

# DRIVING SUSTAINABLE MICE ECOSYSTEM

MICE  
Capabilities  
Development Department  
"Driving an Exceptional MICE Future for Thailand"



TCEB  
THAILAND CONVENTION  
& EXHIBITION BUREAU

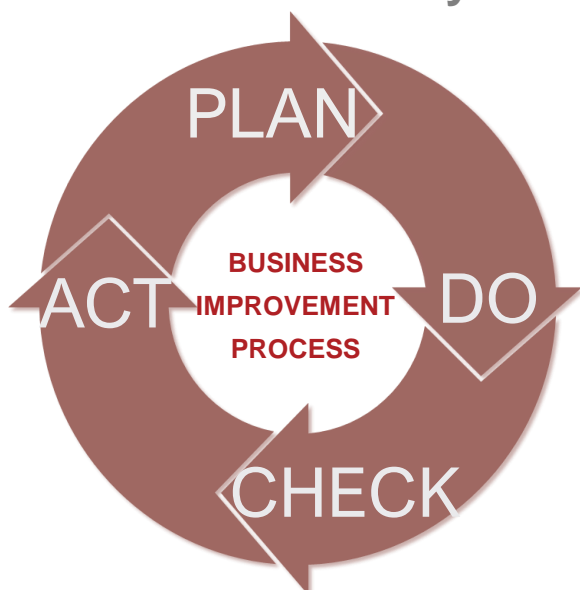
## Thailand Sustainable Event Management Standard: TSEMS

is an international sustainable management standard system related to quality management in an organization for a balance among environment, economy and society.

### ABOUT TSEMS

developed by TCEB aiming to elevate and promote sustainable management for all MICE operators in Thailand to reach national standard and gain competitive edge in sustainable management in regional and global levels. It is suitable for all MICE organizations in all fields as it enhances work efficiency and encourages the organization to develop continuously and responsibly.

#### TSEMS: PDCA Cycle



# TSEMS TARGETS

*All supply chain and stakeholders in MICE industry could benefit from being certified and those include :*



## MICE VENUE

- MICE Venues
- Hotels



## MICE ORGANISER

- Professional Exhibition Organizers (PEO)
- Professional convention Organizers (PCO)
- Destination Management Company (DMC)
- Meetings Organizers
- Event Organizers



## MICE SUPPLIER

- Food and Beverage Suppliers
- Audio – Visual Suppliers
- Transportation and Logistics Companies
- Utilities Service Providers
- Stand Contractors



## OTHERS

- Travel Agency
- Government Agency
- Corporate tasked to organise MICE events.

### 3 Levels of Thailand Sustainable Event Management Standard: TSEMS



#### Level 1 - TSEMS Committed

- Commit to implement sustainable practices.
- Publish written policy in sustainability.
- Communicate the policy to internal and external stakeholders.
- Train staff to implement sustainable event.

#### Highlighted Benefits

- Corporate Image & Reputation
- Steppingstone to the complete sustainable management system



#### Level 2- TSEMS Engaged (Including all requirements from Level 1)

- Engage staff to continuously implement sustainable event.
- Operate under sustainability practice and policy.
- Plan, execute, and monitor sustainable practices and conduct report consistently.

#### Highlighted Benefits

- Cost and Resource Saving
- Corporate Image & Reputation
- Competitive Edge
- Risk Management



#### Level 3 - TSEMS Leading (Including all requirements from Level 2)

- Lead and spearhead with sustainability project that could be examples for others to follow.
- Engage all staff continuously to plan, execute, monitor and report sustainable event and project.
- Aim to leverage and promote to international level.

#### Highlighted Benefits

- Cost and Resource Optimization
- Leader Reputation
- Competitive Edge
- National & international spotlighted

# WHY TSEMS



## MICE OPERATORS



### COST SAVING & RESOURCE OPTIMIZATION

- Reduce operating cost.
- Optimize materials and resources.
- Increase profit.
- Make direct impact to bottom line.



### COMPETITIVE EDGE

- Differentiate from others.
- Offer unique and higher quality products and services.
- Price leadership



### CORPORATE REPUTATION

- Leverage brand image.
- Increase brand awareness.
- Gain higher value in the brand.
- Better Public Relations



### RISK MANAGEMENT

- Mitigate risk.
- Prioritize risk.



### LEGAL COMPLIANCE

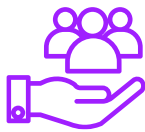
- Reduce legal problems.
- Improve operations and safety
- Higher Employee Retention



### RESPONSIBLE "CORPORATE CITIZEN"

- Enhance staff's personal sense of well-being.
- Promote human rights awareness.
- Develop a strong moral code in individuals.

# FOR CORPORATE WHY TSEMS



- **Showcase corporate's responsible marketing activities.**



- **Strengthen leadership position**



- **Support corporate's ESG & sustainable development goals**



- **Improve reputation with key stakeholders**



- **Reduce environmental footprint**



- **Foster a positive relationship between the company's partners**