

# MICE Capabilities

Development Department

"Driving an Exceptional MICE Future for Thailand"



**FUTURE**

**LEADER**

**STANDARD**

**SUSTAINABILITY**



## 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

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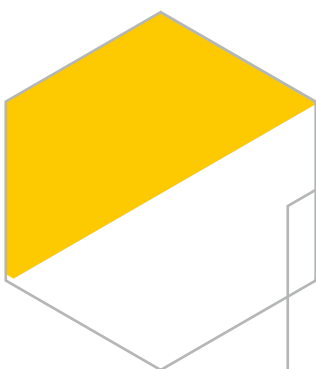


## Nurturing Sustainable MICE Hub of ASEAN

**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.

MICE Capabilities 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

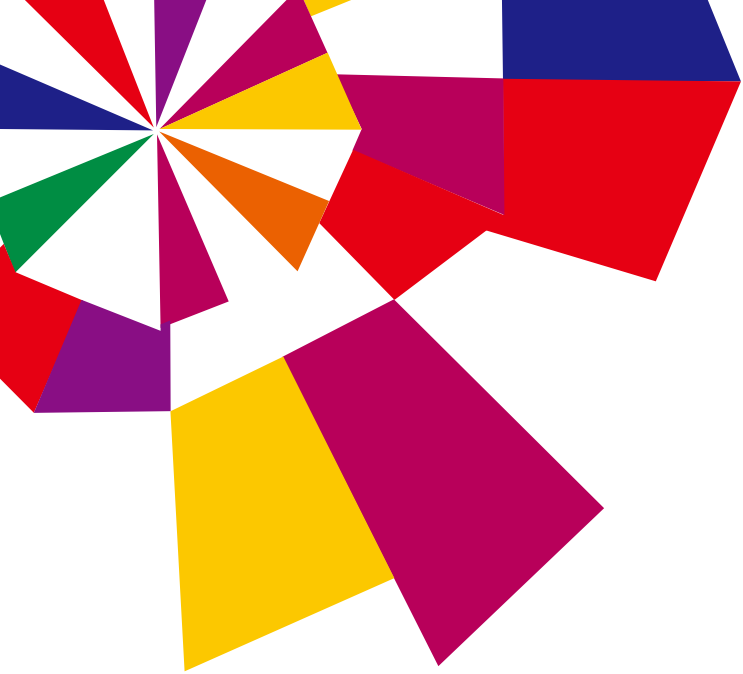
- New Graduates
- Secondary Subcontractors
- Corporations

### 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

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.

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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, SEP, EMD*  
*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

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



ASEAN  
Economic  
Community

## ASEAN ECONOMIC COMMUNITY

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



MICE SUSTAINABILITY  
THAILAND

## MICE SUSTAINABILITY

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



MICE  
Academy

## MICE ACADEMY

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



TRADE  
EDUCATION

## TRADE EDUCATION

- Association Support
- International MICE Certified and Certification Program
- National MICE Certification Program
- National Skill Standard
- National Occupational Standard
- Speaker Bureau
- and more



## CAPABILITIES PLUS

## CAPABILITIES PLUS

- Inspired Learning
- Language for MICE
- MICE Cluster
- MICE Master Class
- New Entrepreneur Training
- 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
- Thailand Meetings & Conventions Management Professional (TMCMP)
- Train the Trainer

##### Create MICE Research Platform

- International MICE Conference & Forum

#### TO SUPPORT MICE OPERATORS

##### Certified Program

- Certificate in Meeting Management (CMM)
- Certified Association Executive (CAE)
- Certified Association Sales Executive (CASE)
- Certified in Exhibition Management (CEM)
- Certified in Exhibition Management Advance Professional (CEM-AP)
- Certified Incentive Specialist (CIS)
- Certified Incentive Travel Professional (CITP)
- Certified Meeting Professional (CMP)
- And more

##### Certification Program

- Exhibition Management Degree (EMD)
- IAPCO Edge Seminar
- Sustainable Event Professional Certification (SEPC)
- And more

##### Provide National Course

- Thailand Exhibition Management Professional (TEMP)
- Thailand Incentive Travel Professional (TITP)
- Thailand Meetings & Conventions Management Professional (TMCMP)
- Thailand Sustainable Event Professional Certification (TSEPC)
- Train the Trainer
- Venue Management Course (VMC)  
(Meeting Room/Exhibition Hall/Special Event Venue)

##### Provide MICE Management Course

##### Develop MICE Occupational Standards

- MICE National Skill Certified Professional : Electrician

**KEY  
SUCCESS  
Certified  
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 Textbooks
- 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



### 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 System

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 Standards
- Textbook Online
- Develop Online MICE Venue Standards Listing

## 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 Certified Organizations
  - Sustainable Events Guide
  - Carbon Neutral Events Guide
  - SDGs Guide - easy guide how MICE operators can get Involved with SDGs
- Provide Financial Support ISO 20121 : Event Sustainability Management System
  - 30 Certified Organizations
- Provide Financial Support MICE Sustainability Program : Food Waste Prevention / Water Treatment Program
- Stakeholder Engagement : Farm to Function Partnership Program
  - 30 Venues joined 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
  - Ranked the 2<sup>nd</sup> in Asia for Sustainability Destination



# MICE STANDARDS

## 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



Started qualifying the MICE Venue Standard in 2015, today we have a total of 264 MICE operators in 3 Categories; which are Meeting room, Exhibition Venue and Special Event Venue. They can be separated into 238 organizations, 910 rooms, Exhibition - 10 Venues, 23 Halls and Special Event - 16 Venues. All 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 Standard Organization for MICE Industry

**ISO 22301**  
Business Continuity  
Management Systems

**ISO 22000**  
Food Safety  
Management Systems

**ISO 14001**  
Environmental  
Management Systems



**ISO 50001**  
Energy  
Management Systems

**ISO 9001**  
Quality Management  
Systems

**TISI 22300**  
MICE Security  
Management System

**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, 33 Thai operators have received ISO. Four operators have received ISO 50001: Energy Management System, seven have received ISO 22000: Food Safety Management System, fifteen have received ISO 20121: Event Sustainability Management System, six have received TISI 22300: MICE Security Management System (MSMS), fifteen have received ISO 9001: Quality Management System, one has received ISO 22301: Business Continuity Management, and six have received ISO 14001: Environmental Management System so that Thai MICE standards will stay high and attract customers globally.

### 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

Legend		Legend	
ISO 22000	ISO 50001	ISO 9001	ISO 20121
TISI 22300*	ISO 14001	ISO 22301	
Company	Certified organizational standard	Company	Certified organizational standard
Bangkok International Trade & Exhibition (BITEC)	ISO 20121	Kingsmen C.M.T.I. Co., Ltd.	ISO 20121
Centara Grand and Bangkok Convention Centre Central World	ISO 22000, ISO 20121	Le Meridien Bangkok	ISO 20121
Central Festival Hatyai	ISO 20121	MICE & Communication Co., Ltd.	ISO 9001
CentralPlaza Chiang Mai Airport	ISO 20121	Pattaya Exhibition & Convention Hall	ISO 22000, ISO 50001, ISO 9001
CentralPlaza Khon Kaen	ISO 20121	Queen Sirikit National Convention Center (QSNCC)	ISO 22000, ISO 50001, ISO 9001, ISO 20121
CentralPlaza Ladprao	ISO 20121	Royal Cliff Beach Hotel Co., Ltd.	ISO 50001, ISO 9001
CentralPlaza Udon Thani	ISO 20121	Royal Paragon Enterprise Co., Ltd.	ISO 20121, TISI 22300*, ISO 22301
Chiang Mai Convention Center	ISO 50001	Samphan Riverside	ISO 20121
Dusit D2 Chiang Mai	ISO 9001, ISO 14001	Sheraton Hua Hin Pranburi Villas	ISO 9001
Dusit Princess Chiang Mai	ISO 9001, ISO 14001	Sheraton Hua Hin Resort & Spa	ISO 22000, ISO 9001
Dusit Princess Srinakarin	ISO 9001, ISO 20121	Star Convention Rayong	ISO 9001
Dusit Thani Hua Hin	ISO 9001, ISO 20121	Sukhothai Treasure Resort & Spa	ISO 9001
Dusit Thani Laguna Phuket	ISO 9001, ISO 14001	The Athenee Hotel	ISO 20121
Dusit Thani Pattaya	ISO 9001, ISO 14001	The Peninsula Bangkok	ISO 22000
Holiday Inn Bangkok Silom	ISO 22000	The Sukhothai Bangkok	ISO 22000
ICC Hat Yai International Convention Center	ISO 20121, TISI 22300*	The Westin Grands Sukhumvit Bangkok	ISO 9001
IMPACT Arena, Exhibition & Convention Center	ISO 22000, ISO 50001, TISI 22300*		

**Total 33 Organizations**

As of 22 October 2019

\*TISI is Thai Industrial Standards Institute, The national standards organization for Thailand



## 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.







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.

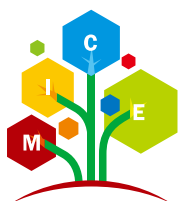


## Upgrading Thailand MICE Venue Standards to ASEAN



Tourism Ministers from 10 ASEAN countries presented TCEB with ASEAN MICE Venue Standards (AMVS) during ASEAN Tourism Forum (ATF) in 2018 category Meeting Rooms and during ASEAN Tourism Forum (ATF) in 2019 category Exhibition Venues emblems in recognition of the organization's roles in raising Thai venue's standards to the ASEAN level. To date, 33 Thai venues have been celebrated for their first class standards during ASEAN Tourism Forum (ATF) in 2019.





## MICE SUSTAINABILITY THAILAND

### LEADING THE SUSTAINABILITY REVOLUTION

**T**CEB 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.

### Thailand Sustainable Event Management Standard (TSEMS)

TCEB has developed Thailand Sustainable Event Management Standard or TSEMS in order to provide framework for MICE entrepreneurs throughout the value chain to compile various services related to sustainability and present to public. The Standard has adopted the known Plan-Do-Check-Act (PDCA) method as a standard framework. Certified MICE operators will gain competitive benefits in the regional and global markets.



### 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. Farm to Functions generates revenue more than 12 MB to 300 farmers each year.





## 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. The program helps reduce more than 300 ton Co2 from 155 tons food saved per year.

## 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", "How to Organize Carbon Neutral Events" and Sustainable Events Basic Guidelines both in Thai and English, which MICE operators and industrialists can download at no cost.

## Food Waste PREVENTION Impact



## CREATING FUTURE MICE LEADERS

**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.



### 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 74 universities, including 22 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 Meetings, 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 MICE Associations and MICE Academic partners in creating MICE curriculum such as **"Events 101"**, **"Exhibitions 101"**, **"Meetings 101"**, **"Incentive Travels 101"** and **"Conventions 101"** which reveal in-depth content for education instructors, students, and aspiring event professionals.

### 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.

### 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.





## 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.



## MICE Academic Cluster Alliances

MICE Capabilities has been extending our academic networks across the country and around the world. 121 domestic education institutes, comprising 87 universities and 34 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.



### National Skill Standard

A collaboration from 5 parties, comprising Ministry of Labor, TCEB, EMA, TEA and TICA have made efforts to develop the world's first national skill standard for individuals, targeting service providers and electricians for the MICE industry to enhance competitiveness and skills development to reach national skills standards of people in MICE industry in Thailand.

The national skills standard on MICE electricians has been already announced in the government gazette. It is hoped that this will be a major drive to enhance competitiveness of Thai workers to meet the growth of MICE industry.

### Developing The Competency of MICE Professional on National Level

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.

These programs are designed to allow those who desire to acquire a comprehensive overview and various components and entities involved in MICE industry. It also provides the practical knowledge in planning and managing MICE events, gaining heavily from the insights of industry experts on trending issues while firmly supported by academic frameworks that will engender the confidence needed to develop and manage successful MICE events within a condensed time frame.

### 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 events.







## Upraising MICE Professionals to Global Level

The world's leading MICE organizations - EIC, IAEE, IAPCO MPI, SITE, and UFI - 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.

### MEETINGS : Certified Meeting Professional (CMP) • Rank # 5 in Asia

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.)

### 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.

### EXHIBITIONS : Certified in Exhibition Management (CEM) • Rank # 1 in Southeast Asia • Rank # 3 in 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.)



Be the Exclusive Host Country to import international MICE curriculum in developing MICE personnel operational skills, and aim to be **ASEAN MICE Institute**

#### Country of Participant;

Canada  
Cambodia  
China  
India  
Indonesia  
Korea  
Kuwait  
Malaysia  
Myanmar  
Oman  
Philippines  
Poland  
Romania  
Russia  
Singapore  
Thailand  
Taiwan  
United Arab Emirates  
United Kingdom  
United State of America  
Vietnam







# CAPABILITIES PLUS

## 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.





## 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.

## Inspired Learning for Operational Excellence

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 MICE Standards**



**By ASEAN Economic Community**



**By MICE Sustainability Thailand**



**By MICE Academy**



**By Trade Education**



**By Capabilities Plus**



# MICE Capabilities

Development Department

"Driving an Exceptional MICE Future for Thailand"



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