



**EMT303e**  
**MICE Management**

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**Tutor-Marked Assignment Two**

**January 2018 Presentation**

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## TUTOR-MARKED ASSIGNMENT TWO (TMA02)

This assignment is worth **14%** of the final mark for **EMT303e MICE Management**.

The cut-off date for this assignment is **Sunday, 4 March 2018, 2355 hrs.**

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Submit your solution document in the form of a *single* MS Word file on or before the cut-off date shown above.

Your name and student ID must appear on the first page.

This TMA covers materials studied in Study Units 4 – 6. You should review these materials in both your textbook and the unit notes before beginning the assignment. In addition, you may find it necessary to perform additional research in order to provide better answers to the questions.

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### Question 1

*Objective: Implement the planning of a conference.*

Your event team has been tasked to organise the SCS Green Building Conference cum Exhibition in 2019.

SGBCE 2019 is a platform for suppliers, industry practitioners and professionals in the green building and construction industry. The event includes conferences/seminars that offer insights on the green economy and the sustainable built environment and the exhibition is a dedicated trade event that has a strategic focus on the Built Green environment featuring eco-friendly, energy efficiency building materials, design and architecture. There are concurrent break-out sessions, workshops and a closing gala dinner.

- (a) Discuss ten practical information you would require from the organiser. (40 marks)
- (b) A budget reflects clearly the revenue stream and expenditure stream for the event and allow prudent control on spending while planning the conference and exhibition.

Prepare a table to show at least 5 items each of revenue and expenses involved in SGBCE 2019. (10 marks)

**Question 2**

*Objectives: Demonstrate the uniqueness of Singapore as world class MICE destination.*

Singapore will be participating in the upcoming International MICE Travel EXPO to be held at the Korea International Exhibition & Convention Centre in the last Quarter of 2018. The annual international exhibition will take place over 3 days and will attract 6,000 delegates from countries across the world.

This is a Business to Business (B2B) event whereby different countries gather to promote their own city as an ideal MICE destination. During the EXPO, representatives from participating countries will present their latest insights on the trends of the international MICE industry in the next 5 years.

As a key representative from the Singapore team, discuss how you would promote Singapore as the ideal MICE destination.

(You are to conduct research and support your answers with data (charts/tables), figures, photographs, etc. when appropriate).

(50 marks)

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