

A PUBLICATION OF ZURI EVENTS

1ST EDITION

It's a

MICE

World

CONVERSATIONS ON SUSTAINABILITY,
OPPORTUNITIES, NEWS & TRENDS IN MICE

Technology & MICE Tourism

Embracing the Future NOW!

Economic Importance of Meetings & Conferences for Cities

Sustainable Event Management Practices

The Youth and MICE



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Economic Importance of Meetings and Conferences for Cities



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EDITOR'S LETTER



Welcome to the 1st Edition of the *It's A MICE World!* Magazine, a publication of Zuri Events. This E-Magazine was launched in a colourful ceremony at the closing of the 1st Annual Global MICE Summit held in Nairobi, Kenya on 29-30th November 2018. The event, a first of its kind in East & Central Africa, brought together stakeholders and investors in the Meetings & Events Industry, including Professional Conference Organisers (PCOs), Destination Management Companies (DMCs), Meeting & Event Planners, Industry & Professional Associations, Technology Firms, Hotels and meeting venues as well as government institutions within the tourism sector.

The Meetings, Incentives, Conferences and Exhibitions (MICE) industry is a critical driver for tourism destination development and an important source of income, employment and foreign investment. MICE also represents vast opportunities for networking, capacity development and knowledge sharing. MICE is recognised as the driving force for economic, social and cultural development globally. Business events create added value for tourism and enhance the tourism economy, especially during the low seasons. Business visitors are among the most lucrative tourist segments across the world. The expenditure of a MICE visitor exceeds that of a general or leisure visitor. The industry creates jobs and increases exposure of the host country, which in turn impacts the economy significantly.

It's A MICE World! carries articles and features from MICE industry leaders across the African continent. The magazine is a business focused publication designed to enable the stakeholders in the Meetings & Events industry to explore industry trends and

news. It is specifically formulated to showcase the diversity, potential and vast capacity of the MICE industry on the African continent. The magazine will enable readers to explore new meeting and conference venues, find event organisers and suppliers, and keep abreast with the latest news and trends in the global MICE space. It will carry regular interviews and with opinion leaders in the industry, opinion columns from industry experts and industry news.

In this 1st Edition, we have focused on the theme *"Leveraging Sustainable M.I.C.E Practices for Economic Development"*. We bring you articles from industry leaders who featured in the high-profile speaker list at the Global MICE Summit. This edition is information laden with a rich diversity of guest writers and opinion shapers in the industry. In the next few pages, you will read on how technology is driving the MICE industry globally; emerging trends in the global meetings industry and how MICE players in Africa can enhance their competitiveness; the role of global associations such as ICCA in driving the forward the industry etc. Read also some tips on managing a sustainable event.

We also introduce the newly launched Africa MICE Awards in this edition. The Awards are intended to recognise individuals, venues and companies in the MICE industry who are playing a leading role in driving sustainable growth and change across Africa. The first nominations will be announced in 2019 and the awardees feted at the 2nd Global MICE Summit.

As a Sustainability agent within the MICE industry, I cannot end this short note without emphasizing how critical the MICE industry has become in championing sustainability ideals. The Meetings & Events industry impacts organisations across sectors. We have an opportunity to champion sustainable practices in our interactions with clients, partners and organisations – both big and small. May each of us become sustainability agents in the various facets of our work and life.

We hope that you enjoy reading this first edition of *It's A MICE World* magazine.

Kezy Mukiri

It's a MICE World

It's a MICE World! is an e-magazine that is published by Zuri Events Limited. It features MICE Players within the region, MICE Trends and a directory of the MICE stakeholders and players within the region.

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THAT **COSTs** YOU MONEY IS YOUR
EVENT MANAGEMENT PARTNER

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Technology & MICE Tourism

Embracing the Future NOW!

WRITTEN BY FRANCIS NJUE
Founder & CEO (HTOREX GLOBAL)

As I welcome you to this inaugural edition of 'It's a MICE World' E-Magazine, allow me to have a discussion with you around the Tourism Technology in relation to MICE Tourism with eyes on future opportunities and challenges of today.

All indications are global MICE industry is gaining popularity worldwide. Currently, technology plays a vital role in the MICE business growth as many corporations adopt e-conferences as a substitute for face-to-face meetings and conferences. However, the use of tele-seminars and virtual meetings to eliminate travel expenses may prove out to be a significant growth opportunity for MICE industry now and in the future.

Meetings, Incentives, Conventions, and Exhibitions or MICE represent a sector of tourism that includes business events and activities. The global MICE industry generated revenue of \$752 billion in 2016, and is expected to grow at a CAGR (Compound Annual Growth Rate) of 7.5% to reach \$1,245 billion by 2023.

You and I know technologies are changing the way we work and interact anywhere, with everyone and everything. Technologies, like virtual reality, artificial intelligence, internet of things and so much more are not only affecting travel experience and business but also life in its entirety. It's no news; the MICE industry hasn't escaped these effects. In fact, it is the most affected of all tourism sectors.

It is also evident; days when venues only needed to provide an overhead projector and a computer are long gone. So changed are things that even providing high speed internet connection is no longer fancy. It is also no longer luxury to provide virtual assistants, virtual and augmented reality, web casting, live streaming and video conferencing as they have become essential MICE components. It is critical for MICE players to stay updated with these trends in order to stay at the top of their game.

All indications are that the global MICE industry is gaining popularity worldwide. Currently, technology plays a vital role in the MICE business growth as many corporations adopt e-conferences as a substitute for face-to-face meetings and conferences. However, the use of tele-seminars and virtual meetings to eliminate travel expenses may prove to be a significant growth opportunity for MICE industry now and in the future.

This is so because technology is increasingly becoming key in personalising experiences; enhancing human interactions but will not replace it. In addition, apps have become inseparable features of events in providing easier registration and offering impressive interactions and conversations both before, during and after the event. Venues also need to provide opportunities for online attendance and intervention, so that people inside and outside the venue can participate. 360-degree images and virtual reality have become important for events and conventions globally. With this in mind, let us now explore the eight (8) technology trends that are and will affect the MICE tourism globally. My desire, as you read through is that you will pick challenges and point out opportunities that you can explore to position and make your MICE venture better and ready for future technological disruptions and huge business opportunities.

Internet of Things (IOT)

This is the idea that all technological devices can be connected to the internet and to each other in an attempt to create the perfect marriage between the physical and digital worlds. The really cool thing about IOT is that it is not only changing the way we do business but also the business models we use to do it. MICE industry can use massive wealth of information on how participants and attendees engage by tracking their interactions with digital devices. In turn, this data could be used to optimise and customise MICE packages, products, campaigns and experiences.

Virtual Reality (VR)

Virtual reality has been a popular component of video games for several years and this trend is continuing to expand. In addition to video games, VR is likely to affect businesses across the board as they adopt the technology to help them engage customers more effectively and optimise their sales and marketing efforts. It's also a potentially useful tool for learning and it is increasingly being adopted by educational organisations. MICE centres that will adopt this technology and invest in it will reap big rewards.



Virtual reality has been a popular component of video games for several years and this trend is continuing to expand. In addition to video games, VR is likely to affect businesses across the board as they adopt the technology to help them engage customers more effectively and optimize their sales and marketing efforts.

Machine Learning

Another exciting emerging technology is machine learning, which is essentially a computer's ability to learn on its own by analysing data and tracking repeating patterns. In addition to shaping your day-to-day interactions with friends on social media, machine learning is also changing the way companies do business with customers. Machine learning is reshaping the way businesses interact with their customers in a big way by helping them anticipate and meet customer needs more easily. For the MICE industry, this is a powerful tool and opportunity that can create massive business opportunities. You can explore new conventions and events profiles that have never been done by anyone before.

Cognitive Technology

Cognitive technology is a bed fellow of machine learning and virtual reality except that it's a broader concept. For example, the cognitive technology umbrella includes things like natural language processing (NLP) and speech recognition. Combined, these different technologies are able to automate and optimise a lot of tasks that were previously done by people, including certain aspects of accounting and analytics. This is a very useful function for the MICE industry that every player must seek to explore and adopt.

Touch Commerce

Today, you are able to buy anything you want with the touch of a finger. Merging touch-screen technology with one-click shopping, touch commerce allows consumers to buy products easily from their phones. This is one of the biggest things to hit e-commerce in recent years with almost every industry anticipating an increase in sales directly related to this new technology. With MICE playing a great role in driving business linkages, it

is no doubt that this technology when integrated in venues, can bring more revenue to MICE players outside the traditional channels.

Internet of Everything

The Internet of Everything (IoE) brings together people, process, data, and things to make networked connections more relevant and valuable than ever before turning information into actions that create new capabilities, richer experiences, and unprecedented economic opportunities for businesses, individuals, products and places. It is a broad term that refers to devices and consumer products connected to the internet and outfitted with expanded digital features. It is a philosophy in which technology's future is comprised of many different types of appliances, devices and items connected to the global internet. This is indeed the best thing that has ever happened for the MICE industry. The opportunities presented, even to the smallest MICE player anywhere in the world are just inexhaustible.

Electronic World Travel Platform (eWTP)

Electronic World Trade Platform (eWTP) is a private sector-led and all stakeholder initiative, for public-private dialogue to incubate e-Trade rules and foster more effective and efficient policy and business environment for cross border electronic trade (eTrade) development. Enabling E-commerce is an initiative designed to drive public-private dialogue on e-commerce jointed launched by the World Trade Organisation, the World Economic Forum and the Electronic World Trade Platform (eWTP). This is a great innovation that is crucial to MICE businesses in the wake of all inclusive globalisation and border-less eTrade and global travel.

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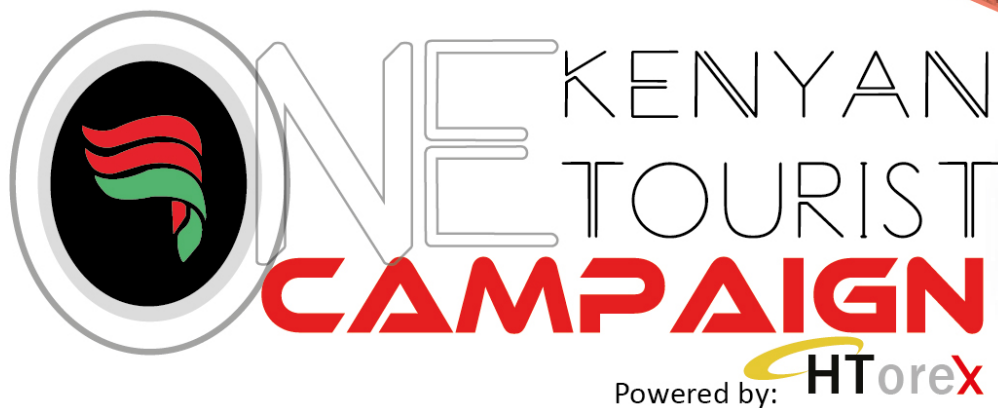
HTorex is an innovative tourism technology that has; the first all inclusive Online Travel Platform (iOTP), the first integrated Global Travel Marketplace (iGTM) and The First Global Hospitality and Travel Trade Platform (gHTTP). This is a great innovation that would present MICE and the broader Tourism industry would be great tools for businesses and experience. It implements all aspects of the latest technologies and has capacity for future innovation integrations. It is also inspired by eWTP thus creating massive opportunities for people anywhere in the world through shared prosperity in Tourism Industry.

Enabling E-commerce is an initiative designed to drive public-private dialogue on e-commerce jointed launched by the World Trade Organisation, the World Economic Forum and the Electronic World Trade Platform (eWTP). This is a great innovation that is crucial to MICE businesses in the wake of all inclusive globalisation and border-less eTrade and global Travel.

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It's A MICE World |



WRITTEN BY DR. RICHARD MUNANG,
Africa Regional Climate Change
Coordinator at The UN Environment

Practical Solutions Towards a **HUNGER-FREE** Africa

"A roaring lion kills no game". Africa is home to some of the most transformative initiatives on food security. From the Maputo declaration, to the Malabo declaration, to the AU Agenda 2063, Africa is a roaring lion.

One of the shortest routes to attain such competitiveness is leveraging in sectors of Africa's global comparative advantage that give a head-start towards building global competitiveness. These are what I called catalytic sectors and agriculture is at the core of the continents catalytic sectors.

Food insecurity continues to mount – with an estimated 240 million people going to bed hungry. While this is unacceptable, Africa loses food worth \$48 billion annually and spends up to \$35 billion importing food. This means an excess of \$83 billion in food security & enterprise opportunities lost each year in Africa. The implication is simple - that solutions to Africa's food insecurity cannot be found by focusing on agriculture as a silo. The solutions lie in value addition, where key enablers like decentralising clean energy to power value addition while ensuring we don't pile on the emission responsible for climate change that threatens to lower yields by up to 40% is critical.

**So how can
these solutions
be unlocked?**

First, and at the core, in this era of global competitiveness, we must prioritise building of competitive enterprises that build inclusive wealth. One of the shortest routes to attain such competitiveness is leveraging in sectors of Africa's global comparative advantage that give a head-start towards building global competitiveness. These are what I called catalytic sectors and agriculture is at the core of the continents catalytic sectors. Combining clean energy developments to power agro-value addition stands out as Africa's catalytic area. This as a strategic thrust area to build globally competitive industry projected to pump up to \$1trillion into the regional economy, create no less than 17 million assorted jobs along the entire clean energy powered agro-industrial value & supply chain and in ancillary sectors like logistics, ICT, marketing & financial services among others.

Critical incentives to facilitate Wealth Creating Enterprises for the Youth

Financial incentives – This is achievable through risk diversification schemes, the structure of which already exists at the countries. I am talking about the cooperatives. Countries need to come up with policy incentives for example, tax exemption on income earned by financial institutions lending to enterprises in catalytic area; income tax exemptions for such cooperatives) specifically targeted at ensuring cooperatives prioritise giving cheap loans to enterprises engaged along the sustainable agriculture led, clean energy powered industrialisation continuum.

Market incentives – actors in the catalytic sectors must be assured of competitive access to market opportunities that will fuel the growth of their enterprise. And for this, quality standards that benchmark produce from the catalytic area to ensure they compete at par with conventional products is key. Here, we do not have to re-invent the wheel, rather restructure enforcement of existing standards so they can be done in a cascade that covers interventions along the entire agro-value addition continuum. As opposed to being enforced in sectorial silos as classically approached.

Policy Harmonisation is the biggest driver of change. For the above diverse operational level actors to converge, policies implementation must first converge. Africa must divest from silos in policy implementation. Where we have policies implemented in sectorial silos thus missing out on the potential for intersectoral synergies that are critical to delivering workable solutions that leverage on productivity maximisation of the catalytic

sectors. As an example, in Kenya, delivery of the Big 4 agenda – which captures food security as a key aspect, can benefit immensely from the interconnected implementation of policies. This is already happening through UN Environment technical backstopping supporting establishment of what we call EBAFOSA interagency policy taskforces that convene implementation of complementary policies. Here, implementation of the Kenya's Climate Smart Agriculture Strategy, under the Ministry of Agriculture, is being connected to the Green Economy Strategy under the Ministry of Environment; the National Industrialisation Policy under the Ministry of Industry; provisions of the Finance Act – especially exemptions on inputs for manufacture of pesticides – under the National Treasury - for joint actions in local manufacture and use of organic fertilisers & pesticides. This is hastening realisation of 3 of the Big 4 - food security, health & manufacturing. All these underscore multiple SDGs.

Prioritising human capital as the premium resource for implementation and divesting from upfront financing that we have been conditioned to. Africa is 60% youthful and most of these youth are unemployed. Yet they have energy, skills, creativity, talents, ongoing initiatives that can be harnessed to drive food security.

The answer lies in one word – purpose. We must inculcate a mindset change among our youth such that they are driven to act by the desire to achieve a noble purpose not only to make money but to solve a problem and to create more wealth. For this, youth will need to be mentored to see



Prioritise human capital as the premium resource for implementation and divest from upfront financing that we have been conditioned to.

that any skill they have matters and can tap into the catalytic area and create enterprise opportunities for them while fulfilling a bigger purpose of driving the SDGs. Already the UN Environment through EBAFOSA is providing mentorship opportunities by pushing a mindset change message we are calling Innovative Volunteerism. Youth can register and become active through www.innovativevolunteerism.org.

Through Innovative Volunteerism, youth have brought their skills together and have created an enterprise that tap into the catalytic sectors called EBAgroPamoja Africa right here in Kenya. Winning the future is possible if we all give our all in everything we do. Let us now wake up and get to work so we can inclusively drive wealth creation for all. As an amusing African proverb puts it, "the grasshopper who sleeps forgetfully ends up in the mouth of a lizard".

Seize the moment!

Dr. Richard Munang is UN Environment's Africa climate change and Development Policy Expert. These are the authors' views, not those of their institution.



Promoting Ethiopia through MICE

WRITTEN BY YOADAN TILAHUM
Managing Director, Flawless Events
(Ethiopia)

The Global MICE Summit 2018 is a two day gathering of global investors, practitioners, academicians and regulators from the MICE industry to discuss opportunities, trends and going concerns within the MICE space. It will be themed on Leveraging Sustainable M.I.C.E Practices for Economic Development . The summit will focus on three major pillars: Sustainability, Economic Growth and Technology.

The inaugural Global MICE Summit will be taking place in Nairobi, Kenya on November 29th-30th. With a special focus on the African continent, the Global MICE Summit is bringing together 50 exhibitors from across the MICE industry, including professional conference organisers, MICE venues, destination management companies, and more.

Yoadan Tilahun, Founder & CEO of Flawless Events, will be a guest speaker at the Global MICE Summit Expo, presenting under the topic: Promoting destinations through MICE: Perspectives from around the world. Case Study—Ethiopia. With over a decade of experience as an event professional, Yoadan brings invaluable insight on the impact the MICE industry bears in Ethiopia and greater East Africa. Flawless Events was launched in 2008 in the Washington DC Metro area before Yoadan relocated to Addis Ababa, Ethiopia. Since then, the Flawless Events team has hosted events not only in Ethiopia but Cote D'Ivoire, Burkina Faso, Nigeria, Gabon, Uganda, Rwanda, Tanzania, Zimbabwe, South Africa

and Mauritius. Flawless Events has paved the way for the MICE sector in Ethiopia and has since become the eminent conference management firm in the country.

When framing MICE within the African context, Yoadan will be presenting on the importance of positioning oneself within relevant sectors. Be it manufacturing, infrastructure development, or sustainability, global trends show that it is imperative for emerging markets to align its MICE strategy with its development goals.

How do African countries position themselves as destinations for meetings – and is such positioning supported not only by event planners but also the Ministry of Trade, Chambers of Commerce, or mayor's office? Are there African countries that are already proactively positioning themselves as the hub for tech conferences, eco-tourism conferences, and if so how? What is the role governments need to take to increase MICE in their respective country?

The October 2018 issue of AMI Magazine mirrors these global trends – citing two major

conference destinations shifting their MICE strategy to reflect economic priorities. Washington DC is now focusing on transportation, government advocacy, and sustainability as key pillars for congress organisers. In a similar vein, Abu Dhabi is emerging as a premiere destination for marine tourism. Humaid Matar Al Dhaheri, Group CEO of Abu Dhabi National Exhibitions Company (ADNEC), said:

"We decided to organise... after an extensive study of the local market, focusing on sectors identified in the Abu Dhabi Plan and Emirate's Vision 2030, where leisure and tourism sectors are recognised as the main pillars of economic growth and diversification, along with other sectors."

It is clear that the African continent needs to take a similar strategic approach. Yoadan and her unique experience in the East African market will provide event professionals from around the continent an impactful session to take away and implement within respective market.

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Event Managers Association of Kenya (EMAK)

Event Managers Association of Kenya (EMAK) is an association that was formed in 2015. Its objective is to bring event managers across Kenya together to create, practice and maintain professional standards for the good of our clients and the growth of the industry hence creating a network of professionals

who can be trusted and relied upon to deliver quality products and services in Kenya and beyond. EMAK is a one-stop-shop that assists members of the event industry to operate and prosper in an efficient and cost-effective manner through the services provided.

The team behind EMAK operation and success are

Mrs. Wambui Njooa – Chair Lady,
Ms. Somoina Kimojino – Board Member,
Ms. Zuhura Ogada – Vice Chair Lady,
Mr. Christopher Kirwa – Board Member,
Ms. Sheba Njagi – Secretary,
Mr. Kevin Mulei – Board Member,
Mr. Nimit Shah – Treasurer

What are the benefits of membership?

Apart from the fact that you will become part of a national professional association, there are several benefits of joining EMAK. These are but not limited to;

- You will have access to reliable and accountable suppliers in the events industry and enjoy discounted rates as a member.

- We have mentorship programs for all the members from the already established experts who have industry knowledge and experience.

- The Association lobby's on behalf of its members, for matters of concern with various authorities, agencies and bodies we interact with.

- You and your employees will have access to subsidised continuous professional development offered through seminars and trainings which ensure the understanding of the UN compact SDGs.

- Credibility: as a corporate or individual member, you shall be regarded as a credible and reliable professional.

- We offer regular information to our members on trending issues, technological developments, tenders and relevant information that we believe is beneficial.

How do you become a member?

Membership is by subscription and is open to all Kenyan Event Managers who are able to meet the criteria for joining which is

compulsory for everyone. The current membership stands at over 50 event companies and includes organisation that are as young as 3 years to others that are over 20 years. We steadily want to grow this numbers while attracting the right members.

Every EMAK member has to pass through vetting process, be legally registered and tax compliant.

New members sign and pledge to abide by the code of conduct that outlines the association's standards in the areas of labour, health and safety, environment and business ethics. This ensures a membership that is sound; that delivers on its promises to clients; that maintain high standards in the industry and one that is competitive both locally and globally.

EMAK's mileposts since commencement

EMAK has been involved in drafting for the Tourism and Entertainment sector explicitly for the Events Industry. Being recognised by the government has been a great stride as well.

EMAK has played a major role in having the Nairobi County issue single Business Licenses that encompasses all the charges instead of multiple licenses.

EMAK is sitting at the Economic Council as an integral part of the local creative industry.

EMAK is in the process of adding input to the Copyright Bill, which tends to be very punitive for Event Planners.

EMAK have had talks with Equity Bank and General Motors to explore tailor made products for the events industry.

EMAK's objective is to bring event managers across Kenya together to create, practice and maintain professional standards for the good of our clients and the growth of the industry hence creating a network of professionals who can be trusted and relied upon to deliver quality products and services in Kenya and beyond.

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Economic Importance of Meetings and Conferences for Cities

WRITTEN BY PRASANT SAHA
Founder & CEO, CIMGLOBAL

The focus on MICE is not, however, uncontentious. In order to attract convention traffic, cities will often invest in (or otherwise support) conference and exhibition facilities that are expensive, and hence are an opportunity cost in terms of alternative policy interventions.



Business tourism, and specifically meetings, conventions and exhibitions (MICE) activities, have long been targeted for growth by governments, industry and other responsible agencies. This focus can be seen at national and city level. There are a number of reasons for this.

Firstly, there is an assumption (and some evidence) that business travellers have a higher spend, at least per day, if not per trip, than leisure visitors.

Secondly, there may exist the potential to utilise visitor-relevant facilities over a longer period than the traditional holiday peaks.

Thirdly, the amenities that a city or country can offer may be extended by development of exhibition and conference facilities that a strong MICE sector can support, with co-benefits for residents, and perhaps for a destination's wider attractiveness.

The focus on MICE is not, however, uncontentious. In order to attract convention traffic, cities will often invest in (or otherwise support) conference and exhibition facilities that are expensive, and hence are an opportunity cost in terms of alternative policy interventions.

This is particularly relevant because such facilities are in many places economically marginal, and many even require ongoing public subsidy. The rationale for public support then rests on the economic benefits accruing to the wider economic area consequent on visitor spending or an improved competitive position vis-a-vis other urban areas.

In common with tourism in general, MICE happens not in countries but in places – largely in cities – and it is at this spatial scale that we must make relevant policies to attract MICE business, and thereby contribute to the local economy.



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WRITTEN BY JEFFERS MIRUKA
Ceo, African Associations Management
Company (AFAMCO)

The role of Regulators & Associations in Advancing the Meetings Industry

From Singapore to Washington DC, from Brussels to Beijing, from Dubai to Santiago, from Cape Town to Cairo, international policymakers and regulators are reshaping the landscape for associations and their members every day.

While some associations have long had a global government regulatory, relations and advocacy footprint, others are exploring how to best advance their missions. If your organisation is looking to expand, consider these best practices and advice from experts who have led international advocacy efforts for a wide range of associations in dealing with governments and regulators in advancing these industry.

Lay a strong internal foundation.

When considering government relations and advocacy engagement abroad, first establish a strong internal foundation upon which to build your efforts. This includes obtaining support from volunteer and staff leaders, securing long-term resource commitments, determining the appropriate staffing model, and setting up the internal cross-functional team necessary to support efforts on the ground. The team should include stakeholders from government relations, legal, finance, marketing, communications, human resources, and other key internal departments. Developing

an international advocacy program requires careful investment in both time and resources, the benefits of which might be realised over a longer horizon than traditional domestic advocacy effort.

Prepare for success—and avoid pitfalls.

Once that groundwork has been laid, you can begin planning your expansion efforts. This should not be rushed. The planning stage should encompass a thoughtful and holistic analysis of desired outcomes, identification of countries or regions of focus (including geography-specific policy audits), and alignment with broader advocacy and association-wide goals and objectives.

In addition, once you have selected targeted locations, pay special attention to legal and ethical considerations, including local lobbying laws and disclosure requirements. This due diligence will help you avoid potentially disastrous legal and ethical situations in new territories.

Assemble the right team

Establishing the right local presence is essential for associations' success. This may involve hiring full-time employees or engaging third-party

contractors such as Association Management Companies (AMCs) or public affairs consultancies. No matter the staffing model you choose, be sure that your new representatives are good cultural fits—within both the local culture and your association's own internal culture. While internal fit is often overlooked, it is critical, as the team on the ground will likely be working with association staff and volunteer leaders without the close oversight of headquarters.

Crawl, walk, run

Associations don't just get to their feet in a sprint. They start with crawling, more often the longest period in their metamorphosis. With target markets and local staffing secured, you can begin crafting your initial outreach and engagement strategies, tailoring them to reflect both internal capabilities and external dynamics. While initial interest in and expectations of the home office will be high, know that government relations and advocacy initiatives often take years to come to fruition. That's why a strategic plan with short-term and medium-term wins and milestones are important to include alongside longer-term goals and outcomes.

These incremental achievements may serve as potential best practices that you can implement at headquarters and beyond. Always remain focused on your long-term goals, but also set up bite-size objectives to help build a culture of success along the way.

Communicate early and often

Keep your internal and external stakeholders informed about key developments. Frequent and open dialogue ensures that the value of your efforts remains front and center, and that it surfaces on-the-ground intelligence, new opportunities, potential challenges, and lessons learned that may be relevant wherever your association operates across the globe.

Moreover, regular communication and information sharing about region-specific developments helps foster the internal intellectual, psychological, and social capital you need to build and sustain a global mindset of your association. Being able to integrate different perspectives and show what opportunities are available to the enterprise from a global perspective is critical for success abroad. The global mindset truly helps organisation leaders identify interdependencies, problem-solve, and build trust with individuals, groups, other organisations, and systems unlike their own.

Measure what matters along the way

Key Performance Indicators (KPIs) are vital to measuring progress toward global government relations and advocacy goals and objectives. Associations value what they measure, so rather than focusing on myriad outputs

and vanity metrics, agree on a few well-crafted KPIs that you measure relentlessly and communicate often to key internal stakeholders—even when results are unfavorable. This way, you have your finger on the pulse of your global activities and leaders will provide the support needed.

Your metrics should always be determined by your overall strategy and by measuring the activities that lead to results for your organisation. While you can measure many different elements of advocacy, focus on measuring what matters. Finally, while patience can't be measured, it's as important an element as any other. Your international team must stay focused on moving forward: One win quickly becomes two wins, which can then form the foundation for lasting positive engagement in advancing our associations and endearing them as the primary providers of the meetings industry.

Remember, many members join associations for learning opportunities and community connections, and they find them at association meetings and events. Although increasingly challenged by competition from for-profit companies, technology that makes it easy for people to connect online, and government policies that may affect international travel for conferences, association meetings and events continue to deliver the face-to-face networking and learning experiences that members value.

*Jeffers Miruka,
President: African Society of
Association Executives (AfSAE)
CEO: African Associations
Management Company
(AFAMCO)*



NATIONAL MUSEUMS OF KENYA

WHERE HERITAGE LIVES ON

National Museums of Kenya (NMK) is a state corporation established by an Act of Parliament, the National Museums and Heritage Act of 2006. It is a multi-disciplinary institution whose role is to collect, preserve, study, document and present Kenya's past and present cultural and natural heritage. This is for the purposes of enhancing knowledge, appreciation, respect and sustainable utilization of these resources for the benefit of Kenya and the world, for now and posterity. The institution is also charged with the responsibility of managing the country's diverse and rich national heritage. This entails but not limited to administering the country's national and regional museums, sites, antiquities and monuments.

Our social media handles are as follows:

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+254706232686



Sustainable Travel & Tourism Agenda

WRITTEN BY JUDY GONA, CEO, STTA



The MICE sector, despite being a comparatively young industry, deserves praise for acknowledging the emergence of the sustainability question in planning and executing events.

The acknowledgement of the sustainability question in MICE is however not enough, as the sector exhibits partial sustainability thinking. This is evident on three aspects in MICE; 1) through disproportionate focus on sustainability principles in conceptualising a sustainable MICE, 2) one off sustainability shows in destinations/ places which fail to maintain sustainability status after MICE hosting, and 3) the view of sustainability as an idea as opposed to real practice. The problem with partial sustainability thinking is that it is just principally unsustainable, as it fails to address challenges outlined in the SDGs.

First, sustainability thinking in MICE is habitually approached from the perspective of greening events. Green is not necessarily sustainable. A green event, considers the intensity of resource use, and strives to minimise its environmental footprint. Paper free, plastic free, are some of the trending themes in greening MICE. The selective focus on green dimensions of sustainable

tourism in MICE, risks overshadowing other dimensions equally important in sustainability matters, e.g. host communities, and economic enhancement. While a MICE event may achieve admirable green benchmarks, its benefits to host communities may be minimal. Victims of MICE unsustainability are often host communities. Take the example of mega events in sports, which have been noted to have meagre economic benefits to local communities, while posing potential immediate as well as long term disruptions to social and economic set ups in hosting communities. A different case in point is the soaring amount of food waste, of which 40% of the 100 million tons of food waste produced every year is from hotels, restaurants, MICE tourism. Yet, destinations still lag behind in their scorecards for achievement of SDG 2, on reduction of hunger.

The best approach to sustainability uptake for such MICE should not solely be limited to aspects of greening, but have a wholesome approach to sustainability issues



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considering quality of visitor experience, local community engagement and economic enhancement. Small scale MICE, whose net benefits for communities can be more beneficial than those of mega events, is one of the ways through which MICE aims at sustainability.

Green MICE, like other forms of MICE, is not immune to financial hiccups. Today, the greatest financial challenges in the development of MICE tourism in world regions, are occasioned by under capacity as well as overcapacity of facilities. Overcapacity means that there is a decrease of utilisation of spaces developed for MICE tourism. These challenges serve best to illustrate the relevance of the profitability lens in conceptualising a sustainable MICE. An aggressive expansion of MICE facilities in destinations for the business traveler, coupled with an economic downturn as well as event cancellations, may lead a destination to a state of severe over capacity. Overcapacity could be as a result of overbuilding, and the greening approach would fit best in directing utilization of existing infrastructure for MICE as opposed to creating

new buildings. Both under capacity and overcapacity in MICE threaten the sectors sustainability.

Secondly, MICE seems to be detached from places and destinations in terms of sustainability selling. MICE lacks firm control in shaping sustainability grounding of related service providers. Successful sustainable MICE hosting are usually one off shows, after which hosting places resume to business as usual ideals. This is because MICE supports double identities, that of truly sustainable businesses, and those operating in a business as usual mode. Take the example of a green event held in a hotel, which on the other side is hosting a parallel team oblivious of the sustainability pressures occasioned by their stay in the hotel during a travel period. Green MICE is quickly succeeded by business as usual practices. Sustainable MICE, seems to be episodic, existing only when demanded, if not, MICE can bask in business as usual glories.

Business sustainability process is two pronged, involving enterprise integration on one hand and market transformation on the other. MICE has invested considerable effort in

integrating sustainability principles within its operations. More needs to be done by the sector, regarding market transformation, to create market shifts to enable new forms of sustainability. The pressure from the sectors professionals to maintain sustainable MICE is weak. Remember, a time will come when business travelers would have had enough of non-committal of service providers to sustainability benchmarks, and only sustainability thinking can save the situation. This is why MICE sector should strive to improve cooperative behavior for sustainability pursuit among the range of different service providers building up a MICE product.

Thirdly, for MICE, sustainability is still an idea. This idea awaits transformation to practice in order to impact on people, planet and profits. The sector is educated on sustainability, but needs to be reeducated on creating sustainability, to extend benefits to planet and people. MICE is a planned performance, thus offers early spaces to incorporate strategies for creating sustainability in its design. Efforts to restrain the unsustainable in MICE are evident, while little thought is given to creating

sustainability. Restraining the unsustainable solves problems of today, while creating sustainability helps create measures for the future.

Greening MICE has been effective in incorporating sustainability thinking in planning instruments for MICE, but there is still more to be done to fully consider all key aspects of sustainable tourism. We will have to think beyond the established mindset underpinning sustainable MICE, which solely focuses on green dimensions. Could other shades of MICE, apart from green, be equally beneficial to sustainability standards? It is important also to improve coordination between sustainability thinking and MICE, especially by granting more weight to sustainability principles, other than those currently applied in partial measures. A value driven MICE tourism mission is necessary, as the sector takes the homestretch towards sustainability. Sustainability thinking in MICE, would guarantee benefits for thriving communities, thriving planet and thriving business.

The advertisement is a horizontal banner with a blue background. On the left, a white speech bubble-like shape contains the text "NO MORE BANDWIDTH STRUGGLES..." in bold blue letters. Above this, the URL "www.is.co.ke" is visible. Below the speech bubble, small text reads "Internet Solutions is a division of Dimension Data". To the right of the speech bubble is the "IS.ON" logo, where "IS." is in a white circle and ".ON" is in a larger white circle. Below the logo, the text "Internet Solutions Open Network" is written in white. Further down, "HAS GOT YOU COVERED!" is written in large white capital letters. At the bottom right, "That's FUTUREWARE" is written in white with a blue arrow pointing right, followed by "Technology that let's you tame time" in white.

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- Advisory services
- Capacity building
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- Strategy & guidelines
- Host community engagement
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What We Can Do Together

- The STTA Young Change Makers Program
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- Thrivability Breakfast Meetings
- The Sustainable Tourism East Africa Report

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WRITTEN BY MR. FREDRICK J. OMONDI
Director, Standards & Quality Assurance

The Role of Regulation in Promoting Events and Entertainment Industry in Kenya

Tourism as a mix industry, in which both the public and private sector play a complimentary role in creating the tourist product, is a significant global industry central to social-economic portfolio of many nations.

Tourism as a mix industry, in which both the public and private sector play a complimentary role in creating the tourist product, is a significant global industry central to social-economic portfolio of many nations. Tourism today, occupies a pivotal position, especially in less developed economies for transforming livelihoods and improving well-being of citizens. Special events and entertainment in its various forms spanning individual celebrations, community cultural festivals and mega professional events covering among others, business meetings, conferences, exhibitions and sports are dramatically growing and gradually cutting a niche in the leisure tourism industry. This progression is in tandem with the experience economy where international traveller's consciousness drive them to purchase only exciting products that leave remarkable memory during their stay in a destination. The rapid growth and spread of the industry present opportunities

for diversification of tourism into a cross spectrum of leisure related products. These consists of separate and distinct but related sub-sectors including film tourism, conference tourism, festival tourism and sports tourism products among others envisioned under Kenya Vision 2030 economic blue print. The social-economic viability of the sector is a clear pointer to the need to harness and integrate events and entertainment into a destination management strategy utilizing events professionals.

However, it should be noted that the involvement of a myriad individuals of unknown profession, community and corporate entities in the sector in search of livelihoods is certainly making the events environment much more complex. The dynamism also imply that event managers must engage in identification and provision of service to a wide range of stakeholders of varied needs. This certainly invites governance interventions to promote the diverse social, economic

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and long-term environmental impacts for sustainability and competitiveness.

Government policy interventions supporting events and entertainment industry may range from direct or indirect financial support, capacity building and training to improve on the professionalism of the events managers and service providers to ensure quality content and service offers for consumer's satisfaction and experience. Government policies related to the sector are also critical in stimulating the production and consumption of the country's authentic programming, restrictions on competition from foreign based competitors with a view to protect local producers and service providers in order to survive and be able to maintain

national identity. Government thus contribute directly towards ensuring sustainability of the sector.

Similarly, there are a variety of options available to government and industry players' intervention in regulatory process which is a vital and integral part of today's global economy in governing industry practices. The impact of regulations on the economy depends primarily on the regulatory approach adopted and how efficiently and effectively they are enforced. The ultimate aim of a regulatory system is to address a range of issues revolving around establishing industry standards, creation and adherence to industry code of practice and professional ethics as well as ensuring consumer protection and confidence. It is in recognition of the values inherent in

The spirit of the tourism sector regulation therefore embraces the principle of co-regulation where the Authority as a government agency collaborates with industry players in the entire regulatory process guided by agreed standards ideals, compliance monitoring and enforcement of code of practice amongst trade associations and professional society members.




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regulations that The Tourism Act, 2011 established a specialised agency known as 'Tourism Regulatory Authority' charged with the responsibility of regulating the tourism sector in Kenya. The overarching objective of the Act is to ensure sustainability of tourism throughout the country. This is achievable through regulatory measures in all its facets including formulation of code of practice, guidelines and quality standards specification, compliance, promotion of professional workforce and quality assurance framework. The highlights of the Act entrenches the ideals of destination management employing best practices. Innovative and least burdensome regulatory regime becomes the norm for 'ease of doing business' that has become a priority at both national and global agenda in the fast paced information economy.

The spirit of the tourism sector regulation therefore embraces the principle of co-regulation where the Authority as a government agency collaborates with industry players in the entire regulatory process guided by agreed standards ideals, compliance monitoring and enforcement of code of practice amongst trade associations

and professional society members. To this end, the Authority's 2018 landmark achievements through it vibrant stakeholders' engagement strategy has published a total of 180 star rated hospitality facilities with classified bed capacity of 22,731. The realisation is a reflection of quality conference and exhibition facilities availability in certified three to five star rated establishments in the country. The Authority also approved for implementation the first ever Tourism and Hospitality Event and Entertainment Guideline in conjunction with the sector private organisations and agencies. The guidelines aim at streamlining quality production of events and entertainment products and professionalism of service providers. It outlines detailed standards specifications for both structural and operational requirements while taking into consideration the quality and content of entertainment performance, specific needs of target audience, engagement of children and utilisation of animals in any form of event tourism.

Despite these endeavours many have argued, regulations impose costs on the part of industry operators in quest of compliance. Nevertheless,

it should be appreciated that the perceived cost are justified on overall consideration of the improved social welfare. The general public good with specific consideration to safety and environmental integrity issues certainly outweighs the cost element. Moreover, regulations, especially those related to performance based outputs may also induce innovations that directly benefits consumers, producers and the society. It is therefore worth noting that co-regulations pursued by the Authority is targeted at; firstly, encouraging event and entertainment entrepreneurs, performers, service providers to join relevant, registered and recognised trade or professional associations. Secondly, strengthening trade and professional associations to enhance self-regulation and policing guided by best practices, code of conduct and professional ethics as well as corporate social responsibility. These integrated with quality management systems put in place for quality destination management, ultimately ensure sustainability of the tourism sector and stimulate competitiveness of the destination. Consequently, increased numbers of business and leisure tourists in Kenya.

The general public good with specific consideration to safety and environmental integrity issues certainly outweighs the cost element. Moreover, regulations, especially those related to performance based outputs may also induce innovations that directly benefits consumers, producers and the society.





AFRICAN SOCIETY OF ASSOCIATION EXECUTIVES

Building community and the association management industry across Africa

Who we are

A pan-African membership professional community of association executives and nonprofit organizations managers in Africa

Mission

To build and advance the importance, and professionalism of associations and nonprofits in Africa through education, advocacy, advisory and networking

Vision

To be the premier body that thrives and contributes to the development and success of associations and nonprofit organizations in Africa

Goals

- To provide a forum for learning, training, networking, and sharing of knowledge about the practice of association and nonprofit management in Africa.
- To promote best practices in association management by ensuring African associations and nonprofit organizations meet and excel in their transformative agenda.
- To benefit our members by connecting them to the worldwide community of association and nonprofit management practitioners.



WRITTEN BY NATASHA NALYAKA
Founder, Lavida Events

Career Opportunities in the MICE industry

The MICE industry is one that has seen unforetold growth in the past few years. According to a new report published by Allied Market Research, titled, "MICE Industry by Event Type: Global Opportunity Analysis and Industry Forecast, 2017-2023," the global MICE industry was valued at \$752 Billion in 2016, and is projected to reach \$1,245 Billion in 2023. This is a global report that includes Kenya and Africa as a whole.

Kenya has been privileged to host international conferences and local businesses have also hosted their own events, meaning there's a huge market here that needs unraveling.

The MICE industry consists of various organisers and suppliers that manage and deliver meetings, incentives, conferences and exhibitions to achieve a range of professional, business, cultural or academic objectives. These activities play a key role in the future growth of individuals, businesses, cities and destinations. Players in the market; we shall look at some of these, and depending on your interest, you could probably be part of this growth.

Event planners

We cannot do without event planners in the MICE industry. They help you piece all the logistics together and have an organised and professionally planned event. Event planners are quite resourceful and will guide you through the event planning phase.

Venue

Hotels take the biggest chunk in this category, considering that they offer both accommodation and conferencing

services. MICE hosts/planners prefer to reduce their travel time and would rather have accommodation and conferencing in one space. Lately, however, there has been an interest in convention centers that offer picturesque facilities. Within these spaces, there are numerous career opportunities to consider for example Food and beverage managers, convention managers, hotel managers.

Event marketing

This is the heart of any event where your audience get to know more about the upcoming events, interact and engage. The opportunities here include developers of the event website, designers of event fliers and concept note, social media marketers, developers of event applications to increase attendee engagement and media PR practitioners.

Event sponsorship

Many business and individuals are investing in MICE events and they look for events that bring value to their brand and their audience. This is a career that many may shy away from, but it brings so much value to both the event hosts and the brands that sponsor these events.

Event branding

This is a creative space where the look and feel of the event is designed. This is usually done by event planners though you will also get designers who create the various artworks needed for various stationery for the event and merchandise.

Event rentals

This covers a wide range of products that are hired from event suppliers. These include chairs, tables, linen, lighting, staging, screens, exhibition shells and sound equipment.

Event entertainers

From dancers to MCs, DJs, music bands and comedians, an event has no excuse not to entertain the attendees and help them feel relaxed.

Event insurance

This is a segment that is quickly gaining traction to insure the activities around an event and its equipment.

Travel agencies

They offer amazing and exclusive destinations that MICE attendees can explore for leisure.

Individuals and companies have also built careers by providing niche services in photography, video coverage, security, translation, rapporteuring and sign language interpretation.

The MICE industry is clearly a top employer that any economy should embrace and seek ways to grow it. Clearly this is a wide industry and good news is now these professions are no longer treated as hobbies but careers that are professional and needed. Learning institutions have also come to see the value in offering courses that seek to further the knowledge and professionalism needed in this industry.



Lavida Events



Flawless planning of an event can get quite stressful, demanding and overwhelming. Lavida Events recognizes this and curates events that generate brand recognition & visibility, impact employee growth, drive client engagement and increase social interaction.

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3

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WRITTEN BY ANDREW KANGETHE
Co-founder and Executive Director
of izone Africa

Technology Disruption in the MICE Industry

The MICE industry has also not been spared by the digital age disruption where old age established methods are colliding with innovation.

In today's MICE industry, the catalyst for transformation is technology and the cultural shifts which ensure as a result of these technological advancements; the reciprocal relationship between these two aspects is propelling innovation forward. These cultural shifts are seen in consumers' demand for an ever-increasing use of tech in the MICE industry.

Technology and the expectations of the consumer are revolutionising the industry. In an age where 85% of consumers make buying decisions influenced by the brand experience, adoption of technology in the MICE industry is at the forefront of event organisers.

Technology is being implemented in the MICE sector in plenty of ways; the whole event booking process for delegates and exhibitors is now online, publishing all details about the event upfront - including costs - to put consumers in control. Technology is enabling supply

and demand to be directly in touch. We are seeing more and more investment in Apps, digital signage, Near Field Communication (NFC), Virtual Reality (VR) and Augmented Reality (AR) solutions all aimed at delivering immersive consumer experience and Return On Investment for event organisers, exhibitors and sponsors.

It is an exciting time for the MICE sector because today consumers can enjoy paperless events powered by Apps and NFC where the registration, payment, collaboration, event programs and resources are all a click of a button away. To make things even better delegates and exhibitors don't need to worry about the heavy and costly product catalogues because digital signage and NFC powered badges are enabling delegates to share contact details as well download exhibitor information. We are seeing use of more adventurous forms of tech to deliver product and enhanced attendee

experiences through Radio-Frequency Identification (RFID), Beacons, VR and AR. Technology is also enabling measurement of the MICE sector by using survey apps for feedback and polling.

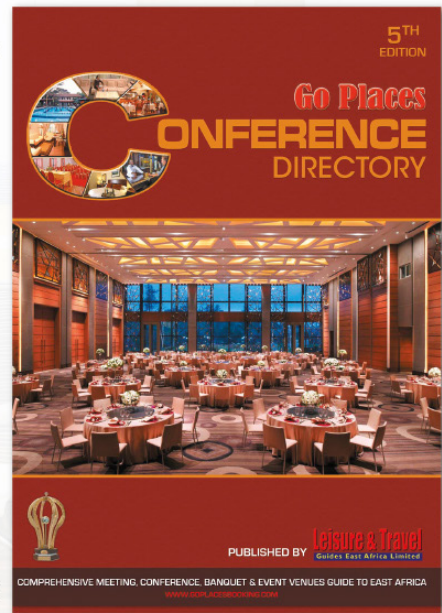
The industry is beginning to change and progress, but, as we have seen time and time again, technology waits for no one to catch up. Technology is ever-changing, never static and once an idea takes hold and has the popular support of the general public there is no way to go back, only forward. It is an exciting time, full of potential for the MICE sector but one that requires agility and proactive, rather than reactive, ways of working. At izone we pioneer how the MICE industry uses technology, through our bespoke Event+, Survey+, VR, AR and Digital signage solutions.

Andrew Kangethe – Co-founder and Executive Director of izone Africa

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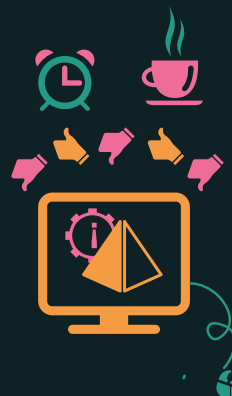
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ICCA - The global community and knowledge hub for the international association meetings industry



WRITTEN BY ESMARÉ STEINHÖFEL

Regional Director: Africa, International Congress and Convention Association (ICCA)

ICCA - the International Congress and Convention Association - represents the world's leading suppliers in handling, transporting and accommodating international meetings and events, and now comprises over 1,100 member companies and organisations in almost 100 countries worldwide.

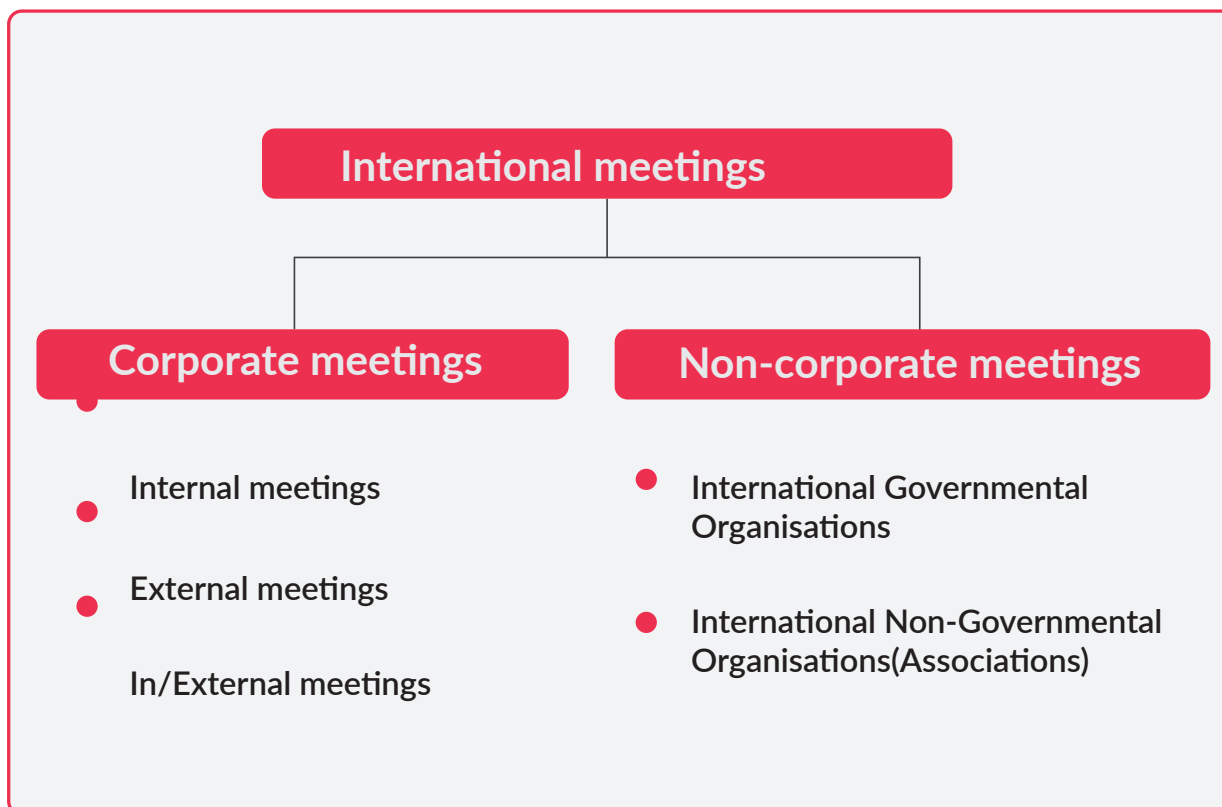
ICCA - the International Congress and Convention Association - represents the world's leading suppliers in handling, transporting and accommodating international meetings and events, and now comprises over 1,100 member companies and organisations in almost 100 countries worldwide. Since its establishment 55 years ago, ICCA specialises in the international association meetings sector, offering unrivalled data, communication channels, and business development opportunities.

ICCA members represent the top destinations worldwide, and the most experienced specialist suppliers. International meeting planners can rely on the ICCA network to find solutions for all their event objectives: venue selection; technical advice; assistance with delegate transportation; full convention planning or ad hoc services.

ICCA's head office is based in the Netherlands. ICCA's Regional Offices are based in Malaysia, South Africa, U.A.E., U.S.A. and Uruguay.

About the international association meetings market

The main criterion a supplier uses to segment the market is by the initiator of the meeting, since the initiator determines what kind of meeting is organised and the kind of supplier services needed. When segmenting the international meetings market by initiator, two primary markets can be defined: Corporate Meetings



and non-corporate Meetings. The latter consists of international governmental organisations and international non-governmental organisations or associations. ICCA's area of expertise is in the international association meetings market, but it also assists ICCA members to share knowledge on the other segments.

The association market covers a wide range of meeting types and categories: medical meetings (the largest segment); scientific; other academic; trade organisations; professional bodies; social groupings. In terms of size, budget, duration and complexity there are massive

variations between and also within categories. However, some similarities can be identified:

- Almost every 'specialty' has an association which holds one or more meetings.
- Most associations have meetings that are repeated at regular intervals. These can be annual, biennial and so on.
- The destinations rotate. They rarely return to the same destination within a very short time-span.
- The initiative to host a meeting often comes from the local counterpart, for example the national association. If that

body is difficult to motivate to organise the meeting, the chances are high that the meeting will be scheduled elsewhere.

- Association meetings have a very long lead-time; it is not unusual to find lead times of 5 years or more.
- It is estimated that a growing minority of about 25-30% of the decision-making processes no longer include an official bidding procedure, but have a "central initiator" who selects the location and venues based on pre-determined and strict criteria.

The association market covers a wide range of meeting types and categories: medical meetings (the largest segment); scientific; other academic; trade organisations; professional bodies; social groupings. In terms of size, budget, duration and complexity there are massive variations between and also within categories.

It is estimated that there are approximately 24,000 different association meetings organised on a regular basis. The ICCA Association database has collected information on approximately 80% of them.

ICCA's membership network of over 1,000 suppliers to the international meetings industry spans the globe, with members almost 100 countries. All companies and organisations which have a strategic commitment to provide top quality products and services for international meetings should consider ICCA membership as part of their long-term plans.

ICCA's newest industry report "A Modern History of International Association Meetings – Update: 1963 – 2017", was released in October to celebrate ICCA's 55th anniversary, and reveals the results of an extensive study on the 55-year growth of the international association meetings industry. The number of international association meetings doubled every 10 years from 1963 to 2013. According to

the current data, this exponential growth trend seems to have slowly transcended into a more mature, yet still very solid, growth pattern in the last 5 years. The number of overall participants has increased across the board. The average meeting size has decreased, but more meetings are being held on a more frequent basis.

In the last 55 years, the number of international meeting in Africa has more than doubled each decade. In the last 20 years, the number of meetings has more than tripled in numbers. Like the global trend, this exponential growth patterns seems to have evaluated into a more mature, but still very robust growth-pattern in the last 5 years: The number of meetings in Africa have grown from 294 in 2008 to almost 400 per year in the most recent years.

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Sustainable Event Management

WRITTEN BY KEZY MUKIRI
CEO, Zuri Events

Until very recently, little attention was paid to the impact that planned events have on the natural and built environment. Events often involve the creation of new permanent or temporal infrastructure; they can occur in environmentally-sensitive locations, require transport of attendees, goods and services and other scarce resources in large quantities. As

communities gain a greater understanding about these impacts, events are being challenged to become more accountable for their choices and decisions; and to produce outcomes which are more sustainable on multiple criteria.

Large events such as global conferences, sports events and festivals have been criticised for their ability to negatively impact the environment by

their requirement for large numbers of people to travel long distances. A call has been made for organisations and event management companies to follow a triple bottom line approach in the management and execution of events. The triple bottom line approach broadens the evaluation criteria for events and brings the event industry in line with the wider business community. Another benefit of a triple

bottom line evaluation is that it will enable a comparison between a range of different events, which will aid tourism organisations and event stakeholders in the decision-making process about which events warrant support. This would result in events being managed in a more sustainable way.

The issue of sustainability is at the forefront of international dialogue and debate with

**EVENTS
SHOULDN'T
COST
THE EARTH**



pressure on both commercial firms of all sizes and from all industries, and private citizens to make adjustments to their daily lives which reduce negative impacts on the environment. The tourism sector and its contribution to climate change have become a focus of discussion and debate. More specifically, recently the event industry has attracted attention and there is now a move to make the industry more environmentally friendly.

According to ISO 20121, sustainable event management is the process of integrating environmental and social responsibility issues into event planning. Sustainable event management requires an event organiser to consider the needs and values of different stakeholders that are impacted by their event. On the one hand, the event organiser should take steps to reduce significant negative impacts, or harm, such as solid waste. While on the other hand they must also seek out opportunities for the event to leave positive legacies that benefit communities.



Benefits of Sustainable Event Practices

Benefits to Attendees

More Convenient

Taking a sustainability approach to event management enhances the ease and convenience for your attendees. Sustainable events can be more convenient because they adapt technologies to help attendees get outcomes more efficiently, through mobile apps and hybrid events. Offering a virtual ticket to an event increases your event reach and reduces the cost and impact of travel for the attendees.

Greater Connection and Reward

Sustainable event management includes steps such as providing locally sourced produce, local volunteering projects or community projects to benefit the destination. Having a more sustainable approach makes an event more rewarding and worthwhile.

Matches Attendee Ideals

Social consciousness is currently a key priority for a vast majority of current or potential event attendees. Incorporating a sustainability approach enables an event organiser to meet attendee expectations and therefore secure the interest, loyalty and engagement of the attendees.

Benefits to the Event Organizer

Enhances Your Brand

Making efforts to reduce your event environmental footprint reduces

reputational and financial penalties or loss. It also makes your brand attractive to opportunities and enhances your growth potential.

Cost Management

Incorporating sustainability practices not only benefits the environment but also makes cost savings for your business and event budget. Sustainability is smart business, it has a positive impact on your bottom line.

Competitive Advantage

Promoting sustainability trends gives your organisation a competitive advantage over your competitors and enable you to attract and retain new clients, attendees and human resource.

Enhanced Revenue Opportunities

Planning green events expands your business opportunities. It could open doors to working with new clients to help meet their own CSR objectives and sustainability goals.

Profitability and Business Sustainability

Becoming more conscious of the environmental impact of your events improves the sustainability of your business. By managing the rising costs due to climate change, you enhance the chances of long-term success and profitability.

The tourism sector and its contribution to climate change have become a focus of discussion and debate. More specifically, recently the event industry has attracted attention and there is now a move to make the industry more environmentally friendly.

Tips for Sustainable Event Management

Utilise Digital Platforms to Enhance Attendee Experience and Efficiency

Event organisers should use digital platforms to plan events that enhance the attendee experience. Some ideas include:

- Create an online registration and site
- Add to your app using promotional spots including videos, graphics and even a community space for thoughts, comments and questions
- Embed a live stream to your social media and connect people from all over the world who may not be able to attend
- Start an online conversation and increase your awareness internationally
- Show backstage footage of your employees or give an inside look to your event production through the live stream
- Create interactive feeds using unique hashtags, links and polls to drive communication about your event

Manage Waste

Ensure that the event venue has a waste recycling / waste management system in place. Hire on or use volunteers to collect items that are recyclable after the event. Biodegradable cups and utensils are another area we have touched on and can have a big impact. The goal is to

make it as easy as possible for your attendees to recycle and maintain the venue while still enjoying the event so be sure to place plenty of recycling bins around encouraging guests to help reduce waste. If you see leftover tents or products that can be reused, look into putting a donation together for your local charity. Learn to think outside of the box and create innovative ways to become sustainable.

Energy Efficiency

Switching to LED lighting and lower power efficiency systems helps minimize your footprint. Using renewable energy sources with efficient system design and the latest in technology helps cut down power usage and minimise your footprint. With the advancement in technology and continuous growth in our digital capabilities, there are many ways you can save on power to make a more sustainable event. Energy efficiency is a great way to go green and manage costs.

Manage Food Waste

Events have been known to be very wasteful! Get an accurate guest count and finalise the amount needed with your caterer. Reduce food waste. If you do end up with lots of leftover food consider donating it to those who are in need. Minimise the use of

single use plastic is serving food and drink. Instead, consider reusable or biodegradable cups and plates for your event.

Reduce Carbon Footprint

Choose your event location and transportation with the aim of minimising your carbon footprint. For example, by arranging to host the event and your guests in the same venue, you reduce the need for guest transportation thereby reducing your events carbon footprint. Alternatively, organise group transportation. This reduces carbon footprint and enhances attendee experience. Source eco-friendly or "green" hotels.

Go Paperless

Leveraging technology has tremendous benefits for your green event. It not only enables you to run a paperless event, but it ensures that your event information is readily accessible and available; and can be shared across digital networks thereby helping you build your audience and your brand.

Sustainability makes economic sense for small and large businesses. The meetings & events industry can certainly make a significant contribution towards environmental protection and ensure positive community impact through sustainable event management.



Did you know that you can leverage on your skills, talents, creativity and become a billionaire? Yes, it's possible. A challenge for one actor is a market opportunity for another in a market-driven partnership.

The UN Environment Ecosystem based Adaptation for food security in Africa Assembly (EBAFOSA) provides you with the best mentorship opportunities to help you create enterprise opportunities while fulfilling a bigger purpose of driving the SDGs.

This is possible through what we called Innovative Volunteerism. Through Innovative Volunteerism, you can volunteer your skills and talents and make it easier for a farmer to be connected to a solar dryer to add value to her produce and put more money on his/her pockets as you create wealth for yourself.

Register and become active through www.innovativevolunteerism.ebafosa.org



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Advise and communication of sustainable events
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karin@sustainableinclusivebusiness.org

Global MICE Summit in Pictures

November 29-30 2018
Intercontinental Hotel,
Nairobi



In the beginning



Kezy Mukiri, Zuri Events and Charlene Chelagat, Weston Hotel, keeping fit with the Macrdier



A walk through cultural history at the National Museum



Kezy Mukiri and Dr Richard Munang interacting with the i-kiosk



Esmare Steinhofel, Regional Director, ICCA, winding it down



Esmare Steinhofel, presenting on emerging trends & best practices in the MICE industry



A glimpse of our delegates



Panel discussion - Projecting ahead, what does the future hold for the meetings & business events?



Battle of the fittest



Zuri team, the brains behind the conference



Jeffers Miruka, Wanjiku Kandie and Esmare Steinhofel



Judy Kepher Gona aiming for the bulls eye in planting a tree with seedballs



Its a wrap, thank you to all who came.





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WRITTEN BY NATASHA NALYAKA
Founder, Lavida Events

Trends to watch out for in the MICE Industry

The global MICE industry is gaining popularity worldwide, owing to the increase in frequency of the various types of events and meetings being organised globally, growth in business travel, rise in disposable incomes, and the rapid growth in tourism and hospitality sectors. The industry is still growing at a tremendous pace and generates millions in revenues. With the industry being dynamic and trends continue to change every year, we highlight some of the global trends that are closer to home and need to adapt to remain relevant.

Venues

Standard conference halls are no longer sufficient to please and satisfy clients. Demand is shifting to personalized experiences where a venue needs to be flexible to meet the individual needs of each client and not offer one size fits all solutions.

Clients are looking at venues that can provide unique experience for their attendees. These are fun activities that can be incorporated into the serious business focus which include team building, cocktail mixing courses, health challenges etc.

In addition, there is an increase in virtual attendance thus venues should provide opportunities for online attendance and intervention so people in and out of the venue can participate.

Food

We are living at an age where attendees are conscious of their wellbeing and health; therefore, wellness will become a much higher priority. Fresh and healthy food instead of biscuits and cakes, strong emphasis on brain food, is a trend which is gaining popularity. Boring food sets an overall boring tone to an event. We expect to see the latest innovations in food and have Instagram-worthy presentations.

Technology

Attendees are looking for engagement before, during and after the event so they are informed by connecting delegates via email, linkedin or event-related apps. Event apps are becoming a key feature in ensuring an attendee's journey is easy, efficient and there's increased human interaction. These apps are taking care of registration, sharing detailed programmes, maps, speaker profiles and feedback tools. Other than apps, we are also seeing an increase in the use of virtual reality, artificial intelligence, augmented reality, live streaming, web casting and video conferencing which are great add ons for attendee experiences.

Sessions

Organisers need to create more interaction and involvement from the audience. Younger generations do not fancy traditional speakers

anymore. Interactive elements are critical; people prefer engagement to instruction. Activities, greater collaboration among people and information exchange sessions will become more important.

Security

Executives from hotel chains, convention centers, receptive agencies, highlight the importance of security – all events should be held under greater security measures and inspections. All MICE tourism destinations that are mass events are, therefore, possible targets. Thus they should have contingency plans ready, evaluated and previously tested in order to lower the chances of an attack.

Since zero risk is impossible in case of an attack, bomb threat, and so on, experts advise that the situation should be communicated to the delegates in the fastest and most accurate way possible: through text messages, instant messaging, email, etc. The recent report by Ostelea School of Tourism & Hospitality recalls that Turkey "has lost more than 45% of the events it held, after the incidents suffered in the last two years."

On the other hand, Paris, after the attacks in 2015, "has partially recovered its stability in the tourism sector in a record time, with a year-on-year growth of 7.4%".

Hope you can implement one of these to help you be a preferable player in the industry.



Launched at the inaugural **Global MICE Summit** held in Nairobi on **29-30th November 2018**, the **Africa MICE Awards** are aimed at recognizing the critical contribution and achievements made by MICE players in boosting the tourism and hospitality industry across Africa.

A panel of judges drawn from amongst industry leaders will review nominations and award winners who meet the following standard:

★ **IMPACT!** ★ **INNOVATION!** ★ **INCLUSIVITY!**
★ **INDUSTRY LEADERSHIP!**

NOMINATIONS FOR 2019 WILL OPEN ON
1ST MARCH 2019

For more information visit:
www.globalMICESummit.com/africaMICEawards

The Africa MICE Awards:

The Meetings, Incentives, Exhibitions and Exhibitions (MICE) industry is a key pillar of Africa's tourism development.

Launched at the 1st Annual Global MICE Summit held in Nairobi on 29-30th November 2018, the Africa MICE Awards are aimed at recognizing the critical contribution and achievements made by MICE industry players in boosting the tourism and hospitality industry across Africa.

The Africa MICE Awards aims to direct and inspire the sustainable growth of the Meetings, Incentives, Conference & Exhibitions industry in Africa, to enhance excellence in the organisations and institutions within the MICE Industry and to enhance awareness of the Africa MICE industry on a global scale.

The Awards will serve to:

- PROMOTE innovation and sustainability in the Meetings and Events industry
- ENCOURAGE compliance among industry players
- ENHANCE growth and competitiveness
- RECOGNISE meeting planners, MICE venues and organisations which practise sustainable event practices.

The call for nominations open on 1st March 2019. A panel of judges drawn from amongst industry leaders will review

the nominations and will award winners based on the award criteria below:

- Impact
- Innovation
- Inclusivity
- Industry Leadership

The award categories include:

- Best Event Technology
- Best Sports Event
- Best Festival Event
- Best Launch Event
- Best Incentive Project
- Best Event Production
- Best Event/Meeting Management company
- Best upcoming Event/Meeting Management company
- Best Incentive Company
- Best Stage Design
- Sustainability Award
- Impact Award
- Innovation Award
- Industry Leadership Award

For more information visit: <https://www.globalmicesummit.com/africa-mice-awards.html>



WRITTEN BY KENNEDY MACHARIA
Zuri Events

The Youth and MICE

Interestingly, 80% of entrepreneurs and business owners in the MICE Industry are persons aged between 25 and 40. More interestingly, these are young people with little or no training on MICE and are hugely driven by their fierce passion and desire to learn. As a result, they employ people just like them; young ambitious and eager - to - learn individuals who sometimes have zero knowledge on their potential job dynamics.

According to Statistics by the Events Industry Council, the Tourism Industry is the largest employer of persons between 18 and 35 across the world. It is estimated that out of 10 persons within this age bracket, one of them works or has worked at a Tourism or Tourism affiliated organization. These organizations include: Hotels, Tours and Travel Companies, Event Planning Companies, Event Staffing Companies, Outside Catering Service Providers, Entertainment and Show Business Ventures among others.

These job opportunities range from senior managerial positions to temporary casual positions. They include: Ushers, Waiters and Waitresses, DJs and MCs, Photographers and Videographers, Performing Artistes, Security Guards, Tour and Safari Guides, Tour and Safari Drivers, Brand Ambassadors, Exhibition Floor Managers, Conference and Event Planners, Technical Solutions Providers amongst many others.

Interestingly, 80% of entrepreneurs and business owners in the MICE Industry are persons aged between 25 and 40. More interestingly, these are young people with little or no training on MICE and are hugely driven by their fierce passion and desire to learn. As a result, they employ people just like them; young ambitious and eager - to - learn individuals who sometimes have zero knowledge on their potential job dynamics. They get to learn through an amazing concept Human Resource Experts call Experiential Training or Experiential Apprenticeship.

Fortunately, there are now professional courses available with modules on the MICE Industry, at local institutions of higher learning. However, in as much as you may undergo this professional training, you may not survive long in this industry unless there is an undying drive inside you with regards to what you do. Why do I say so? The MICE industry is highly irregular.

Many are the times one is required to wake up at odd hours and to retire to bed when everyone else is getting up. Shifts get extended in a bid to meet deadlines. You get to leave the comfort of your bed and spend a night (or several) in hotels or lodges, away from your family in unfamiliar locations. Sometimes, when the clients or guests are VIPs, the stakes are higher. You get to work extra harder in accordance with the prominence of the event, while last minute alterations may leave you breathing like a buffalo. All this is never in vain, since it sharpens you and makes your work crisp and finesse. That is why, most employees in MICE entities are able to start their own entrepreneurial ventures and succeed. All in all, I believe that the MICE industry is one of the most interesting sectors and I am extremely privileged to have worked in it.

As the saying goes, a man who does more than he is paid for, will soon be paid for more than he does. Take the challenge and volunteer at a MICE entity and I bet you my right arm, if you will not learn a thing or two, the problem will be you.



*Let's eat, grandma.
Let's eat grandma.*

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