

**SKILLS FRAMEWORK FOR TOURISM
TECHNICAL SKILLS & COMPETENCIES (TSC) REFERENCE**

TSC Category	Product Development, Content and Experience Management					
TSC	Meetings, Incentives, Conferences and Exhibitions (MICE) Content and Experience Development and Delivery					
TSC Description	Manage the content and experience for Meetings, Incentives, Conferences and Exhibitions (MICE) events, including programme and itinerary development, identification of key speakers and partners, and liaising with exhibitors regarding content curation, exhibition specifications and exhibition layouts					
TSC Proficiency Description	Level 1	Level 2	Level 3	Level 4	Level 5	Level 6
		TOU-PMN-2015-1.1	TOU-PMN-3015-1.1	TOU-PMN-4015-1.1	TOU-PMN-5015-1.1	
		Conduct research on current market trends, participants' needs as well as product and service gaps to identify opportunities in Meetings, Incentives, Conferences and Exhibitions (MICE) participants' experience	Analyse market segments' demands, needs and environmental factors impacting the viability of Meetings, Incentives, Conferences and Exhibitions (MICE) participants' experience	Develop Meetings, Incentives, Conferences and Exhibitions (MICE) event content, programme and format within budget, venue and staging constraints	Drive integration of programme components and scheduling for creation of cohesive Meetings, Incentives, Conferences and Exhibitions (MICE) event objectives and participants' experience	
Knowledge		<ul style="list-style-type: none"> Key stakeholders Participants' profile Information and criteria to assess participants' needs and expectations Research methodologies and techniques Market trends for MICE events Sources of information on MICE events Market selection criteria for MICE events MICE market segments 	<ul style="list-style-type: none"> MICE events' programme components Structure and sequence of MICE events' programme components MICE events' objectives MICE events' lifecycle Interpretation of MICE event plans Legislations, regulations and customs for MICE events Impact of brand identity on the marketing mix Feasibility assessment of MICE events 	<ul style="list-style-type: none"> Destination branding and brand management Design concepts of MICE events Operational requirements of MICE events Features, advantages and disadvantages of different MICE event formats Scheduling options for MICE events Principles of costing for MICE events 	<ul style="list-style-type: none"> Evaluation processes and procedures Impact of programme components' integration on programme design Emerging trends in MICE events 	
Abilities		<ul style="list-style-type: none"> Collate information on target markets, post-event reports and participants' expectations Identify range of MICE event opportunities based on market trends and needs 	<ul style="list-style-type: none"> Determine stakeholders' expectations Determine participants' expectations Analyse previous years' programme and evaluation reports to 	<ul style="list-style-type: none"> Define MICE events' purpose, scope and objectives Determine event design, theme and format requirements based on stated objectives that meet participants' and 	<ul style="list-style-type: none"> Lead alignment of programme content and delivery methods with MICE events' goals and objectives Lead endorsement processes of content, 	

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		<ul style="list-style-type: none"> • Conduct research for new ideas by reviewing programmes of other similar MICE events • Generate ideas for MICE content, programmes and formats that are aligned to organisation's marketing and brand strategy • Conduct research on characteristics of potential audience for MICE events 	<p>determine desired event programme components</p> <ul style="list-style-type: none"> • Analyse potential for future MICE event opportunities based on target market segments' needs • Analyse past patterns of resource usages, trends and developments • Conduct cost-benefit analysis • Curate and source for speakers or performers based on defined criteria • Curate and source for exhibitors based on defined criteria • Analyse methods to enhance attractiveness and functionality of MICE events • Collate feedback to identify improvements to MICE content, programmes and formats 	<p>organisational requirements</p> <ul style="list-style-type: none"> • Curate and develop content, programmes, formats, themes and experiences for MICE events • Integrate event themes into all aspects of MICE contents and programmes • Ensure desired programme components meet legal and regulatory requirements • Facilitate alignment of programme formats and outcomes to stakeholder objectives • Develop strategies and criteria for speakers or performers selection • Develop strategies and criteria for exhibitors selection • Analyse internal and external factors for impact on content, programmes and formats design • Develop MICE events' cost estimates 	<p>programmes and formats to stakeholders</p> <ul style="list-style-type: none"> • Lead development of strategies and criteria for speakers and performers selection to fulfil programme requirements • Lead development of strategies and criteria for exhibitors selection to fulfil programme requirements • Drive integration of programme components and scheduling for creation of cohesive MICE event programmes • Review MICE events' cost estimates • Formulate methods to improve MICE content, programmes and formats in line with needs of market segments • Formulate methods to innovate MICE content, programmes and formats design • Lead enhancement of participants' and/or attendees' experience at MICE events 	
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