

งานสัมมนาเชิงปฏิบัติการด้าน
จัดประชุมและนิทรรศการ

COACH THE COACHES PROGRAM FOR MICE INDUSTRY



การประชุมองค์กร Meetings

โดย:

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Definition (1/2)

- According to the *International Dictionary of Event Management* by Goldblatt & Nelson (2001), and accepted by the International Special Event Society (ISES), meetings are defined as:

An assembly of individuals gathered to discuss items of mutual interest or engage in professional development through learning activities.

- A definition by the International Association of Congress Organizers (IAPCO):

A general term that indicating a coming together of a number of people in one place to confer or carry out a particular activity. Frequency can be on an ad hoc basis or according to a set pattern, as for instance annual general meetings, committee meetings...



Definition (2/2)

- ❑ However, the scope of this chapter will be limited to corporate meetings defined in the *International Encyclopedia of Hospitality Management* as,

... an officially sanctioned and required meeting for employees of a specific corporation. Corporate meetings are often held off site of the corporate location and required employees to travel to the meeting. Expenses associated with the meeting such as, transportation, meals, and hotel accommodations are paid for by the corporation...
- ❑ Corporate meetings are the coming together of two or more individuals from the same organization but may come from different departments, branches or countries



Purpose of Corporate Meetings (1/2)

- ❑ Corporate meetings are inevitable as some are required by law; while some are held for other purposes including press conferences, product launches and new business plan announcements

Goals and Objectives of Corporate Meetings (1/2)

- ❑ 'Goals' are long-term targets set by a company
- ❑ 'Objectives' are often seen as short-term targets set for each activity
- ❑ Corporate meeting objectives could be for employees to gain more understanding about the direction the company is taking or an opportunity for employees across branches or countries to meet, interact and discuss matters or issues



Purpose of Corporate Meetings (2/2)

Goals and Objectives of Corporate Meetings (2/2)

- Additional objectives for corporate meetings may include the need to
 - Announce new initiatives
 - Create discussion opportunities
 - Build teams
 - Share knowledge
 - Increase efficiency



Meetings Industry Value (1/2)

- ❑ Unfortunately, a lack of comprehensive records concerning meeting numbers, location and budgets combined with varying and vague definitions employed for corporate meetings in different locations, all work to severely limit the ability to collect data concerning total volume and value of the global corporate meeting industry

Meeting Type	No. of Meetings	No. of Attendees	%
Corporate Meetings	1,266,200	107,187,000	52%
Convention/conference/congress	269,800	51,104,000	25%
Exhibitions	10,700	24,800,000	12%
Incentive Travel	66,000	8,154,000	4%
Other Meetings	178,100	13,479,000	7%
Total	1,790,800	204,724,000	100%

Source: *The economic significance of meetings to the U.S. economy study* by United Nations World Tourism Organization (UNWTO), Meeting Professionals International (MPI), the Convention Industry Council (CIC), PricewaterhouseCoopers LLP (PwC), and the US Travel Association

- ❑ In 2009, corporate meeting participants represented 52% of the total number of MICE travelers in the US with 1,266,200 meetings and 107,187,000 attendees

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Meetings Industry Value (2/2)

- ❑ IAPCO has also collected and published its own statistical results related to this industry in which growth went from 1,154 meetings in 2006 to 3,454 meetings in 2010
- ❑ In spite of the economic downturn during which companies cut back on unnecessary costs, the growth in corporate meeting numbers remained constant making it an essential income source for the US economy



Source: IAPCO Survey Press Release, May 2011



Industry Trends (1/3)

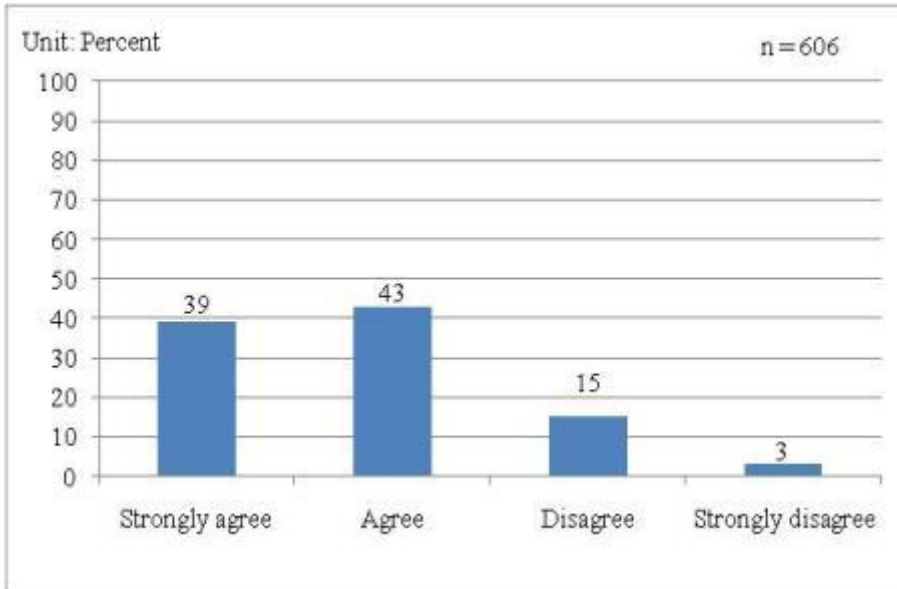
Shifting Roles in Destination Management Companies (DMCs)

- ❑ Corporate meetings, especially those that require travel to different countries are not usually organized in-house
- ❑ Increasingly companies outsource the planning and organizing of corporate meetings to external planners called Destination Management Companies (DMCs) who specialize in the destinations they represent
- ❑ As more and more corporate meetings tend to be combined with incentive travel, companies are increasingly looking for a one-stop service



Industry Trends (2/3)

Technology, Cost Savings and Green Meetings (1/2)



- ❑ In a search for other cost-effective alternatives, companies are employing tools such as web conferencing, VDO conferencing and virtual meetings to compliment corporate meetings since they have proven to be cost-effective options

Sustainability and Green initiatives Importance (Source: Fast Future Survey)

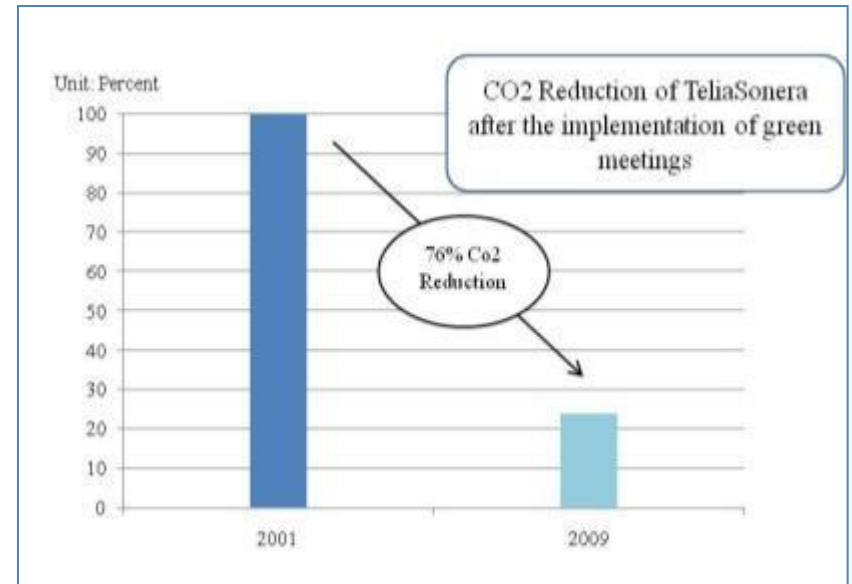
- ❑ Apart from adopting technology to avoid excessive cost in corporate meetings, energy conservation is another trend in the industry
- ❑ Sustainability and green initiatives will continue to be another important factor employed by clients when choosing meeting destinations and venues



Industry Trends (3/3)

Technology, Cost Savings and Green Meetings (2/2)

- ❑ The shift in demand for green or environmentally friendly meetings has also increased the demand for facilities or meeting venues that can accommodate such needs
- ❑ Taking into account the state of the global economy and concerns over global warming, many professionals believe the industry is headed in a direction that involves intensive use of technology and greener initiatives to save corporate meeting costs
- ❑ Corporate meetings previously held at venues at distant destinations will increasingly move to nearer locations



Reduction in CO₂ Emissions by TeliaSonera (Source: TeliaSonera Company)

Corporate Meetings Categories (1/4)

by purpose...

Seminars

- Similar to workshops, this format creates a learning-by-doing atmosphere through experiments, discussion and interaction among the attendees

Workshops

- This format creates a learning-by-doing atmosphere through experiments, discussion and interaction among the attendees

Brainstorming

- Conducted with employees within the same or cross-department, the goal is to find solutions for issues or to create new initiatives

Panel Forum

- This type of meeting includes professionals and experts who discuss particular topics in an exchange of ideas intended to open new perspectives related to topics selected







Corporate Meetings Categories (2/4)

by Geographic Region...

International Corporate

- Attendees come from the same corporation on different continents or countries of more than one continent

Regional Corporate

- Employees from one company within the same region or continent

National Offshore

- Employees from one company held in a country outside where the company resides

Domestic Corporate

- Closely related to a national offshore meeting, attendees are from the same company based in one country although it might be held in a different town, province or state than where the company is located



Corporate Meetings Categories (3/4)

by Agenda...

Executive/Management

- The purpose is usually to set company's overall strategies or direction

Stockholders

- The agenda of this meeting is to announce company performance and profitability and/or to seek for consensus from shareholders on certain management issues

New Product Introduction

- The main purpose is to announce a new product launch with attendees usually company employees, clients and the press

Department

- Meetings conducted among employees of the same department



Corporate Meetings Categories (4/4)

by Type of Corporation...

Private Organization Meeting

- A private company meeting regardless of where it is located or the agenda

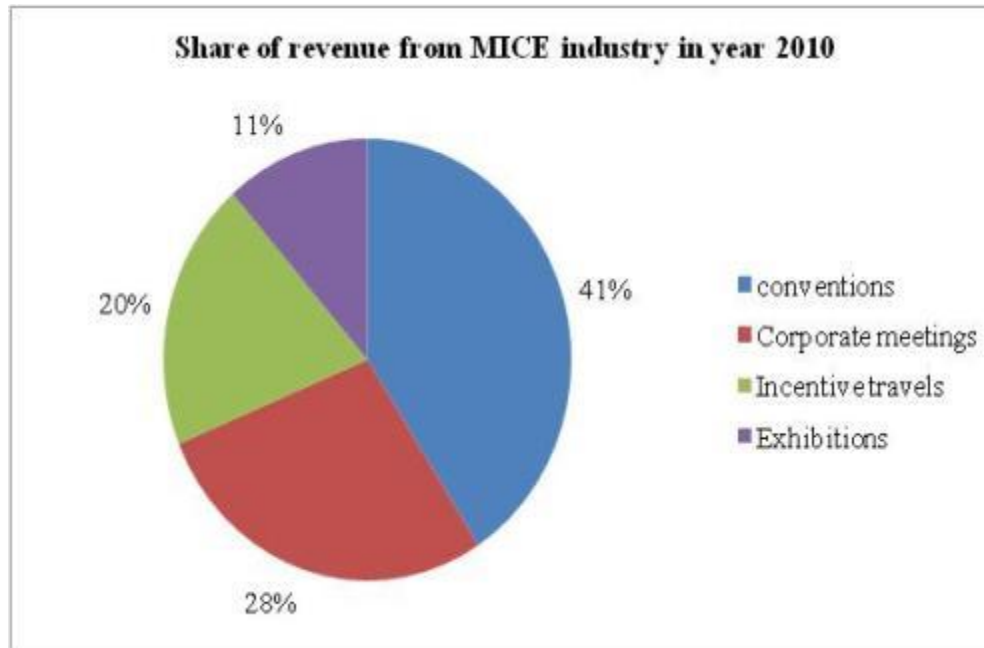
Governmental Organization Meeting

- Held by a governmental organization



Corporate Meetings Value in Thailand (1/2)

- These numbers represent only incoming corporate meetings or international organizations holding a corporate meeting in Thailand

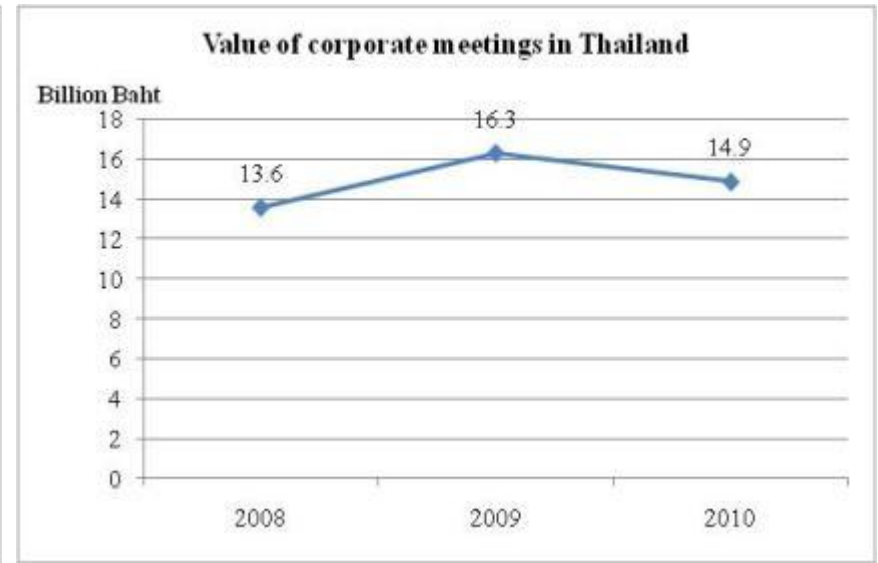
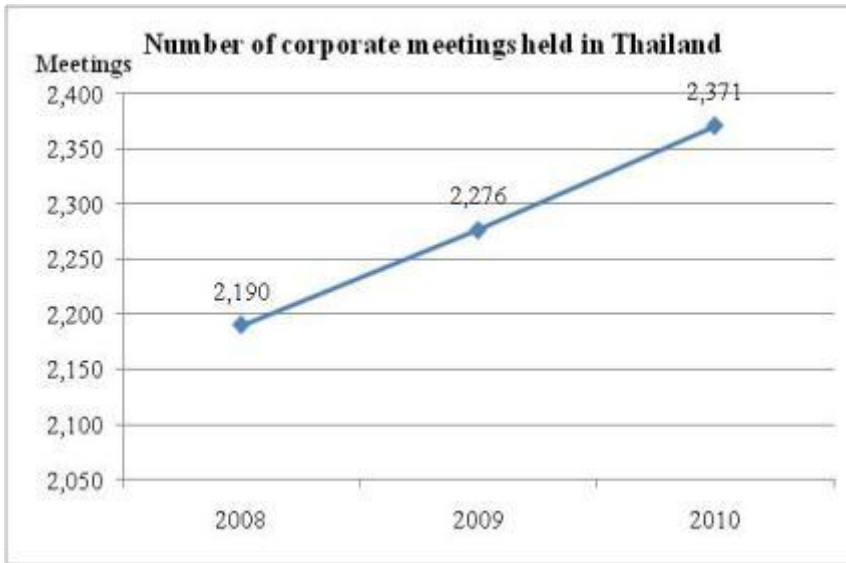


Source: www.tceb.or.th

- In 2010, the corporate meeting industry in Thailand (THB 14.9B) represented 28% of the total value earned by the MICE industry (THB 53.2B)



Corporate Meetings Value in Thailand (2/2)



Source: www.tceb.or.th

- ❑ Despite the global economic slowdown, the number of corporate meetings held in Thailand from 2008 to 2010 grew an average 4.05% annually while the value grew 4.66% annually
- ❑ The reason overall value grew faster than numbers was due to a significant increase in average spending per head rising



Corporate Meetings Requirements (1/2)

Why is Thailand or Bangkok Selected as the venue?

Cost of Venue

- *Hotels, Food + Beverage, other resources (printing, AV, etc.)*
- *Cost of flying into Bangkok/Thailand*

Infrastructure + Excitement of the destination

- *Airport access*
- *Public transportation / Ease of access locally*
- *Medical + Safety + Security*
- *Interesting Culture + attractions*

Ease of coming to Thailand

- *Location of Bangkok in the world map*
- *Visa restrictions / immigration*
- *Language capability*



Value Chain (1/5)

- A framework illustrated in the Strategic Meeting Management Process Handbook (SMMP) developed by Meeting Professionals International (MPI)



Value Chain (2/5)

1. *Company intention to host corporate meeting*

- ❑ Corporate meetings cannot occur without a company identifying a purpose and intention to hold a meeting
- ❑ Corporate meetings should answer three goals
 - 1) Compliment overall company goals
 - 2) Foster corporate strengths and help reduce weaknesses
 - 3) Increase their efficiency
- ❑ Once these objectives are set, two ways a company can proceed to create a meeting
 - An in-house meetings department can plan a meeting to answer previously determined objectives
 - OR tender all planning and organizing to travel management companies (TMC), destination management companies (DMC) or professional meeting planners



Value Chain (3/5)

2. Travel Management Company (TMC) (1/2)

- ❑ In case a company wishes to solicit planning and organizing support for a corporate meeting from external service providers, the first contact point is normally with TMCs
- ❑ Information needed in a typical proposal includes:
 - Contact information
 - Meeting profile - event name, starting and ending dates
 - Other requirements - food & beverage, audio & lighting systems, venue requirements, other activities
 - Past experience in corporate meeting organization
 - Budget required



Value Chain (4/5)

2. Travel Management Company (TMC) (2/2)

- ❑ Differentiation between traditional travel agencies and travel management companies, referencing the *Association of Travel Management Companies* (ATMC) by Young (2005)

The advent of TMCs brings to business travel the core competencies of specialization and professionalism and understanding. Without these three attributes, your TMC would just be another travel agency.

- ❑ After proposals are submitted by TMCs, the company can then ask short listed candidates to present their proposals prior to selecting the TMC to render the services required
- ❑ Once selected, the next step will require the TMC to contact a destination management company (DMC) and specialty contractors to submit their proposals



Value Chain (5/5)

3. Destination Management Company (DMC)

- ❑ DMCs can be expected to perform a range of services such as arranging accommodation and transportation to planning and providing activities following the meeting

4. Hotels, Transportation and others

- ❑ The contact point for hotels and other external service providers is usually the selected DMC who will handle tasks such as finding a venue, preparing meeting facilities & amenities, organizing food & beverages along with planning post-meeting activities
- ❑ A DMC will need to act as a coordinator and an administrator among third-party service providers while periodically reporting to the TMC



Stakeholders in the Corporate Meetings Industry (1/6)

Organizations Related to the Corporate Meetings Industry (1/4)

1. Travel Management Company (TMC) (1/2)

- ❑ A Travel Management Company (TMC) is a professional company that provides services related to business travel
- ❑ According to the Association of Travel Management Companies (ATMC), three TMC characteristics distinguish them from typical travel agencies
 - Specialization: A TMC does not only provide tickets and itineraries for business travelers, it also provides other services that add value including negotiating with suppliers, managing travel inventory and prices and updating clients on new developments and policies in the local and international travel industry



Stakeholders in the Corporate Meetings Industry (2/6)

Organizations Related to the Corporate Meetings Industry (2/4)

1. *Travel Management Company (TMC) (2/2)*

- Professionalism: A TMC provides systems and processes that enhance its services and must be equipped with the resources, skills and relationships with other travel suppliers across the globe to ensure quality services that move clients a step closer to their business goals
- Understanding: A TMC also needs to ensure the services offered are based on understanding company goals and objectives as well as the goals of each individual business traveler



Stakeholders in the Corporate Meetings Industry (3/6)

Organizations Related to the Corporate Meetings Industry (3/4)

2. Destination Management Company (DMC)

- ❑ A Destination Management Company (DMCs) specializes in the location it resides in and is usually equipped with a full reference of locations, facilities and related services provided
- ❑ A DMCs' understanding of a country's culture, traditions, rules and regulations can help it to provide services including
 - Provide one-contact, one-payment, one-stop services
 - Complete information regarding best services in the location
 - Leverage relationships with service providers to negotiate the most effective service for their clients at best rates
 - Design creative and an innovative program to meet client needs



Stakeholders in the Corporate Meetings Industry (4/6)

Organizations Related to the Corporate Meetings Industry (4/4)

3. *Convention and Visitors Bureau (CVB)*

- ❑ A Convention and Visitors Bureau (CVB) provides support for the MICE industry in the country, region or city it represents
- ❑ It is usually publically run and acts as a neutral facilitator and promoter of their MICE industry
- ❑ The services provided range from providing monetary incentives, facilitating certain restrictions, providing necessary information such as lists of DMCs, hotels & venues and organizing familiarization trips for companies and organizers



Stakeholders in the Corporate Meetings Industry (5/6)

Associations (1/2)

1. *International Association of Professional Congress Organizers (IAPCO)*

- ❑ IAPCO has become known as one of the foremost associations representing this industry with its extensive information, trend analysis and training courses

2. *Meeting Professionals International (MPI)*

- ❑ Meeting Professionals International (MPI) has the intent to build a rich global meeting industry community and acts as a knowledge platform for members to build networks
- ❑ MPI also grants awards called the “*RISE Awards*” recognizing innovative initiatives and positive impact on communities



Stakeholders in the Corporate Meetings Industry (6/6)

Associations (2/2)

3. Thailand Incentive and Convention Association (TICA)

- ❑ TICA's members consist of destination management companies (DMCs), Professional Convention Organizers (PCOs), Professional Exhibition Organizers (PEOs), service contractors, convention centers, hotels and advertising companies
- ❑ TICA's objective is to promote the potential and capability of the Thai MICE industry by publishing the *Thailand Incentive, Convention and Exhibition Membership Directory*, organizing familiarization trips for MICE travelers and organizers from abroad and attending many important international trade shows



Thank You

