

MICE

MONTHLY REPORT

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WORLD OUTLOOK

‘Be Prepared for Global Marketing Trends in 2017’

In 2017, the MICE industry is forecast to maintain an upward trend, as widespread new infrastructure is constructed, with many more projects planned to support growth in demand.

Nevertheless, in 2017 crucial tasks face marketing teams who need to find ways to attract organizers to their countries, as well as facing organizers who need to create interest among their audiences.

In this issue, we will prepare you for new marketing trends in the coming year:

1. Increased focus on customer experience

Customer experience lies at the heart of marketing for every industry. Try to exploit the advantages of digital technology to create novel customer experiences, such as 360-degree pictures of venues to increase audience excitement via your website.

2. Technology and data-driven strategies

As companies aim to interconnect email and social media within their marketing strategies, they must incorporate the requisite technology to implement and support this.

3. Personalize everything

As we work to individualize everything from Coca-Cola cans to shoes, mass customization has transitioned into personalization. For some

businesses, this will mean ensuring touchpoints are specific and individual. From the MICE perspective, personalization is somewhat difficult to achieve, but customization is certainly possible. First and foremost, organizers can tailor content to provide each individual group with matters of specific interest to them.

4. Better video content

Content is still the king, but the kind of content that rules the web is changing. Social content, reviews, blogs, papers, and eBooks are still crucial aspects of marketing, but video is increasingly catching the customer's eye.

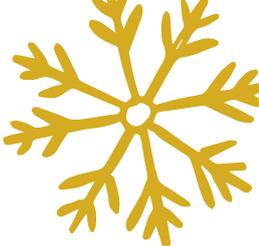
5. More social media marketing

Social media strategies should market less and sell more. Often, brands use social media to blast highly generic content - content that people are ignoring. Social media should be personalized too, and it's not too hard to accomplish. Use social media for the frontline marketing of sales and services. Use it to engage with consumers, not to blast messages. Organizers should make use of popular social media such as Facebook to market their events, and at the same time invite participants to enroll by completing a form.

6. Embrace the IoT

The Internet of Things may still be in its infancy, but in 2017 expect businesses to leverage the





RISING INDUSTRY

‘The Global Social Media Industry is forecast to grow at a CAGR of **26.5%** over the 2016 – 2021 period’

power of billions of connected devices - a marketer’s dream. Collecting and making that data useful, though, will be key. Beacons, sensors, edge devices, TVs, clothes, fitness brands and more are all producing useful data, meaning more opportunities to get closer to the customer.

7.Right-time marketing instead of real-time marketing
Right-time defines the most important moment to undertake marketing, and the means to empower such a strategy is effective data-collection and analysis.



Major organizations have always placed strong emphasis on gaining insight into the behavior and specific interests of customers and prospective buyers. Social media analytics is a relevant technique used to generate insights for social and business use. Governments, businesses, consultants and researchers depend extensively on social media to enhance the customer experience.

The global social media analytics market has been estimated to be worth USD 2.14 billion, and is forecast to grow at a CAGR of just over 26.5% between 2016 and 2021. The process of business analytics begins with gathering social data from multiple sources, followed by data-mining to gain insights into customer behavior. These insights can then be used as a basis for business decisions. Social media analytics tools are effectively used for gauging brand sentiments, performing multichannel brand campaigns, customer behavioral analysis and competitive benchmarking.

The key drivers for growth in this market include ever-growing user volume on social media platforms, together with greater focus on gaining a business advantage by gauging the market and gathering competitive intelligence through increased adoption of analytics tools. Penetration of smartphones is a key factor driving the market, as most people increasingly access social media through these devices. Incremental technological advancements will pave the way for several growth opportunities by making social analytics tools more accessible to small & medium-scale organizations.

However, there remain some constraints such as lack of awareness of the various capabilities of social media analytics tools, as well as high volumes of unstructured data, complex analytical workflows, and operational issues which together could impede social media analytics market growth.

MICE TRENDS



Many series of MICE trends have been written under this topic. In this issue, we are summarizing the core trends that you should keep in mind for your MICE business's strategies to build competitive advantage in the year 2017.

1. Increasing adoption of technology to make more effective meetings

You should learn to effectively make use of the technologies to lift up effectiveness in every step of holding meetings. You can use websites, social media pages, and custom mobile applications to generate awareness before an event and collect feedback after it. For instance, the 2016 Pharma Pricing and Market Access Congress website lists the speakers, agenda, sponsors, and provides the brochure, along with easily navigable links to LinkedIn and Twitter. Virtualization and hybrid events (live meetings combined with mobile and social networks) also can help increase number of delegates attending events. At the end, the technology creates win-win situation with all stakeholders as it lowers costs but higher value.

2. Accepting shorter lead time

The lead times for booking meetings and events are getting reduced as organizations focus more on business performance. As organizers, we should learn to be more flexible with perfect work.

3. Being one-stop solution

In regions such as North America, Europe, and Australia, the entire spectrum of meeting planning, from air travel and hotel rooms to meeting space, is managed end-to-end by one agency. This engagement model is also gathering momentum in Asia Pacific

and Latin America. Moreover, to do so, it can also reduce the overall cost by around 10-20%. Besides, awareness of regional laws can be the value-added for organizers.

4. Having more non-traditional venues in portfolio

As organizers, you should seek for more non-traditional venues and collect them into your file and as hosts, you should adjust your venue to be more non-traditional one due to the demand has changed. For example, there is demand for more creative options for team building activities, such as cookery classes, beach-volleyball, or golf lessons.

5. Combining business with leisure

This trend aligns with the number 4. Organizations are giving more importance to enriching experiences at a destination than the accommodation and venue. Though exotic locations are not preferred due to tighter budgets, there is a growing trend toward choosing cheaper destinations, which offer recreational opportunities in a relaxed atmosphere.

As for Thailand's MICE, there is more creativity in organizing events. There are more and more events that try to be 'different' by using less formal venues, making contents more entertaining, and even combining CSR as part of participant's activities, all making the events more memorable.

ASIA'S MICE

UPDATE

'ASEAN is now actively undertaking mega-investments to serve its MICE business' (continued from our November issue)



Following on from our previous issue, here are further game-changing MICE investments happening in Southeast Asia:



Malaysia
SPICE Convention Centre, Penang: This will open in Q1 of 2017 with its 4,546 m² Grand Ballroom accommodating 8,000 people, as well as a 2.8 hectare 'Green Lung' which is capable of hosting outdoor events. Along with the Penang International Sport Arena, which is normally used for exhibitions and concerts, the SPICE Convention Centre is expected to fulfill all MICE purposes in Penang, given its capacity for conventions and mega-events.

Gurney Wharf, Penang: This is Penang's future iconic waterfront destination. The masterplan includes a waterfront public promenade, seafront dining facilities, a 400-meter man-made sandy beach, a pier walk, landscaped water gardens and a skate park. Gurney Wharf will make Penang even more exciting than it currently is by complementing Gurney Dive's

renowned street food offerings at night and providing additional recreational facilities to travelers.

Kuala Lumpur Convention Centre: The convention center is undergoing expansion to provide an additional 10,000 m² (30% up on current capacity) of flexible and multipurpose space over 3 floors, plus 3 underground car park levels with 1,500 lots, 2 levels of retail and F&B outlets, and a rooftop restaurant. This expansion is scheduled to be finished in 2018.



Myanmar
Yangon International Airport: There is an expansion project for the airport to enlarge passenger-handling capacity from 2.7 million to 8.0 million by 2019. So far, the opening of the new terminal has boosted capacity to 6 million passengers. This project will provide welcome relief for the increasing number of Myanmar travelers and tourism stakeholders.

Melia Yangon: Already opened in August, the five-star Melia Yangon offers 430 keys, extensive meeting facilities totaling 2,000 m² of space, 3 fine restaurants including an all-day one with 375 seats which is said to be the largest hotel restaurant in Yangon.

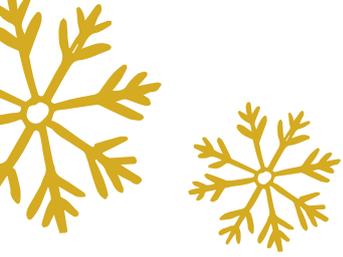


The Philippines
SMX Convention Center Cebu: After completion in 2017, this will be the first convention center in Cebu, with an arena for huge concerts and events. It is certain to help the city attract large-scale business events. Moreover, the center also complements other hardware improvement including new hotels, new tourist attractions and the ongoing expansion of Mactan-Cebu International Airport, which will double its capacity to 12 million passengers annually.

Henann Convention Center, Bohol: Just opened last year, this convention center is in a good location next to the 400-room Henann resort on the beachfront of Panglao's Alona Beach. The 3-story venue has capacity for up to 1,000 guests seated and 1,500 for cocktail parties. Its 13 breakout and meeting rooms can accommodate smaller events.

Marriott Grand Ballroom, Manila: The convention center has an 8,000 m² grand ballroom. The ballroom is equipped with the most advanced technology in this part of the world, such as Skyfold for





dividing meeting spaces, as well as programmable lights with a range of 360 colors and impressive on-site apps for meeting planners.



National Gallery Singapore: This was opened at the end of 2015 to celebrate Singapore’s past, present and future. It combines two important national landmarks – the former Supreme Court and City Hall - transforming the building’s cavernous interior into a 64,000 m²

visual art venue and museum, the biggest of its kind in Singapore. The National Gallery is a unique, historic venue for events within the modern city. Its vast space, including a 200-seat auditorium, can support conferences, seminars and other corporate gatherings.



Grand Ho Tram Strip: This is Vietnam’s premier leisure destination, featuring 541 rooms, 10 F&B outlets, 4 swimming pools, a 2.2 km private beach, a grand ballroom for 1,800 people together with several break-out rooms, plus an award-winning golf course and

clubhouse which has additional meeting rooms. The facility initially opened in 2013 and was continuously improved. In January 2016, new entertainment facilities were unveiled which are expected to raise the fun factor for corporate events. New hardware includes a 3D cinema, karaoke lounges, retail outlets and central parks. There is also a one-hectare attraction housing an 18-hole miniature golf course, a football pitch, a basketball court and more besides.



THAILAND’S MICE UPDATE

‘Thailand is addressing growing MICE demands with 3 upcoming investments’



In common with other countries, Thailand is investing in MICE infrastructure to support the continuing growth of the industry.

Bangkok International Trade and Exhibition Center: BITEC expansion will add 32,000 m² of exhibition space and 5,800 m² of convention and meeting facilities to its current stock. Three new event halls will be added to the current seven, with the largest featuring a 25m-high ceiling for international concerts and shows. It will include a direct connection to the BTS (Skytrain). Retail and dining zones can support visitors throughout the day. This expansion will make BITEC become one of the largest venues in Asia.

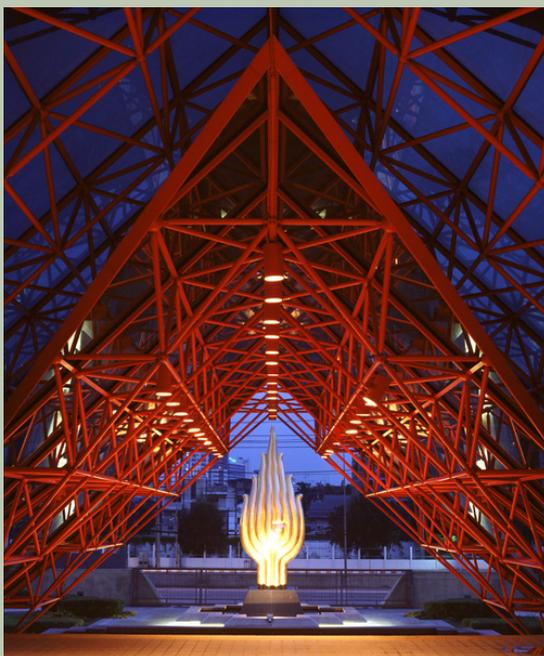
Centara Grand West Sands Resort & Villas Phuket: When the new convention center opens in Q4 2016, the venue will add 2,548 m² of event space with state-of-art facilities to Phuket's MICE inventory. It will be capable of hosting meetings for as many as 820 people.

The new center will be one of southern Thailand's largest, constituting a new serious destination for business events in the region.

Queen Sirikit National

Convention Center, Bangkok: Expansion plans had foundered because of legal restrictions, but these were overcome in March of this year, when procedure with the planned Center Phase II project was finally announced. Although the investment and concession periods have been agreed, the project owner has not confirmed if the upgrade includes the proposed 400-room four- or five-star hotel and 28,000 m² of retail space in the same area.

This will be a modern facility combining convention space with retail facilities and hotel accommodation, and only a few steps away from public transport (MRT). With the expansion, the center will realize its full potential and revitalize the part of town in which it is located.



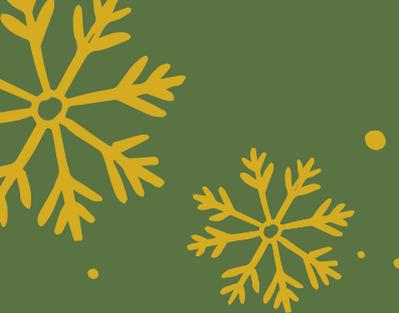
USEFUL TIPS



'Various Ways to Use Social Media to Promote Your Event' Following on from our opening topic and many earlier issues, here are further suggestions as to how the digital era can be used to bolster and boost your MICE business. In this final issue of 2016, we offer some more ways to effectively promote your events via social media:

- 1 Use Facebook ads to remarket to prospects**
Facebook can customize audiences, allowing you to show ads to people who have already visited your website. This is called retargeting. Advertisers can show event ads to Facebook users who have previously left the website without purchasing a ticket.
- 2 Create a highlight reel of prior events**
Video provides a unique opportunity to convey the energy and excitement of a live event. Great visuals and catchy audio are a potent combination that drives registration. It also creates engagement opportunities as the video is shared with friends.

Things to keep in mind when creating a video: Ensure you know what your prospected audience wants and leverage it at every opportunity (video can be shared almost everywhere).
- 3 Harness the power of visual testimonials**
Maybe you've interviewed attendees or speakers and captured statements of excitement about specific sessions, speakers or your event in general. Don't let those things go to waste! Use quotes or, better still, video to build excitement for the next event.
- 4 Empower affiliates, fans and attendees with shareable assets**
Make it easy to share your event. You can provide a button to immediately share a tweet or post when visitors land on your thankyou page after registering.



5 Use photos of attendees in social updates
Take a flattering, fun picture of some of your attendees and create a status update. Identify the people in the picture and be sure to tag them if you can.

6 Create a single unified hashtag for use across all social channels and your email signature
Create, use and market your event-specific hashtag. You should be using this hashtag well in advance of your event dates and it should be included on EVERYTHING. Every digital image you create, every piece of collateral, your email signature... Anywhere you can think of-share it!

7 Share pictures of speakers with quote overlays
While a headshot of a speaker might excite some people, it's important to share something worthwhile from that speaker as well. Take one powerful statement from each of your speakers and add that to a graphic containing a headshot of the speaker. This gives people something to tie to that speaker, a glimpse into his or her personality or presentation.

8 Create a Facebook event page
Most people log into Facebook at least once a day. Make it easy for them to keep up with event news by creating an event page listing. Your event page is also a great place to encourage networking before the event. The convenience of an event page also encourages sharing by attendees. To help make your event a success, Facebook has added new tools to help you target your audience via newsfeed, ads and event information, and to help you measure the effectiveness of your efforts.

These are just some of the currently popular ways to leverage the social media to promote your events. But don't stop updating the new features as there are always something new in this digital world.



'The Grand METALEX 2016, On 22-25 November, 2016, In Thailand'

The grand METALEX 2016 has proven once again that it is the most important gathering of the ASEAN metalworking community. Not just because it reached its participant target numbers, but also because of the quality of content, the technology, the know-how and the business networking that attendees could capitalize on.

Industry experts actively engaged trade professionals in discussion of a vast range of topics from new industry directions and technical tactics, to career path development in conference and in seminars. In all, a rewarding and essential experience for the metalworking community.

New networks, new ideas and new inspiration found by industry members in event activities are now ready and available to them to optimize their competitive advantages.

For the next 'Grand METALEX 2017', the host, Reed Tradex, promises to maintain the exhibition and is preparing to add even more value for all participants and exhibitors.

THE GRAND METALEX 2016



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