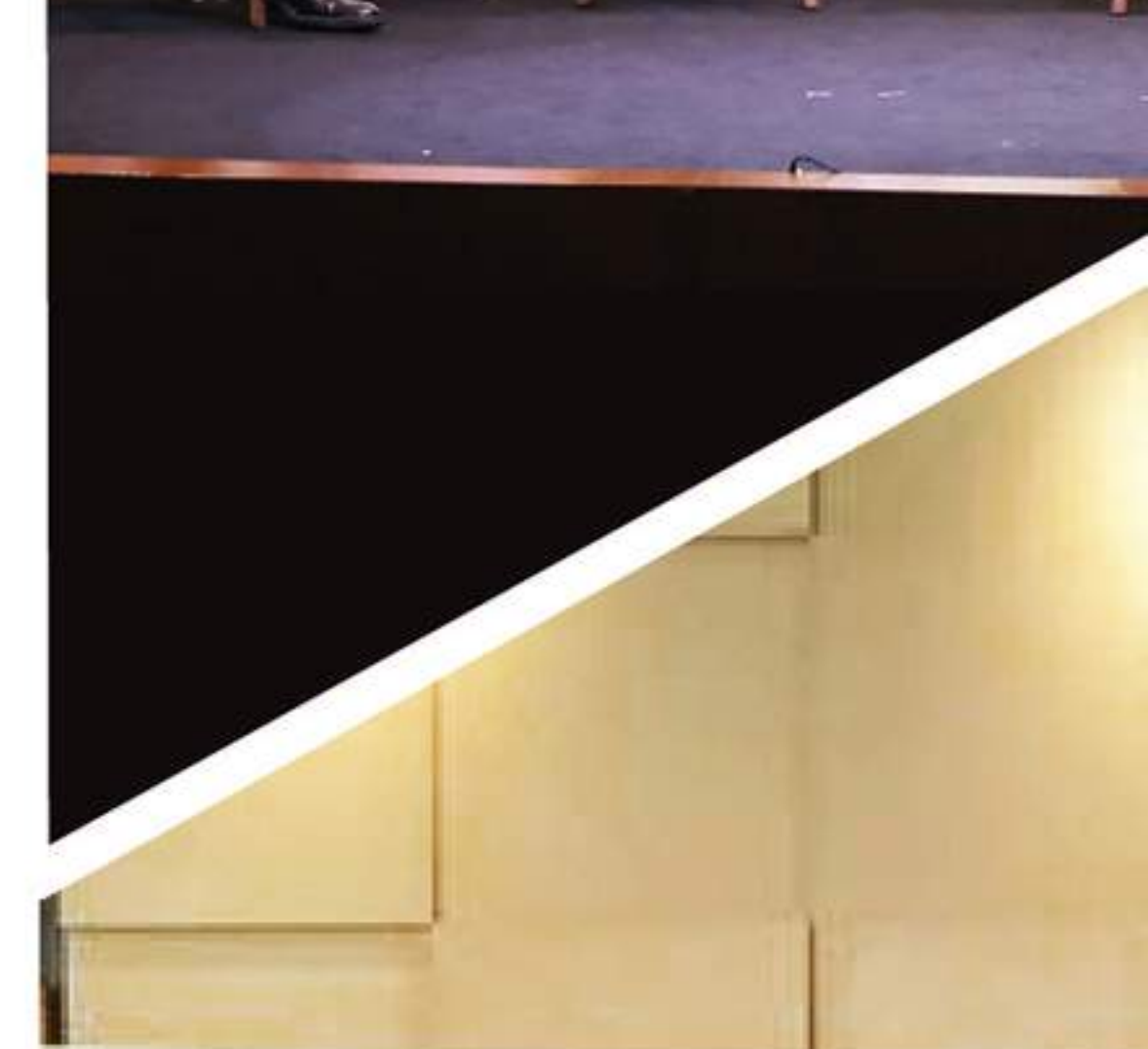


## IGNITING THE POWER TO LEAD

**I**n the constantly changing world and competitive landscape, MICE professionals must keep learning and evolving in order to lead the change. MICE Capabilities offers specialized training programs, workshops, and seminars that enhance MICE executives' capabilities and enable them to explore and grasp emerging opportunities while staying ahead of the game.

### MICE Master Class, the Leap to Eminence

The MICE Capabilities Development department has introduced short, intensive Master Class programs run by internationally renowned experts to boost management skills in MICE executives. Each program will highlight different skills, intended to maximize innovation in decision making and planning. Events held in 2013 include MICE Digitally Yours and Bangkok Values Driven Marketing by international guru Philip Kotler.



### Getting Things David A.





## Inspired Learning for Operational Excellence

The Inspired Learning Program highlights how interactive activities, practical ideas and problem solving can strengthen the management skills of senior MICE executives for dealing with challenges and changes in the MICE industry.

## Maximizing Success Routes for Newcomers

The MICE Capabilities Development Department and the Department of Industrial Promotion have devised training programs tailor-made to boost the operational skills of new entrepreneurs in order to maximize the success rates of their business activities.

## Speaking ASEAN's MICE Languages

The MICE Capabilities Development Department seeks to encourage Thai MICE players to expand their communication skills by introducing language courses in English and other ASEAN languages, preparing them to be used in the ASEAN Economic Community (AEC).

## MICE Cluster, Circle of Influence

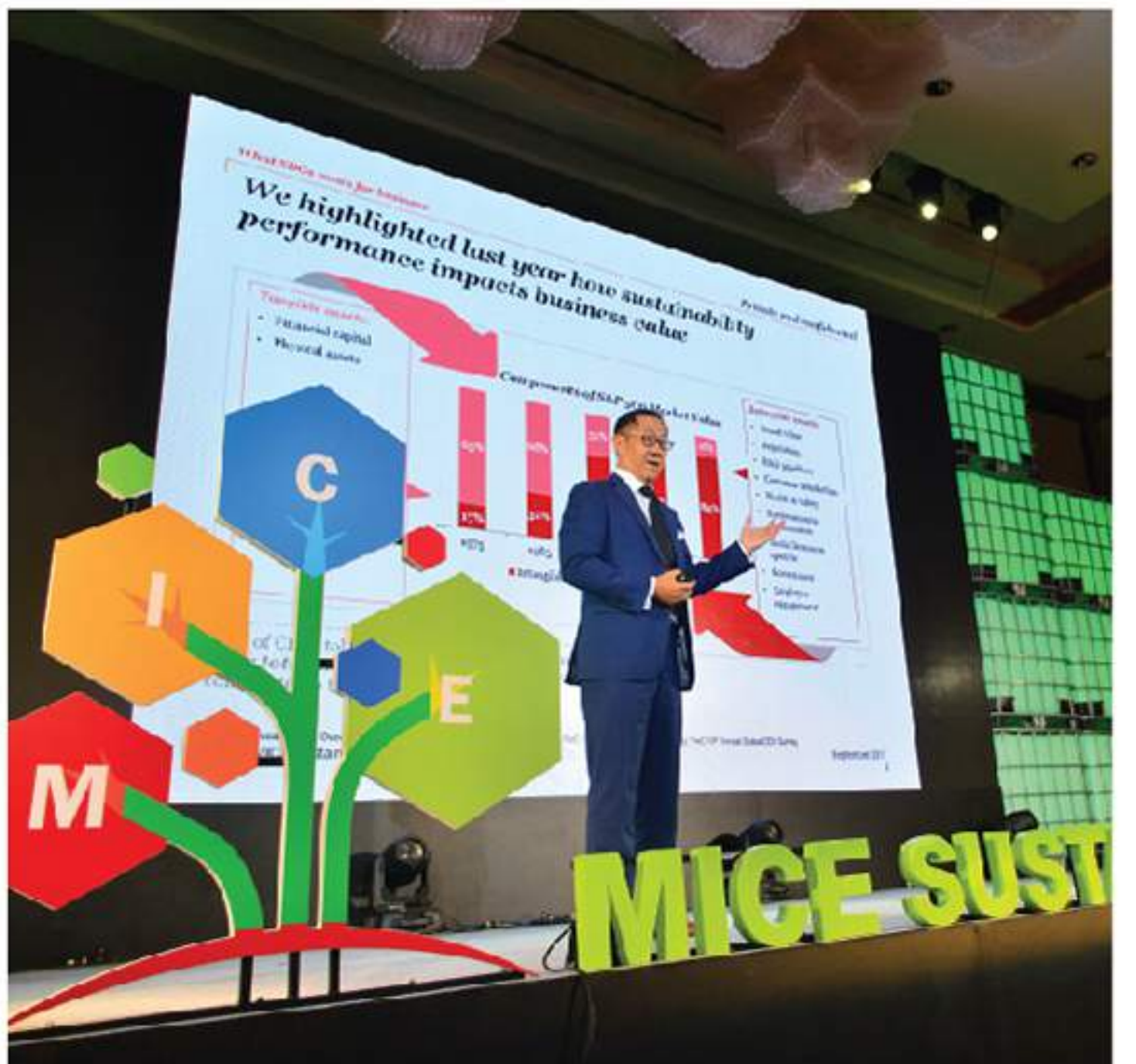
TCEB aims to encourage Thai MICE executives to network with leading industry professionals from around the world at specially organized trade events. It is hoped this will lead to a better understanding of current market trends, while also helping to develop new partnerships and uplift the events business in Thailand.

*These 6 Pillars have been a solid groundwork out of which new initiatives of MICE Capabilities were born; initiatives that have set and been maintaining the Industry's first-class standards, potentials, and opportunities, and have engaged over 2,000 undergraduates and 500 MICE alumni in endeavors to groom MICE newcomers while nurturing Industry veterans.*





By ASEAN Economic Community



By MICE Academy



By Capabilities Plus



# MICE Capabilities

## Development Department

"Driving an Exceptional MICE Future for Thailand"



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**MICE CAPABILITIES DEVELOPMENT DEPARTMENT**  
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