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# MEETINGS, INCENTIVES, CONFERENCES AND EXPOSITIONS

## M.T.M-15

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By: *Kautilya Tiwari* M.T.M., P.G.D.B.M., D.T.S.

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of the  
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# QUESTION PAPER

Exam Held in  
February – 2021

(Solved)

## MEETINGS, INCENTIVES, CONFERENCES AND EXPOSITIONS

M.T.M.-15

Time: 3 Hours ]

[ Maximum Marks: 100

Note: Attempt any five questions. All questions carry equal marks.

**Q. 1. What do you understand by MICE tourism? How can the concept of sustainability be applied to MICE tourism?**

**Ans. Ref.:** See Chapter-5, Page No. 46, Q. No. 1 and Page No. 47, Q. No. 3.

**Q. 2. Identify the key personnel in creating and designing Trade Fairs. Suggest steps and measures to ensure success of a Trade Fair.**

**Ans. Ref.:** See Chapter-4, Page No. 29, 'Creating and Designing Trade Fairs' and Page No. 33, 'Ten Steps to Trade Fair Success'.

**Q. 3. Why should organizations sponsor MICE? Discuss various steps which sponsoring organisations must take into consideration in successfully marketing and promoting MICE activities.**

**Ans. Ref.:** See Chapter-28, Page No. 71, 'Sponsors' and Page No. 72, 'Marketing and Promotion'.

**Q. 4. Discuss the role of hotels and responsibilities of key personnel in servicing the business travel segment.**

**Ans. Ref.:** See Chapter-7, Page No. 60, 'Role of Hotels in Business Travel' and Page No. 61, 'Key Players in the Hotel Operations'.

**Q. 5. Taking any event of your choice, prepare a time-line for marketing and promoting it to the targeted audience.**

**Ans.** In determining the market strategies for the marketing and promotional activities, the sponsor must keep in mind what strategies will effectively reach the intended market and hold their attention long enough to convey the message. The marketing

strategy most often used for the transferral of information regarding meetings, conventions, and expositions is direct mail. Choosing the marketing or promotional strategy is just the beginning. The targeted audience probably receives large quantities of mail each day. The challenge becomes to create a mailer that stands out in the whole lot the target audience receives and makes them want to open the envelope to read the contents. If they have solicited the information, they are very likely to read it. If the mailing is unsolicited, they are unlikely to read it, and so designing an eye-catching mailing that attracts attention is doubly important. Once the marketing or promotional strategies have been determined, a timetable must be created.

For instance, it may require several months to shoot a commercial or to design and print a glossy brochure. Professional Convention and Meeting Association, New York suggests that for an annual meeting the following time-table be used as a guideline for pre-conference marketing strategies:

The 52 weeks before the event is the best time to announce the date and location of the meeting. The 24 to 36 weeks before the event send out the first set of press releases. If budgets permit, a second mailing of press releases should follow with any key pieces of information, such as keynote speakers, educational seminars, and so on. The 24 weeks before the event is the time to start advertising in key industry publications. The 18 to 24 weeks prior to the event mail a second round of brochures to the targeted population. Include registration and transportation information. The 14 weeks before the date of your

event mail a second round of brochures to your targeted audience. The 8 to 12 weeks before the event mail a final reminder to your targeted audience. The 2 to 6 weeks in advance of the conference, meeting or exposition send out badges, final programs, and any other promotional pieces that attendees should bring with them.

**Q. 6. Explain unique features of a Conference centre. How has modern technology impacted the design and functioning of Conference Centres?**

**Ans. Ref.:** See Chapter-8, Page No. 68, 'Convention Centres' and Page No. 69, 'Convention Centre Location'.

**Q. 7. Enumerate with suitable examples the importance of Site Selection and Budgeting in the overall Convention management process.**

**Ans. Ref.:** See Chapter-9, Page No. 79, 'Budget', 'Site Selection' and Page No. 83, Q. No. 1 and Page No. 84, Q. No. 2.

**Q. 8. What is the difference between 'On-Site Management' and 'Spot Management'? Enlist various services provided at Convention Centres.**

**Ans. Ref.:** See Chapter-10, Page No. 86, 'On-Site Management' and Page No. 88, 'Spot Management'.

**Q. 9. Write short notes on the following :**

**(a) Types of Meeting Planners**

**Ans. Ref.:** See Chapter-3, Page No. 22, 'Meeting Planners'.

**(b) Function of Conference Registration Desk**

**Ans.** The success of conferences and events is measured by three main parameters: The level of participant satisfaction regarding content, the quality

of production and last but not least, the generation of significant business contacts during the conference. Registration desks are the conference visitors' first encounter with the gathering space. This, alongside the importance of the gathered data, makes the conference registration system and registration desks an extremely important and vital stage of conference professionalism and success.

Professional conferences are unequalled as both a resource and an instrument for generating business connections. Many individuals sign up to a conference in order to gather new and significant business connections or knowledge. Name tag production for conferences, computerized records and management of an informative participant database, in conjunction with our unique conference application, takes participants' business ties generation capabilities to a different level. As the participants' satisfaction is paramount, the dedicated and experienced hostess staff provide cordial, efficient and warm service, conducting optimal system registration and issuing personal name tags.

**(c) Uncontrollable factors during Convention**

**Ans. Ref.:** See Chapter-11, Page No. 95, 'Importance of Uncontrollable'.

**(d) Importance of Post-Convention Meeting**

**Ans. Ref.:** See Chapter-11, Page No. 92, 'What is Post-Convention Meeting?' and Page No. 93, 'Post-Convention Behaviour'.

**Q. 10. Discuss various issues in operating an Incentive tour business.**

**Ans. Ref.:** See Chapter-14, Page No. 114, 'Some Considerations'.



# Sample Preview of The Chapter

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# MEETINGS, INCENTIVES, CONFERENCES AND EXPOSITIONS (MICE)

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## The Corporate Sector and Business Traveller

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### INTRODUCTION

It is not necessary that any particular term might mean same to everyone. Take for instance the word field for a small kid might mean a place where he/she can play, but for a warrior it is a place where battles are fought. Similarly, for different people the term travel can mean differently. There are people for whom travel is related to fun and excursion, but for many others it means a lot of business, money, contacts and so on. Travel is meant for the sake of fun and only related to tourists, but when the reason is to earn money, get dealing finalized then it is known as business travel where it is calculated in advance that why they are visiting a particular place and what would be the return generated out of it, as any business travel is an investment made by the company and not for the sake of fun.

### CHAPTER AT A GLANCE

#### BACKGROUND OF BUSINESS TRAVEL

Whenever any matter is discussed then the first thing that comes to our mind is the need. Similarly, when we are discussing business travel, then the questions would be raised for the same as well as

- What are the reasons for business travel?
- How frequently business travellers travel?
- What is the duration for the travel?
- What other industries are being supported by business travelling made?
- Who are the target customers?
- Transportation of goods from one place to another.

It is now when these questions aroused people started taking business travelling on a serious note and started thinking gradually travelling was turned into a particular industry. If closely given a view then we would come to know that out of the total travelling across the world by all modes of transport, approximately 80% of the travelling is done for the business purpose. These travelling can be made for various purposes such as

- To meet a client
- To finalize a business deal
- To just give a presentation
- Sales/purchase
- Handling the customer grievances
- For a new set-up

and many more.

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The business travellers may travel as frequently as varying from twice a month to once in a year depending upon the need of the travel. The travelling duration may vary from 2 days in a row to 15 days in continuous. Also, very important thing to be mentioned is that no industry flourishes in isolation, it takes along with it a number of other businesses which flourish. When the travel industry started growing and increased its area then along with it other businesses also growing such as the transport industry. All the business travels are done by either of the transport mode (Road, Air, and Sea) and as we know that about 80% of the travel is a business travel that itself means that the major earning source for these transports is business travel.

Hotel industry is another industry which flourish on the basis of business travellers. It is so because when any person or representative of any company goes for a business tour then he/she stays in a hotel or in a resort. Here the major concern for the traveller is not the luxury, but the service provided in minimum amount paid as they are answerable to their higher authorities.

Business travelling can be considered from times back when there were bullock-carts as the means of transport, but still the travelling was done and profits were made. Transportation was never a hurdle in business travel; it is only recently that as the business travelling gained its pace, the transportation started getting its shape.

### NEEDS OF A BUSINESS TRAVELLER

Whenever any person spends on any service or in other words buys any service then it is obvious that it weighs that amount of benefit he/she reaps out of the cost being incurred and if we analyze the speed at which business travel is being increasing then in such a case we would come to know that people do a lot of analysis and only then they choose a particular service to be bought. Similarly, there has to be a few specific reasons why people opt for business travel and what are his/her expectations (needs) from the business travel made.

- **Speed:** A person travels such long distances when he has facilities like mobile and video conferencing. It is because of the fact that the person wants the task to be completed as quickly as possible.
- **Accuracy:** Though there are various facilities available as mentioned above such as mobile phone or video conferencing, but still there are

few tasks for which the right person should be available in physical such as selecting something, signing a deal and so on.

- **Steadfastness:** Until and unless a person checks the quality of the product or the raw material he cannot depend on others for the same, hence he needs to check it on his own and has to travel.
- **Quality Check:** There are a large number of organizations which work on the supreme quality being provided by them to their customers, probably that is the only USP those organizations have and hence they do not compromise on the quality front and spend on travelling.
- **Data Required:** We can understand it with the help of an example. At time organizations require a lot of information or data for the in-house research works for which a lot of travelling is required and hence the organizations have to spend on travelling.
- **Striking Deals:** In modern era generally, overseas deals are finalized over the phone or by the way of video conferencing or by the written communication method that is Fax or E-mail, but for signing the deals the person has to travel.
- **Smooth Procedure:** In case of senior authorities being absent, one must take care of the activities being conducted. Similarly, when the work is being extended to different cities or even different areas in a single city, then to keep an eye on what is exactly happening and travelling has to be done and cannot be avoided.

### LINKAGES BETWEEN BUSINESS AND LEISURE TOURISM

The two terms given above are all together different when it comes to travel industry. There are a lot of differences between the terms Business Travel and Leisure Travel. These differences can be in terms of

- **The services availed:** The services availed by the business traveller and leisure traveller are different. These could better be understood by taking examples, such as when a business traveller books a hotel, he checks the facilities such as conference hall, meeting rooms

whereas on the other hand a leisure traveller would check the rooms and normal facilities.

- **Amount of money spent:** Though amount of money spent is a concern for both a leisure traveller as well as business traveller. However, as a leisure traveller travels once in a while or is on a holiday he may not mind spending a little more amount whereas a business traveller has to give the details to the company he/she represents and hence has to take care of it to a greater extent.
- **Duration of the visit:** It may vary for both i.e. business traveller as well as leisure traveller, but generally looking into the view the duration for the business traveller is less as compared to the leisure traveller. It is so because a business traveller is on a visit to earn profit and even a day extended would add to his cost whereas on the other hand leisure traveller is for approximately 5-10 days visit.
- **Purpose of the visit:** The purpose of the visit of both the travellers is any how different because a business traveller is on a visit for business purpose whereas a leisure traveller is for fun and excursion.
- **Frequency of travelling:** Frequency here means how often the traveller visits the place. Hence, from the purpose it is clear that the frequency of the business traveller is far more than as compared to the leisure traveller.

Although we have a number of differences between the two, but since both are related to travelling they also have some similarities amongst themselves. In both the cases the traveller uses few services which are common to both, such as

- Hotels
- Transportation Services
- Meetings

Also, it is to be mentioned that any traveller be it business traveller or a leisure traveller have one thing in common that they like to explore the place they have visited. This means that every business traveller at the end of the day become a leisure traveller having following qualities:

- Shopping
- Site-seeing
- Searching special or unique items of the places.

## CORPORATE HOUSES AND THE TRAVEL COSTS

The tourism industry is growing with a very fast rate, but the business of the travel agency and the tour planners is also affected by the people which are related with the corporate sector. In these days the world has become a global village in which the companies from different parts of the world expanding their wings with a very fast speed. It is essential for us that we should work to make our each and every kind of concept according to the requirements of the corporate people. There is very large number of people who are travelling from one place to another only for the business purpose. But it is mandatory for us that we should work to increase the level of satisfaction for the people of these industries. The business visitors are the backbone of the MICE business in the off-season. We are not only talking about the hotel or other industry which are related with the tourism industry, but we are also making a list of the concepts in which the planning should be made according to the needs of the system. It is essential for every business that we should work to make the concept accordingly. A business traveller always have some different kinds of motives in his mind and like to go that kinds of destinations which are suitable for the business meetings. In business travelling different kinds of travellers are present i.e. some like to stay at comfortable level and some don't want the comfortable service. The taste and preferences of these tourists are different according to their post, seniority and level of income. Those people who are related with the field job like to stay on those kinds of services where minimum amount leisure services are present. But they like to spend on those kinds of service which is up to the executive level because they are on the business trip and expenses come in the hand of the company. But on the other hand the senior people in the organization always like to stay in five star or seven star rating hotels which are full of leisure services and activities.

Here we would like to go with the business tourist and work to identify that what is their importance in the tourism industry. The tourism industry is earning the large amount of income due to the flow of the business travellers from one place to another. It is essential for us that we should work to make our system up to the standard for these visitors. In the off-season also the business travellers continue their journey from one place

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to another. But in these days the competition between the companies is increasing. There are large number of companies which are working to provide the best services to the business travellers from one place to another. It is essential for the service provider that they should work to make a suitable system in which each and every aspect should be managed. But due to the increase in the budget of the travel of the executive, the companies are working to make new concept to save themselves from the heavy burden on their minds. It is a need of the time that we should work in a manner by which we should be able to provide the high quality of product in the minimum cost. For that purpose the planning should be done accordingly. They are looking to develop a high amount of relation to minimize their cost of their executive travel. They are purchasing the services in the bulk that's why the services provider companies are also looking to give them maximum discount. It is essential for us that the planning should be done accordingly to make the system capable. System should be designed to make the difference in the growth and development of the complete system.

The business travellers are a kind of people who are capable to increase the level of the business of the company for the long-term. If we are able to capture these people this can make a flow of the business round the year. Most of the companies which are having the brand image in the mind of the business travellers are earning a high amount of profit round the year without thinking about the off-season. It is essential for the service providers that they should work to attract the corporate travellers by which they can be able to increase their profit.

Most of the companies are looking to increase the level of satisfaction to the customer. That's why it is very much required that we should develop a kind of system of internal cost cutting. Many companies are also having their own departments which are working to search out and find out that which service provider is working for the growth and development of the system and companies. The companies are working to measure the output given by the companies. The globalization is working to increase the competition among the people and make them to work according to the system.

It is essential for us that the plans should be composed in a kind of manner by which the maximum

number of facilities to be given to the corporate people. It is very much required that we should work to make a kind of concept in which the plans should be composed according to the requirements of the system. In these days the quality is the major formula of the success in the business world. It is essential for us that we should make the concept according to the requirements of the time limit. We should require composing our system in a kind of manner which can be able to make the system according to the corporate culture. The discount given to the people can be able to make a difference in the growth of the company. You should require making a kind of concept in which the planning should be done and make the difference from the other service provider. The commission-based marketing of the product decrease the share margin of the company, but if we are selling our product directly to the final customer this can be able to increase the level of satisfaction in the mind of the customer. It is essential to make the things to be done by using the best negotiating skills to convenience to the people. The planning should be done in a kind of manner, which can be able to develop the complete system accordingly. But we should require the complete planning from the root level to upper part of the system.

**SERVICE QUALITY ISSUES  
IN THE BUSINESS TOURISM**

The service is an important issue in the growth and development of the business tourism these days. It is essential for us that we should work to develop ourselves according to the requirements in a kind of manner by which each and every person should get the high amount of satisfaction. When we talk about the tourist or tourism we only think about that kind of journey in which the travel is only related with the tour or tourism and travel only for the purpose like entertainment, fun, recreation and leisure. But in these days we come to know that variety of tourists are found in the tourism industry. The quality can be able to make our service competitive than others. We should require developing the complete system in a kind of manner by which the people should get the quality according to the price of the product. We should develop our system in a manner by which the customer should attract towards our service. In these days the companies are developing themselves according to the present concept of advertising, marketing and promotions.