SOFT SKILLS

GUIDE 3

Table of Content

PART 1

TRAINING PROGRAM Management in the MICE industry - in real time

Target group: **employees of organisations operating in the tourism market in the following industries: hotels, gastronomy, travel agencies on the business market.**

Minimum number of participants: 12

Maximum number of participants: 15

Number of hours: 6

After completion, the participant will:

• Be able to work with a team and other people to ensure the success of the event.

• Characterise the methods and techniques of process management and is able to apply them.

• Demonstrate creativity in action

• Solve the problem and satisfy the client's expectations by looking for solutions that break ingrained mental models

• Manage time as well as the project which is the event.

• Use appropriate tools for project management (eg Gantt chart).

• Lead the group and skilfully set goals for colleagues, while motivating them to work

• In the organisation of the event, use information technologies that enable its planning, software to support the sale of tickets, software for managing the venue, as well as basic social media to promote these events

Theoretical foundations of tourism business

Training Plan		
9.00-9.15	Tourism in the light of the applicable definitions	Mini lecture
9.15-9.30	The place of business travel in tourism - brainstorming	Brainstorming
9.30- 9.45	The concept and scope of business tourism according to current world and national trends - lecture	Mini lecture
9.45-10.15	Characteristic features of business tourism Forms of business tourism Conference and congress tourism Tourism hidden in the form of training, integration and incentive tourism Exhibition/Fairs industry tourism. Business tourism market	Work in pairs Summary of the results of work on the forum
10.15-10.30	Characteristics of the tourism market The concept and structure of the business: tourism market Demand for business tourism in macro and micro economic terms Business tourism organisers	Mini lecture
10.30- 11.00	MICE explanation of individual meanings **Meetings -** organization of business meetings and training sessions **Incentives -** the structure of the organisation of fashionable incentive integration trips **Conferences -** organising conferences and seminars, **Events -** organisation of specialised occasional meetings and celebrations.	Work in groups of 4 Creating a list of examples
11.00-12.00	A product serving to meet the needs of business tourism in the field of MICE The essence and structure of the tourism product The structure of the business tourism product and its evaluation in the process of implementing various forms of MICE	Own work based on the presented pattern. Presentation on the forum

		Accommodation services Food services Additional complementary and substitute services	Brainstorming
12.00-12.30	Marketing produktu turystycznego dla turystyki biznesowej w tym szczególnie dla opisywanych form MICE	Lecture
12.30-12.45	**Coffee Break**	**15 min**
12.45-13.00	Prospects for the development of a business tourism product in Poland and in the world Necessary conditions for the development of a business tourism product in the field of MICE	Brainstorming
13.00- 13.30	Institutional conditions Staffing conditions Logistics and transport conditions Financial conditions Investment and technical conditions	Lecture
13.30-13.45	Specialisation in serving the needs of business tourism. Business trips and their impact on the forms of tourism service. Business tourism in the hotel industry	Work in groups of 3 Analysis of needs Summary of work on the forum
13.45-14.00	**Lunch Break**	**30 min**
14.00- 15.00	Organisational service technique, creating program offers, selecting associates, assessing personal qualifications necessary to undertake organisational tasks in individual organisational forms of MICE	Exercise in groups of 5

PRESENTATION – APPENDIX 1

WORKSHEEETS

WORKSHEETS

Exercises for the training program with the active participation of participants

1. Make your own evaluation of the known types of business tourism designated in the MICE area and assign them to a specific form. / Form of seminar discussion /

2. Identify the differences you see in conferences, training, and integration services.

3. Select specific accompanying services that can fill an integration event. What do you think is meant by an integration event? What are the limits of good social integration?

4. Prepare a simple schedule for the integration event and prepare a preliminary cost calculation, adopting general assumptions as the basis for the program offer. / written study with discussion /. (An alternative is to prepare a cost estimate for a conference organised in a hotel)

5. You have to organise a major conference of an international character, please select a team of co-workers taking into account their competences and professional qualifications.

6. Pre-select the conditions necessary for the implementation of individual elements of business tourism on the basis of the company you know (the one you work for or another), placing them in the appropriate order that determines their importance for achieving the goal.

WORKSHEET 1
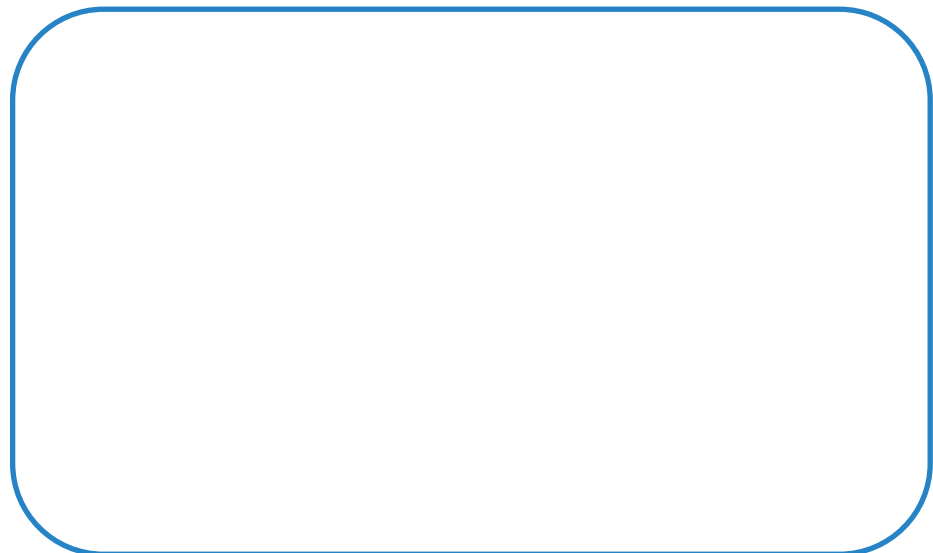
Self-qualify the types of business tourism known to you in the MICE industry and assign them to a specific form

The main types of tourism are:

1. Individual business trips

2. Corporate

3. Fair and exhibition

4. Conference and congress
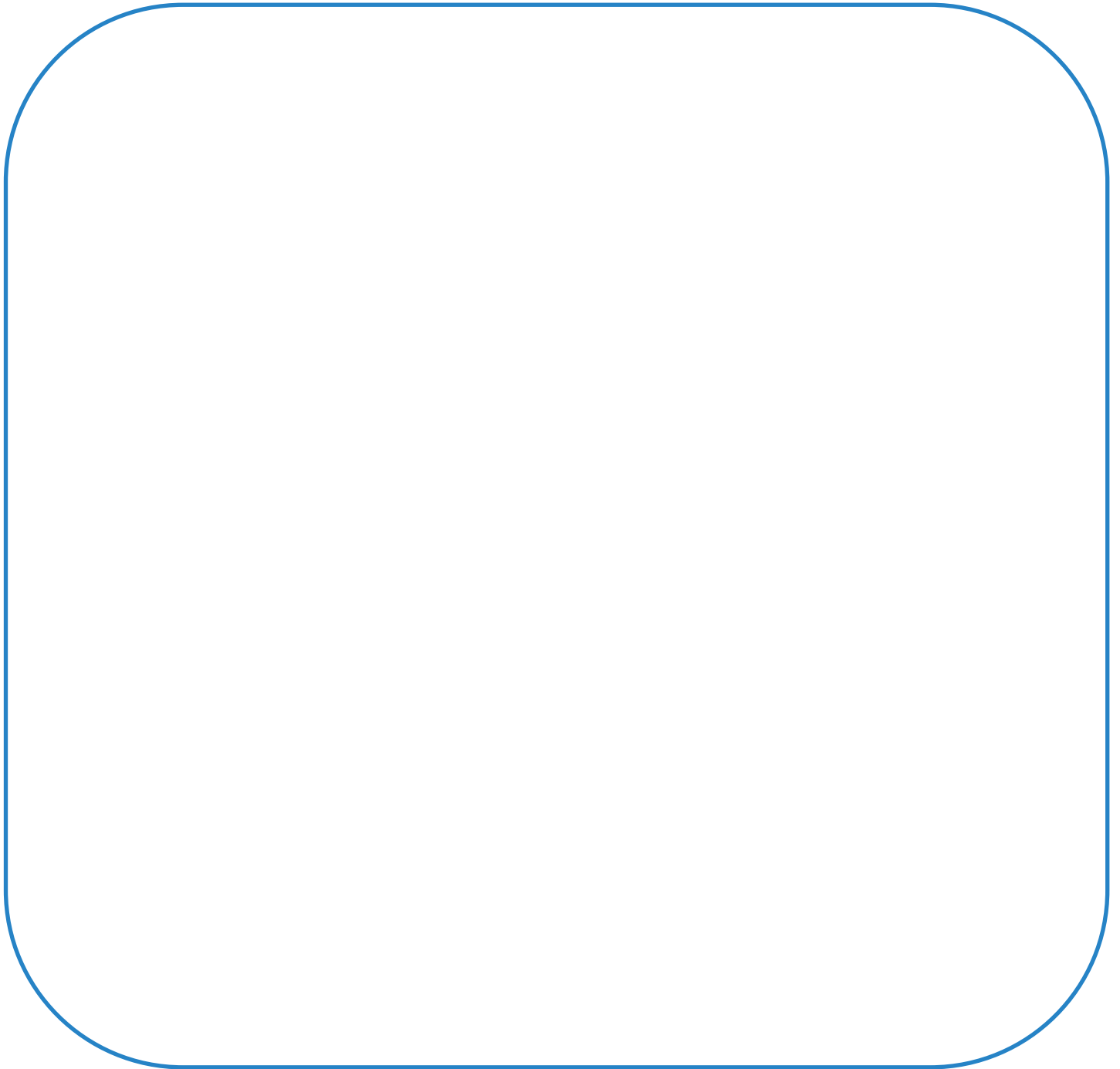
FORMS:

• consumer

• commercial

• training,

• congresses,

• symposiums,

• conferences

Create a simple team-building schedule for 30 employees from the automotive industry

Prepare a cost estimate for a conference organised in a hotel for 100 people for 2 days.

Plan to combine a business trip with sightseeing and other entertainment. Remember that it is a great idea for motivating employees, reaching customers directly and presenting the company on the international market. Many airlines offer special services for this occasion with lower fares, when an employee decides to take an accompanying person with them and to extend their stay.
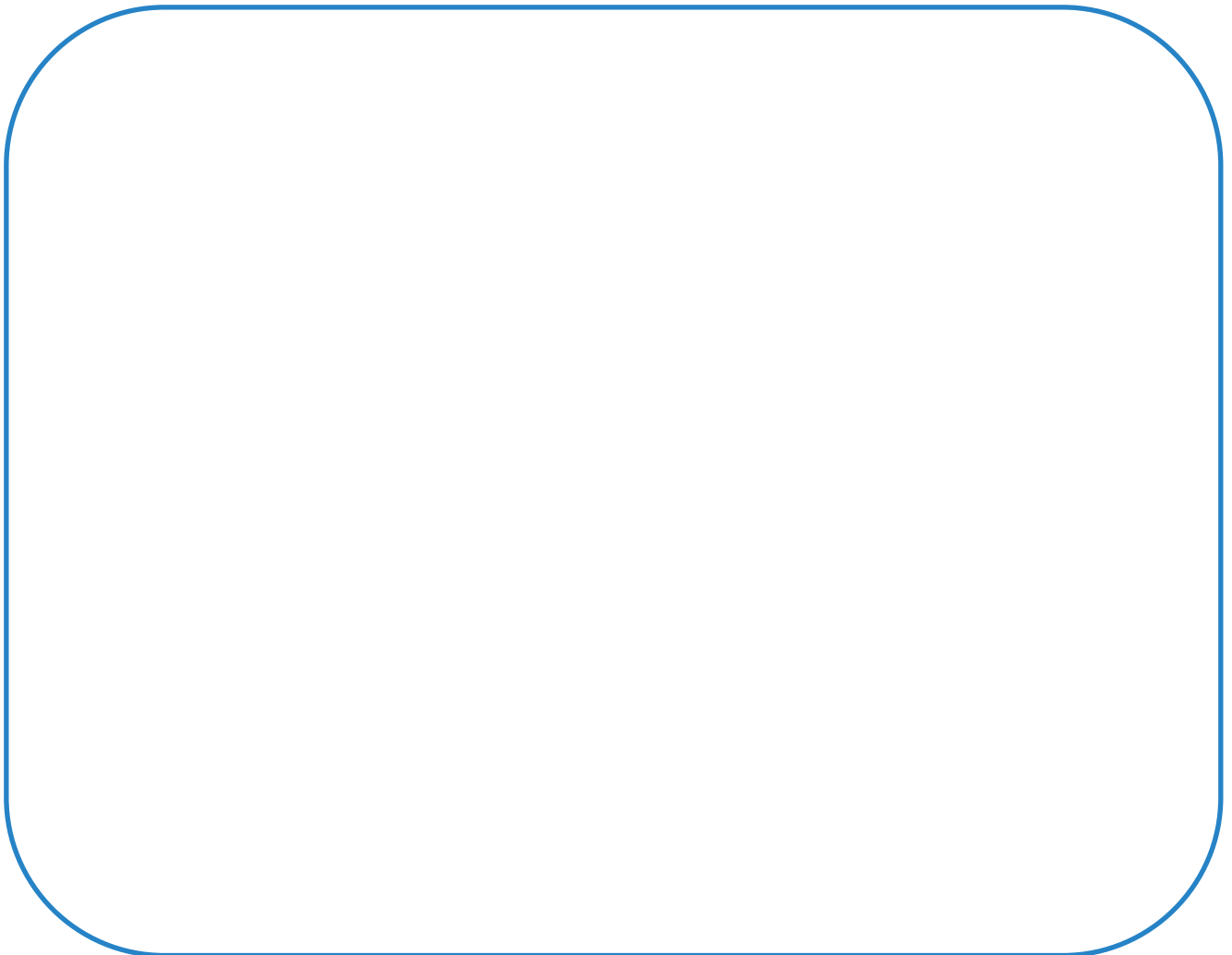
WORKSHEET 5

For employees, the main benefits of team-building trips organised by companies are:

• low costs - the trip cost is covered by the company,

• time - these types of trips take place as part of work,

• available dates all year round - seasonality does not matter as travel is usually outside the holiday season.

In addition, the business form of travel for employers allows them to reach customers in a non-standard way and acquire them through direct contact. Profitability, quality of tourism services and the highest standards also contribute to the success of this type of trip. Plan an integration trip for the weekend for a group of 50 employees from your company, taking into account the 3 features presented above.

WORKSHEET 6

You have to organise an incentive trip for your employee as a reward for reliable and effective work. The employee feels appreciated and even more motivated to work for you in the future.

PRESENT 10 PLACES YOU WOULD TAKE YOURSELF IF YOU WERE THIS EMPLOYEE

1...

2...

3...

4...

5...

6...

7...

8...

9...

10...
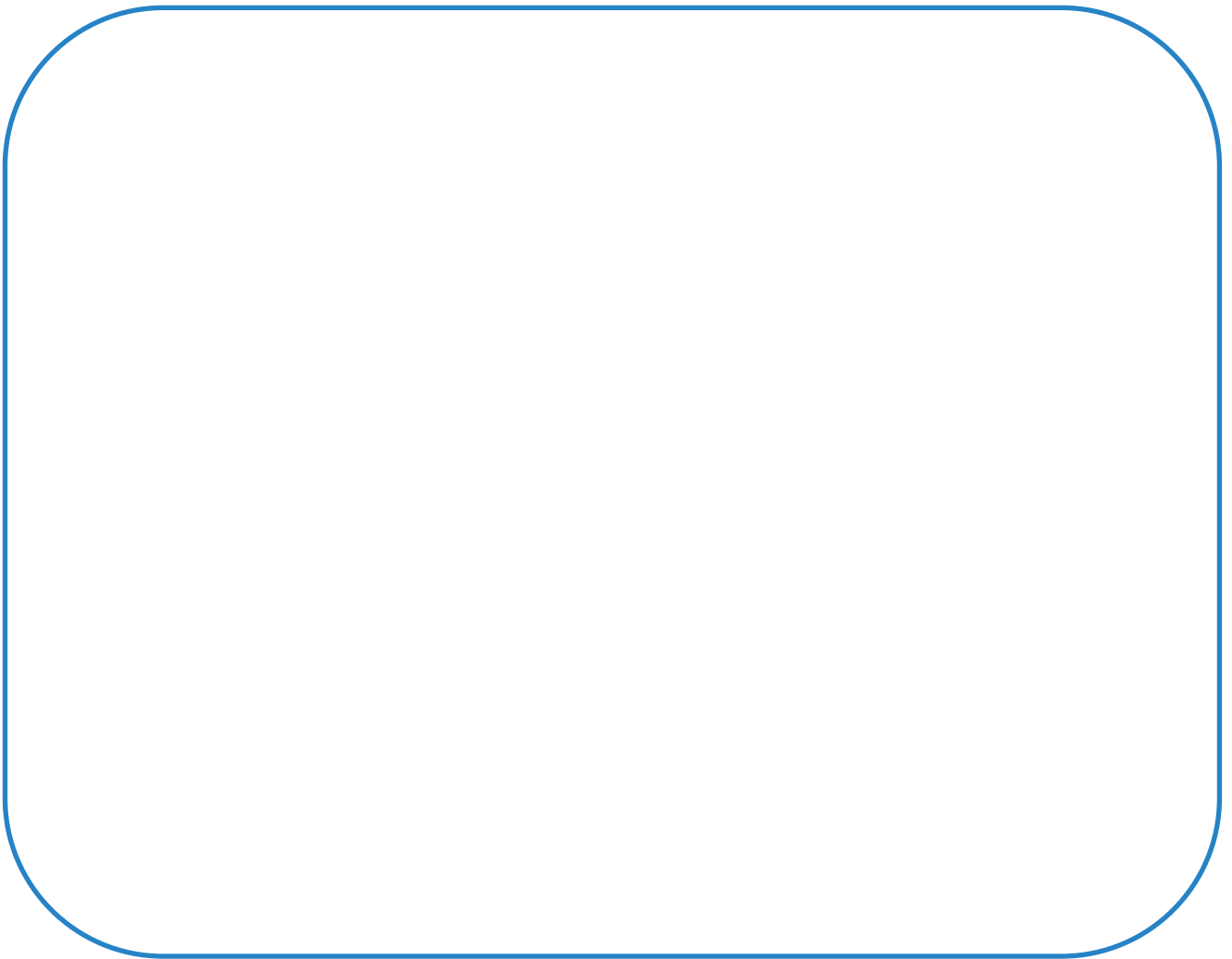
- o In order for the trip to fulfil its basic gratifying role, its program must be designed in such a way that the participants experience an original and unique adventure. Planned attractions serve this purpose. Below is a list of the most interesting attractions on offer. Choose a few of them and make an offer for a corporate client.

- List of attractions:

- o treasure hunt divided into groups (the participant finds the invitation to play in a sand bottle);
- o learning how to roll cigars
- o joint renovation of a small village school (children sing a song as a thank you)
- o foot peel performed by small fish
- o games in casinos
- o visiting coffee plantations combined with learning the secrets of growing and harvesting
- o dinner on a platform above the rainforest with a view of the volcano
- o canyoning, rafting, cross-country skiing, lighting a fire, fishing
- o night expedition in search of the northern lights
- o relaxation in a steam room
- o snowmobile riding, husky safaris, dog sledding, reindeer rides
- o baths in healing waters
- o lunch in a vineyard on the slopes of Mount Etna
- o lunch at a reindeer farm

WORKSHEET 8

Plan a city game for 15 conference participants. Think about what the theme of the game could be and create your masterpiece.

A city game is a type of field game that uses city space as a play area. It takes both open and closed forms and is often included in the offers of corporate events or as a component of marketing activities. The theme of city games can be historical events, as well as events invented for the needs of the game or modelled on literary or film works.

WORKSHEET 9

Create a conference plan for the digital industry. Remember about attractions for this event. Conferences are events initiated by any organisation in order to meet and exchange views, disseminate information, open discussions or provide opinions on a specific problem or issue in a specific environment.

Topic:

Problem:

Duration:

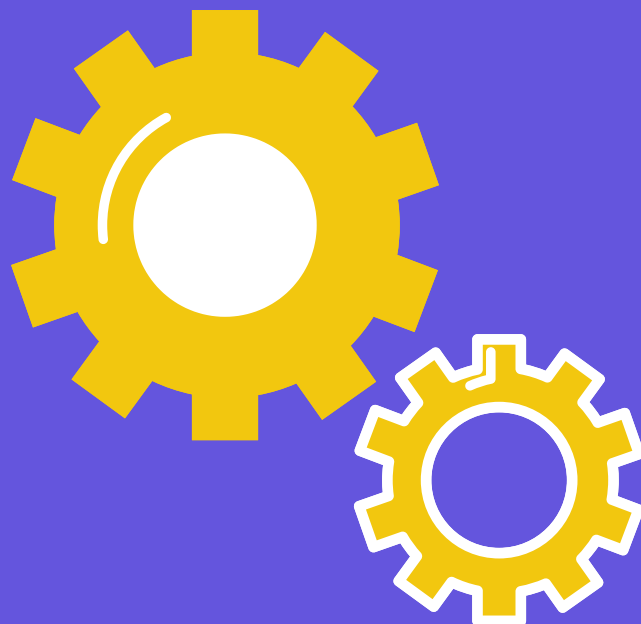Target group:

Form:

WORK CARD 10

Business travel destinations, with the exception of incentive travel, are typically large cities. MAKE A LIST OF 10 EUROPEAN CITIES WHERE YOU WOULD LIKE TO FLY. Justify your choice.

SELF

ASSESSMENT

TOOLS

ASSESSING A GIVEN COMPETENCE

It is an easy-to-use free online tool, thanks to which you can check the level of your soft skills which are valuable on the labour market and necessary to work in the MICE industry.

On a scale of 1 to 5, rate your skills:

1. In my opinion, I don't have any

2. In my opinion, I have poor skills

3. In my opinion, I have sufficient skills

4. In my opinion, I have good skills

5. In my opinion, I have very good skills

SKILL	1	2	3	4	5
Involvement					
Communication					
Intercultural management and diversity management					
The ability to learn independently					
Initiative					
Orientation on results					

Problem solving					
Teamwork					
Leadership					
Responsibility					
Organisation and planning					
Innovation and creativity					
Empathy					

ORGANISATIONAL SKILLS OF EMPLOYEES IN THE MICE SECTOR

The test is aimed at employees of the MICE industry, people looking for employment in the MICE sector, students and graduates of business tourism, managers, i.e. managers in hotels, restaurants and event agencies.

The test is made up of 5 modules:

Interpersonal Communication
Empathy
Courage in business
The ability to manage oneself in terms of change and to lead the team through it
Effective remote work

Please read these instructions carefully before you start writing. This test consists of 20 statements. Read each one carefully. For each statement, circle the answer that best expresses your opinion. Make sure you write your answer next to the appropriate statement.

Circle:

1.When you DEFINITELY disagree, or when this statement is completely inaccurate.

2.When you DON'T agree, or the statement is rather inaccurate.

3.When you HAVE NO OPINION or cannot make up your mind, or the statement is as accurate as it is wrong.

4.When you AGREE or the statement is rather accurate,

5. When you DEFINITELY AGREE or when this statement is completely accurate.

Please circle one answer only. Answer all of the statements.

If you make a mistake, clearly cross out the first answer and mark the correct one.

1 - I strongly disagree

2 - I disagree

3 - I have no opinion

4 - I agree

5 - I strongly agree

1.	Interpersonal Communication					
		I strongly disagree	I dsagree	I have no opinion	I agree	I strongly agree
1	I like listening to people	1	2	3	4	5
2	I show interest in the interlocutor	1	2	3	4	5
3	I keep eye contact with my interlocutor	1	2	3	4	5
4	I focus on the words and body language of the interlocutor and myself	1	2	3	4	5
5	I tailor my language to the interlocutor	1	2	3	4	5
2	Empathy					
1	In the conversation, I focus on the needs of the interlocutor	1	2	3	4	5
2	I can see communication barriers	1	2	3	4	5
3	I Adjust the form of communication to the needs of the interlocutor	1	2	3	4	5
4	I can see and name the interlocutor's emotions	1	2	3	4	5
5	I can act as a mediator or mentor for the interlocutor and the team	1	2	3	4	5

3	Courage in Business					
1	I can make decisions regarding the hiring of staff	1	2	3	4	5
2	I can make decisions regarding the choice of products	1	2	3	4	5
3	I can prepare and analyse products and implement implementation procedures	1	2	3	4	5
4	I can monitor the market situation and make decisions that are best from the company's point of view	1	2	3	4	5
5	I can think creatively outside the box	1	2	3	4	5
4	The ability to manage oneself in terms of change and to lead the team through it					
1	I can manage stress	1	2	3	4	5
2	I can recognise and define the reasons for introducing changes	1	2	3	4	5
3	I can plan the scope and nature of activities when the market changes	1	2	3	4	5
4	I can manage change from three perspectives: for Myself, for the Team, for the Organisation	1	2	3	4	5
5	I can map and design a change process	1	2	3	4	5

5	Effective remote work					
1	I can work at home	1	2	3	4	5
2	I can manage the work of a team with the use of remote work tools	1	2	3	4	5
3	I know and use remote work tools	1	2	3	4	5
4	I can learn actively, and I know learning strategies	1	2	3	4	5
5	I know and follow anti-distraction practices regarding home working	1	2	3	4	5

Area	Score
1	☐ ☐ ☐ ☐ ☐ ☐ =
2	☐ ☐ ☐ ☐ ☐ ☐ =
3	☐ ☐ ☐ ☐ ☐ ☐ =
4	☐ ☐ ☐ ☐ ☐ ☐ =
5	☐ ☐ ☐ ☐ ☐ ☐ =

Self-assessment Tool How are you going to do it?

- Let's assume you work in an event organisation. Your boss asks you to suggest some project ideas.

How are you going to do it?

- You can convey your ideas, thoughts, beliefs to your boss.

How do you want it to be?

- Also, let's assume you went to another company to present your company's offer.

How will you communicate there?

- Is the way of expressing your ideas the same in both situations?

- Is your way of talking to your friend and boss the same?

- Now it's time to reflect. On a scale of 1 to 10, how would you rate the individual activities and your competences related to the above-mentioned issues?

- Which areas of your competences do you need to improve?

- On a scale of 1 to 6, score and evaluate yourself

CASE STUDIES
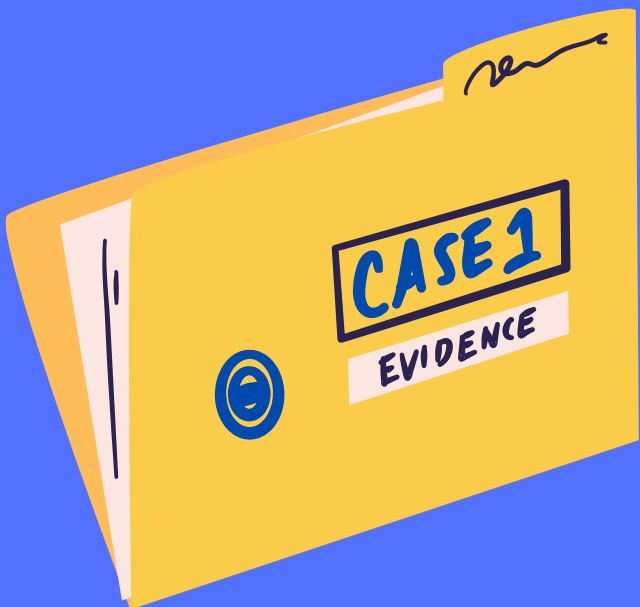
Case study

CASE STUDY 1 (Organisational skills in stationary work in the MICE industry)

Special D Events hosted a 1,200- annual user conference for their client, a leading developer of software solutions. The 3 ½ day conference consisted of over 70 sessions including general sessions, content tracks, group sessions, hands-on workshops, peer exchange sessions and a demonstration lab with exhibitors. Special events were launched on board to support registration, accommodation, mobile app for conferences, exhibitor presentation (Experience Lab), off-site events, food and drink planning, on-site support, and overall project management.

The event aimed to bring people together, provide engaging spaces for networking and best practices, celebrate clients, provide a learning environment for clients to interact and receive on-site demonstrations. Success was measured by registration revenues, positive feedback from participants, potential sales and industry reach.

Upon arrival in Motor City, participants were invited to a welcome party at the conference headquarters, the beautifully restored Cobo Hall. The party was held in the "Experience Lab", a space for more than 20 exhibitors, an area labelled "the heartbeat of the conference". Special D Events worked in tandem with the client and the show decorator to create a space that allowed participants to connect with exhibitors while learning and giving them the opportunity to perform their shows.

On the second night, the group travelled to Ford Field in Detroit for a one-of-a-kind takeover of the football stadium. Welcomed by the drum, the participants were offered a tour of the official press room and cloakroom. They listened to Motown bands and feasted on everything from the famous Detroit Coney dogs to the Greektown gyros. For many, the thrill was walking on the real pitch where the Detroit Lions play while others enjoyed playing on the pitch. The highlight of the evening was a break show, a private performance by one of Motown's original performers, The Contours.

Day 3 of the conference included more educational and learning paths. Throughout the conference, our staff was on hand to offer restaurant suggestions, excursion ideas and advice on popular Motor City destinations. As evening fell, participants were given an open evening for a game in the city of Detroit.

Special events organised for continuous transportation in the hottest neighbourhoods of Detroit. On the day of departure, participants were presented with one more opportunity for deep diving sessions. After a networking breakfast and a final walk through the Experience Lab, participants left Detroit with a truly unique experience. They came, learned and created memories.

With the help of Special D Events, the conference saw a significant increase in attendance compared to the previous year. The client was amazed to have exceeded both registration goals and revenue. In addition, the project was within budget. Overall, attendees were amazed that the event provided great value both in terms of time and money invested.

Tasks:

Demonstrate your organisational skills and create a 3.5-day conference plan with the involvement of 2 chosen people for your industry.

Select at least 3 locations that will be a good place to host 1,200 people.

Plan a minimum 3-star accommodation

Plan attractions for the participants: music, culture, sports.

Plan a budget for this goal.

CASE STUDY 2 (STATIONARY)

Below is an example of a model for organising a MICE industry event on a stationary basis.

Based on the presented formula, in a group of 5 plan a similar event in Poland.

Choose a team, distribute tasks and achieve the goal. Don't forget to calculate the cost of the event.

EXAMPLE:

The inaugural conference took place in January 2019. The 79 conference ambassadors to date have been honoured and awarded for holding the conference for 300+ international delegates for Dublin. In the evening, another 25 ambassadors were awarded, who have the potential to generate over 10 million EUR in revenues for the economy. Fáilte Ireland hosted the second Ambassador Recruit & Recognition Awards 2019 conference where they not only recognised and recruited Dublin Ambassadors, but will also include Ambassadors who have hosted or have the potential to host a large-scale conference for Ireland. The CARA event is a recruitment and award ceremony that took place on Friday 23 November 2019 at Christ Church Cathedral in Dublin and was entitled "National Conference Ambassadors Award".

The event was used to identify and motivate ambassadors to create new 'Home Grown' events that may go beyond the typical ambassador profile (academic, medical, scientific) towards a more corporate Ambassador who may be able to deliver scalable, multi-faceted events of the year such as like TechSummit, InspireFest etc. These are people from all walks of life, many lifesaving / life changing scientists or doctors who have stepped out of their personal comfort zones to win conferences for Ireland worth hundreds of millions of euros. The awards are for recognition and thanks, they also stepped out of their comfort zone by going to the event, so it had to be special.

Delivery and implementation of the event

Christ Church Cathedral is a very beautiful place that dates back to the 12th century and also acts as a tourist attraction and above all as a place of worship. This has many challenges that we have addressed by communicating clearly and effectively with all stakeholders, including:

Our client, Failte Ireland

Location

• 6 by providers of various services, from AV, lighting, catering, furniture, installations, to entertainment

This was mainly achieved by carrying out multiple on-site visits with partners as required and contacting everyone involved by email. We did this to agree a consensus and common-sense approach to the creative requirements of the client, the very real conservation requirements of the site, and the operational challenges of operating in such a unique but demanding environment.

The order of the event was as follows:

- Outside meeting and greeting highlighting the new square in the site
- Drinks reception in the Crypt
- Speech by the Chairman of Failte Ireland
- Fine dining Dinner at the cathedral
- Dermot and Dave as MC
- Ambassador Recognition Awards in 6 thematic groups
- Ambassador of the Year Award
- Entertainment from the Cathedral Choir of the Church of Christ
- Entertainment from Affiniti
- Digital mapping was used in the dramatic musical finale when Affiniti and Cathedral Choir performed the song Katy Perry Firework.

That same evening, the Advantage team also held the Irish Travel Trade Awards at the Clayton Hotel, Burlington Road with 400 black-tie guests attending the event.

The Advantage team was represented by:

- Business Development Director, responsible for:
- Project management including customer contact and account management
- Budget
- MC and AV crew briefing

- Live program connections

- Site management

- Food

- Managing Director responsible for:

- Production of events

- Content of the event

- Installations and Builds

- Production plan

Project Manager, responsible for:

- Logistics of events

- Table plan

- The order of running

- Health and Safety

- Theme and decor

- Entertainment before and after the awards ceremony
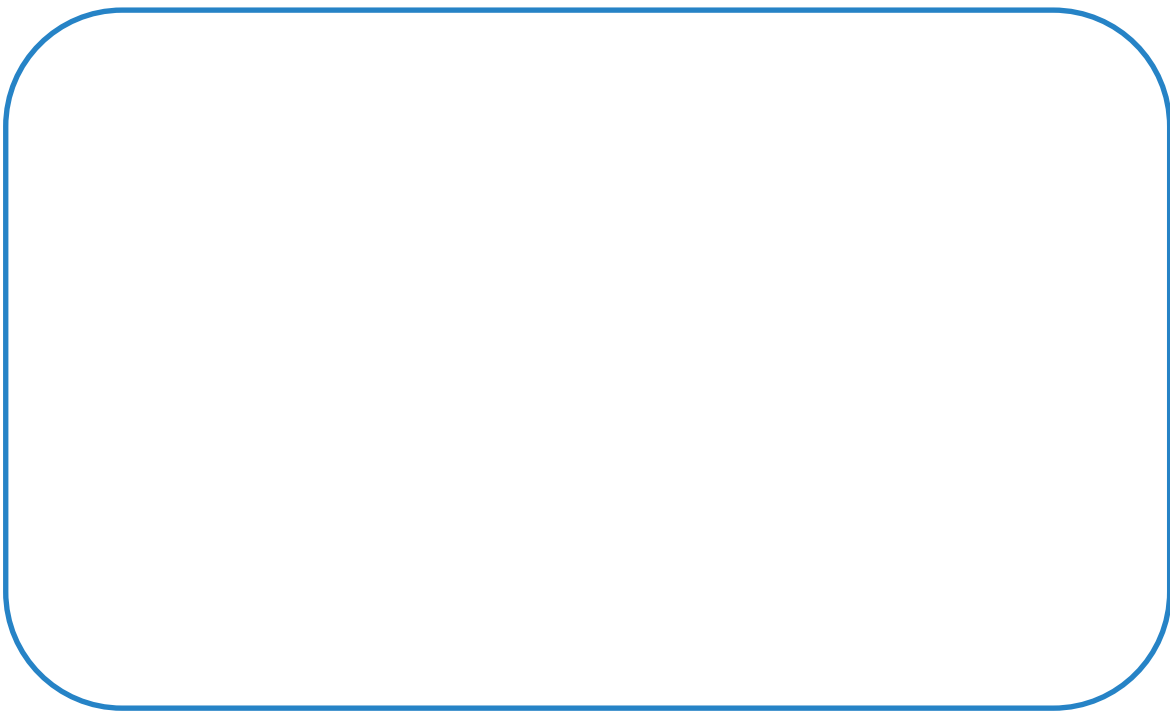
ORGANISATIONAL SKILLS ASSESSMENT QUESTIONNAIRE

This tool informs you about actions you may need to take to be more effective in learning and improving. Use it as a self-diagnosis tool at the beginning and then come back to it at a later stage to assess how your organisational skills may have changed. You can identify those skills that are important to you to develop and look for opportunities and resources to develop them. After completing this questionnaire, it may be important to plan and take specific action to gain additional knowledge. Below are a number of different skill statements. Read each of these statements, then put an X to indicate to what extent it fits you.

	Statement	Almost never 1	Sometimes 2	Frequently 3	Almost always 4
1	I can explain how my interests and values relate to possible career ideas / intentions				
2	I am aware of the strengths and limitations of my personality				
3	I have an accurate, complete picture of my skills, experiences, interests, knowledge and attributes - this is what makes me stand out in the MICE industry				
4	I have high level self-management skills - I can effectively organise my time and workload				
5	I regularly look for and use feedback from people who have given me objective feedback on my strengths and areas of development				
6	I make informed decisions in the short and long term, based on a realistic assessment of my core strengths, motivations, experiences and limitations.				
7	I am aware of internal and external factors that may help or hinder me (e.g. my own limitations or funding decisions beyond my control))				

8	I constantly set myself realistic and measurable goals				
9	I am able to adjust goals and timescales in light of changing circumstances				
10	I have gained professional experience in a chosen profession or in a related field				
11	I have the ability to analyse needs, advise and format dedicated offers				
12	I have the ability to negotiate and make agreements as well as create calculations				
13	I can make contacts and build relationships with contractors and guests				
14	I have the ability to work in an ambitious team focused on achieving success				
15	I can supervise the implementation of events				
16	I have the skills to analyse the market and competition on a current basis and to react to changes,				
17	I can cooperate with employees of other industries				
18	I am determined to achieve my goals or set tasks				
19	I am empathetic in building and maintaining relationships with contractors				
20	I have the ability to think logically and factually				

80-60 points: You are very focused, aware of your strengths and possibilities, flexible in a changing world and independent with all the characteristics in the MICE industry.

59-40 points: You are well on your way to a successful career management and lifelong learning. You doing well, but are you making the most of the opportunities to manage your learning and career in the MICE industry?

39-20 points: You may be good in some areas, but you have to think carefully about how you can you be more proactive, confident and motivated to operate effectively in the Mice Industry.

PRESENTATION

APPENDIX 1

SLIDE 1

SLIDE 2

SLIDE 3

- As the MICE industry developed, it was recognised that countries needed to develop with it. Ireland has successfully depveloped as one of the leading countries in this field.
- Now ranked 28th by ICCA for the Best Countries for Meetings, Ireland's reputation grows as The Meet in Ireland continues to seek to attract foreign interest in what Ireland can offer in the form of meetings, incentive events, conferences and exhibitions.

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"THE MICE INDUSTRY IS A SIGNIFICANT SUB-SECTOR OF THE TOURISM INDUSTRY, WHICH IS A LEADING INDUSTRY IN THE WORLD." (BROTHERTON AND WOOD)

SLIDE 4

IRELAND - THE PERFECT MICE DESTINATION

SEARCHING FOR THE PERFECT MICE DESTINATION, IRELAND IS SURE TO BE A STRONG ARGUMENT BY OFFERING HIGH QUALITY SERVICES, A PROVEN TRACK RECORD OF DELIVERING EXTRAORDINARY MEETINGS, INCENTIVES, CONFERENCES AND EVENTS / EXHIBITIONS (MICE) AND GUARANTEEING AN EXPERIENCE LIKE NO OTHER

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AVAILABILITY AND COMFORT

- Accessibility greatly contributes to attracting international organisations to Ireland for meetings, incentives, conferences and events.

- As an island on the edge of Europe, access roads need to be smooth and efficient so that organisations wishing to organise events, meetings, etc. abroad feel the desire to choose Ireland as a suitable destination.

- Unlike leisure travelers, the value of time is much more important to business travelers, all travel options must be convenient for the organisation.

- Ireland does not lack comfortable and cost-effective travel routes that are provided by air and sea.

L O C A T I O N

- Ireland is home to five international airports (Dublin Airport, Cork Airport, Shannon Airport, Knock Airport and Belfast Airport) that are conveniently located in almost every corner of the country.

- This not only provides you with a range of options to choose from, but also eliminates the need for further extensive travel after landing in Ireland.

- Ireland's largest airport, Dublin Airport, is never more than two planes away from any major city in the world due to frequent connections to continental Europe, North America and Asia.

AIR ACCESS IN MICE

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- Irish airlines Aer Lingus and Ryanair offer business travelers the flexibility to choose from multiple daily flights and the option to purchase flexible tickets, allowing you to shorten and change tickets in no time.

- This may be necessary for delegates as their travel decisions are often made very shortly in advance and they need flexibility to be able to change their bookings with minimum advance notice with employers willing to pay a premium for the privilege.

- Reward systems (offered by both airlines) have also become known for attracting and retaining business travelers and providing organisations with special offers / lower prices for traveling employees or planning to return to future MICE activities.

LAND AND AIR LINES IN THE MICE INDUSTRY

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- The various ports in Ireland provide an alternative and cheaper form of transport from the neighbouring UK, thus extending the resources that Ireland has made available to the MICE industry.

- With four ferries operating daily between the three available ports in the south of Ireland (Dublin, Rosslare and Cork), offer daily departures to Great Britain and Cherbourg in France.

- The Port of Dublin itself, which is ideally located just two miles from the city center, has proved hugely popular with visitors, with over 1.7 million passengers passing through Dublin Port each year. (Dublin Port Company).

ACCOMODATION IN MICE

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- It is extremely important for a country to be able to offer tourists high-quality accommodation as they can spend a lot of money elsewhere when visiting.

- This is beneficial to many other industries such as restaurants, bars and tourist attractions.

- In 2019, the Fáilte Ireland study on international travelers showed that the average foreign tourist in Ireland spent € 530 during their stay

HOTEL INDUSTRY IN MICE

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- With over 60,000 rooms available on this small island, Ireland is well equipped to host major business tourism events.

- There are many different locations, including a huge number of high-quality three to five star hotels.

- Some are located in Dublin's bustling city center, others in picturesque countryside in the west of Ireland, and everywhere in between.

VENUES FOR MICE

- The importance of having good quality facilities for organizing MICE events cannot be stressed enough.

- This can bring huge benefits to the rest of the economy, especially if the site is successfully integrated with leisure tourism components.

- Ireland is home to many high-end venues to host all kinds of MICE events.

- In Dublin itself you will find Convention Center Dublin, the 3Arena, Croke Park and Aviva Stadium, the RDS and universities such as Trinity and UCD. There are also options in the rest of the country, such as Thomond Park, Belfast Waterfront, and University College Cork.

EXAMPLES IN MICE

- Take "Google Engage" as an example:

- In 2019, 6,500 delegates traveled to Dublin for the three-day conference.

- While this huge number was too large for one venue, Irish creative events agency Cogs & Marvel was able to cleverly combine the use of 3Arena and CCD to comfortably accommodate all delegates.
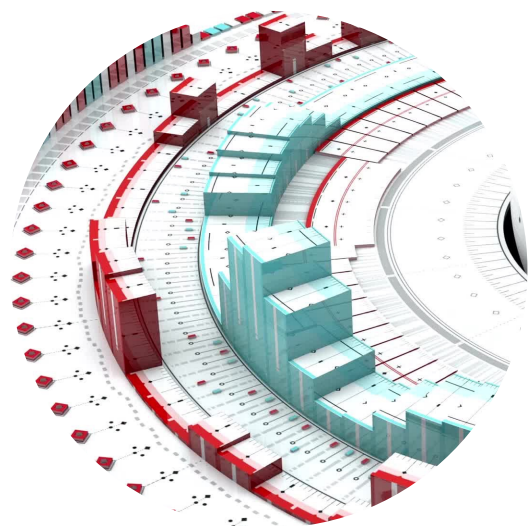
CORPORATE SOCIAL RESPONSIBILITY

- The field of corporate social responsibility has been a growing trend in recent years and today it certainly plays a significant role in the business tourism industry.

- Corporate social responsibility is a way of " achieving commercial success in a way that respects ethical values and respects people, communities and the natural environment."

- It is very important that the MICE industry and those working in it become more socially responsible and start using more environmentally friendly ways of doing things.

ECOLOGY AND MICE

''Green meetings and events are meetings, conferences, exhibitions, incentive travel programs and special events that continually strive to provide a better experience through sustainable strategies" (Goldblatt, 2020)

ECO MICE

- The Dublin Conference Center (CCD), recognised as Ireland's most important MICE location, opened in 2010 and is the world's first carbon-neutral convention center to be built.

- They also received ISO 14001 accreditation just one year after opening and have a comprehensive waste management policy.

ECO IN MICE

- Croke Park, Ireland's largest stadium and GAA headquarters, has long been cited for its phenomenal sustainability credentials, as the first Irish and UK stadium to meet ISO14001 and ISO 20121 standards.

- Croke Park is actively working with the local community and continuing new initiatives to help the stadium remain sustainable and environmentally friendly,.

- It foocuses mainly on reducing electricity costs, gas, sewage and water used throughout the stadium.

CSR IN MICE

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Corporate social responsibility is rightly becoming increasingly important in the MICE industry and the organisations / venues that operate in line with this aid to alleviate the health and safety concerns of delegates and conference / event attendees

CULTURE AND FREE TIME IN MICE

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An important aspect of choosing a location for Business Tourism that may be overlooked is the pleasure delegates may experience outside of a conference or event.

This is especially important for the motivational side of MICE, because the main purpose of the trip is to reward / motivate the employee for their significant effort.

"Travel is better suited to people's needs for achievement, recognition and reward than products"

CHOOSING THE DESTINATION

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"The tourist experience is a personal travel event so strong that it is remembered for a long time" (quoted in O'Connell, 2021).

Thus, giving additional meaning to the employees experience at the chosen destination.

CULTURE AND NATURE IN MICE

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- When choosing a foreign destination, it is often seen as important to provide delegates with a taste of culture.

- Sales of Irish cultural and landscape sites have increased significantly in recent years.

- While the 'Ancient East of Ireland' began to play a central role for Irish tourism organisations such as Failte Ireland and Discover Ireland, the south, west and north of the country experienced a significant number of tourists eager to embark on the trails and routes of „The Ireland" Wild Atlantic Road.

HISTORY OF LOCATIONS IN MICE

- Causeway have always attracted attention as some of Ireland's most important sites, while the 2017 Star Wars series - Star Wars: The Last Jedi - drew the island of Skellig Michael into the spotlight

- Tourists have certainly taken an interest in what this small island has to offer and the World Travel Awards have awarded Ireland three years in a row as Europe's leading tourist attraction in 2015 (Guinness Storehouse), 2016 (Titanic Belfast) and 2017 (Spike Island). Illustrating Ireland's ability to bring its cultural facilities to the world market.

TIME FOR...IN MICE

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- On average, 20% of delegates attending major conferences and organizations bring a companion (wife, partner or family member) with them.

- As this number continues to grow, organisations must provide an abundance of recreational activities for both delegates and partners. The Irish golf industry is the country's leading sports tourism, with popular golf courses such as Adare Manor, Lahinch and K Club attracting golf enthusiasts from afar to visit, with the latter golf courses providing an economic impact of $ 306 million with staging of the Ryder Cup 2006

- Areas such as Dublin and Belfast promise numerous shopping venues for international brands of all kinds.

DIALOG of Transformation

EURECYS

WSTiE

Funded by the European Union

EATING AND DRINKING IN MICE

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- Ireland's culinary culture has become a huge attraction for many tourists.

- There is a huge variety to choose from; from some of the world's best seafood to more traditional, hearty Irish dishes.

- Not so long ago, the food sector in Ireland would have been considered rather underdeveloped, but has now "come to a stage where Irish companies are deeply entangled in a competitive European and global market".

CULTURE IN MICE

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- Ireland is, of course, well known for its drinking culture.

- While this can have both positive and negative connotations, from a tourist's point of view, it can create a fun and lively atmosphere throughout their stay.

- This so-called "drinking culture" has provided Ireland with some of the best public attractions, such as the Smithwick's Brewing Experience, the Jameson Distilleries and the Irish Whiskey Museum.

- The Guinness Storehouse hosted over 1.7 million visitors in 2019.

THE FUTURE OF IRELAND AS A DESTINATION FOR MICE

- Business tourism is a huge source of income for the Irish economy.

- To continue to generate revenues, the government plans to develop the necessary infrastructure to further develop the MICE industry.

- The future offers significant opportunities for Ireland to present itself as an ideal MICE industry, but challenges can always arise.

IRELAND 2040 IN MICE

Ireland 2040 is a plan to strengthen the social, economic and cultural infrastructure by 2040.

It is estimated that the Irish population will grow by one million in the next twenty years and the country will have to take care of that increase.

The plan will include the development of Galway, Cork, Limerick, Waterford and Dublin.

The aim is to make these cities more desirable places to work so that the population is more dispersed. The estimated expenditure on the projects is EUR 116,000,000,000.00

FUTURE IN MICE

- The private tourism sector promises EUR 200,000,000.

- The money is to be spent on such things as the construction of new hotels, the development of new attractions, sea and air investments.

- Hotel construction plays a key role in dealing with the increase in the number of potential delegates that Irish cities can host at one time

FUTURE IN MICE

- The new attractions should increase the overall attractiveness of Ireland to foreign organisations so that they can consider the island a potential destination.

- In terms of roads, the goal is to complete the construction linking Dublin with the North West of the country.

- In addition, the construction of connecting urban areas with each other will begin.

- Emphasis will be placed on the Atlantic Corridor.

- This should connect cities such as Cork, Limerick, Galway and Sligo with a high-quality road network.

DEVELOPMENT IN MICE

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- Annually, 50 large schools will be built by 2022 to cope with the expected population growth.

- Building of Institutes of technology and investments to cope with curriculum changes and technological advances.

- A well-educated workforce is of great importance to an organisation when choosing a destination

INFRASTRUCTURE IN MICE

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- Difficulty in moving or being stuck in traffic will hinder the delegate's perception of the city.

- In order to enrich the delegate's experience, cities should provide sufficient means of transport to be able to move around.

- Recognising the importance of public transport, the government will invest heavily to make it more desirable compared to travelling by car.

- To make it more convenient and less time consuming, a Dublin metro system will be introduced to reduce congestion in the city and a faster mode of transport, a metro line will be built that will connect Swords and Sandyford with a stop at Dublin Airport.

- Part of the project is the construction of four new Luas lines (to be connected to the metro), an extension of the green line and the DART line.

AVIATION DEVELOPMENT FOR THE MICE INDUSTRY

- A second runway for EUR 300 million is to be built at Dublin Airport to cope with the general flow of tourists into the city.

- This offers room for more arrivals and new arrivals opportunities from new destinations.

- The development of Cork and Shannon airports will also continue, as well as investments in Ireland's West Knock Airport.

BREXIT AND MICE

From 23 June 2016, after the vote in Great Britain, the world learned about Great Britain's intention to leave the European Union.

As the Brexit ramifications are still being dealt with, many organisations are unaware of how to prepare for such an event, especially when there is continued doubt that the UK will close its borders.

BREXIT AND MICE

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- The potential impact of declining markets and the loss of significant UK trade for Ireland is well documented in the media, European business tourists may be discouraged from choosing an area that depends so much on an exiting EU member.
- The most damaging consequence can be a hard border between Ireland and Northern Ireland.
- As the hardships of the troubles in the North are still remembered, tourists would be afraid to find themselves in an area of potential conflict.

ATTRACTIONS IN MICE

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- One major attraction for tourists traveling through border regions is the perceived value of being able to visit one island with two cultures, and the theme has become a major attraction for tourists to such destinations around the world.
- This presents both potential opportunities and challenges for the Irish parts of the country with business tourism in the future.

SECURITY W MICE

- The need for security can probably be felt now more than ever as large cities such as London, Barcelona, Paris, Stockholm and Manchester face constant threats from terrorist attacks.

- Large cities face the covid-19 epidemic, refugee influx and potential military threat.

THREATS IN MICE

- High tourist traffic areas are the areas where terrorism is at greatest risk, ascribing this to the desire for terrorist groups and organisations to gain more attention around the world by painting a picture of "soft targets" under severe threat.

- "When tourists are kidnapped or killed, the situation is immediately dramatised by the media, which also helps the political conflict between terrorists and the governments to reach a global scale."

- As a result, countries find it harder and harder to keep their tourists safe

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the European Union

RESPONSIBILITY IN MICE

- Employers are legally responsible for taking care of their employees and their safety must therefore be paramount for the organisation.
- As a result, companies are very unlikely to send their employees to places that are not considered safe, and if they do, it is equally unlikely that their employees will want to go there.
- This fact can help Ireland compete with larger countries that may have more monetary power or amenities but cannot do much to guarantee the safety of tourists

SUMMARY

There are certainly many positive aspects to hosting a MICE event in Ireland, and there has been a tremendous increase in the industry over the past two decades.

On the other hand, there are still many areas that can be improved in order to compete with the extremely competitive market that companies have to offer.

FUTURE IN MICE

Future developments should help to remedy the negatives that hold Ireland back at present.

Looking at the aspects that make Lisbon a more prosperous destination, it is clear that Ireland needs to improve to become a more desirable location, for example improving transport, developing industry in rural Ireland, not just Dublin, and developing infrastructure and accommodation to be able to organise events of an even larger scale.

THE END

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PART 2

Who is the training for?

- Intended for online event organisers (working in agencies, corporations or institutions) who want to organise events on their own or improve cooperation with companies from event technology (or studies)
- For people who want to know how the event works "from the inside"
- For people who want to present their own online presentations and look professional
- For bloggers and YouTubers who want to improve the quality of their webinars and live shows
- For people who want to work in companies specialising in event technology, e.g. as traders and must have basic knowledge of equipment and solutions
- For all those who want to develop their event skills

After completion of the training, participants will:

- Understand how online events work and can easily select the appropriate platforms and tools for the project
- Receive the most important information on multimedia, lighting, sound and other technical aspects of organizing an online event
- Learn how to give a briefing for the technical event company or studio and how the cooperation should proceed
- Gain inspirational solutions for any budget
- Learn about new technologies and examples of interesting projects, both Polish and international

TRAINING: is aimed at people who want to organise online events, hybrid events and skilfully use their potential. Online events differ significantly from stationary events, so you need to understand their operation in order to decide which event can be organised ourselves, for which events to choose an external partner, and for which we need hire a professional technical team. The training is mostly chosen by people working in event management who want to improve their competences, and by representatives of corporations and state institutions who want to organise smaller events on their own.

During the training, the most important issues related to the organisation of events provided via streaming as well as video conferences and webinars are discussed. The organisation of an online event is analysed step by step - from the necessary devices, through to the creation of the scenario, the security of the content shown and examples of crisis situations. As a training participant, you will learn about the most popular platforms and tools, but most of all you will learn what the differences are and which online solutions to choose for your event.

Program (6h / 09:00 - 15:00)

A new world of online and hybrid events	
9.00-10.00	Introduction - market situation Basics and definitions, how it all works Internet connection and its parameters Workplace online health and safety
10.00-11.00	**Streaming - discussion of selected platforms: Youtube, Vimeo, Facebook, Twitch, Dacast, Clevercast**
	Main functions, advantages, disadvantages Key differences between platforms Which platform to choose for your event?
11.00-11.30	**Videoconferences and webinars - discussion of selected tools: MS Teams, Google Meet, ClickMeeting, Zoom, Cisco Webex**
	Main functions, advantages, disadvantages Key differences between tools Which tool to choose for your event?
11.30-13.00	**Elements of an online event - creating an online event from scratch**
	What tools do we need to implement an online event (microphones, cameras, lighting, software, prompters)? Prepare your own conference room for broadcasting Briefing an external studio where we want to carry out an online event Briefing a technical company that is to carry out an online transmission in a place indicated by us Creation vs. production of online events - can we implement all ideas? Adapting the event to the technical and perceptual abilities of the participants Preparation of an online event scenario Ways to make an online event more attractive (lighting, multimedia, discussion rooms, additional attractions involving participants) Prepare a speaker / panellist for online broadcasting Simultaneous interpreting during online conferences Online concert - how is a live concert different from an online concert and how to prepare it? 4.12. CASE STUDY – examples of interesting online events

13.00-13.30	Platforms for online events: MEETING15, Coffe, Hopin 6
13.30-14.00	Safety and comfort of online event participants
14.00-14.301	Security of the displayed content (copyright protection, copy protection)
14.30-15.00	Discussion of possible problems and threats and examples of their solution

PRESENATION – APPENDIX 2

PRESENTATION

APPENDIX 2

WORKSHEEETS

Virtual Bingo Team Building

Virtual Bingo Team Building is a fun team building exercise during conference calls. The game is familiar, a bit nostalgic, and perfect for both kids and adults.

Here is your first game template:

B
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G
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More than 2 siblings
Visited China
Has a YouTube Channel
Born in the same region as you
Liked season 8 of GOT
Has more than 1 pet
Shared a job from home tip
Likes coffee more than tea
Works here for over 3 years
Has a typing speed of 80 wpm

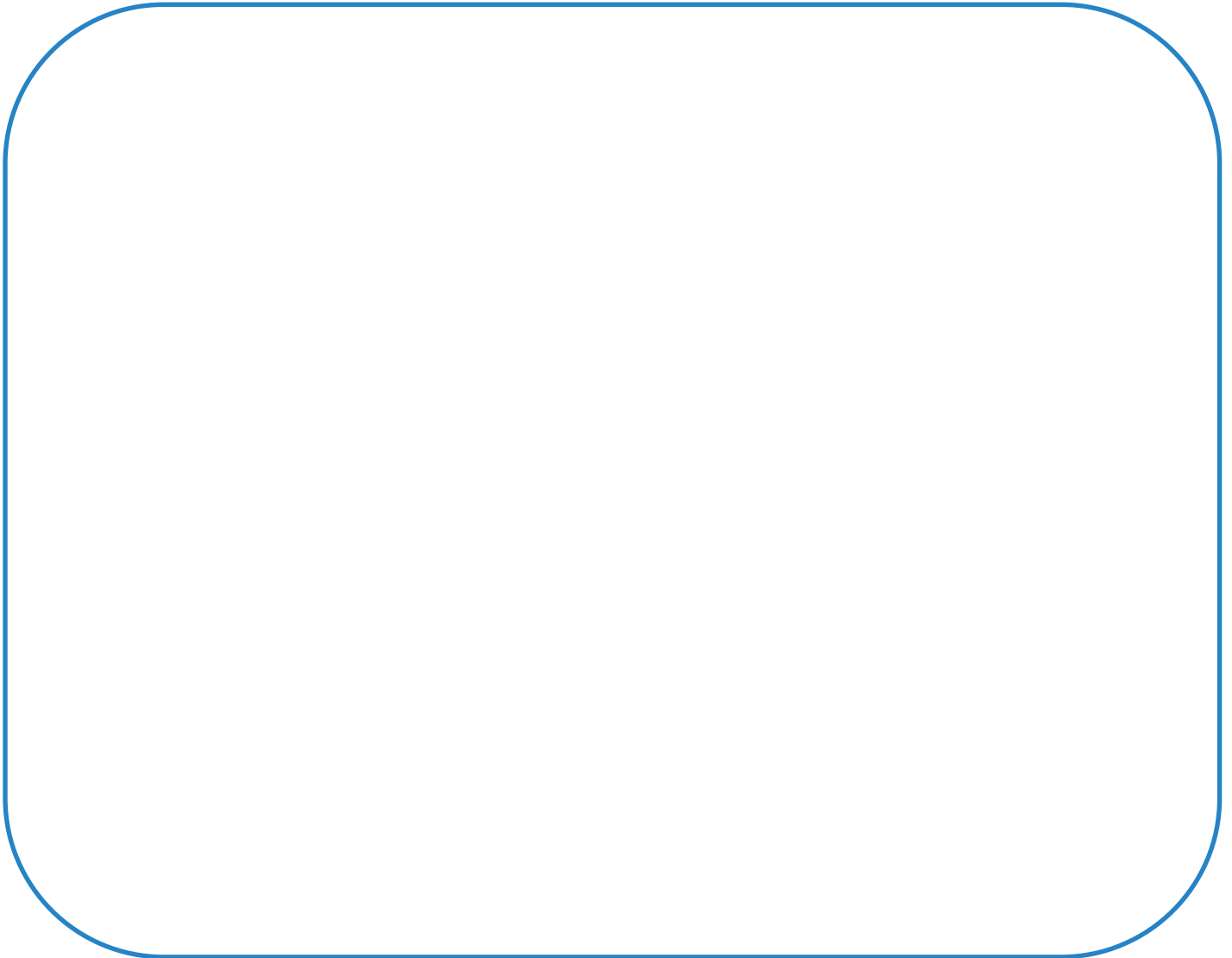| |
|---|
| Visited at least 3 museums |
| Vas visited Europe |
| |
| Can speak another language |
| Knows all the words to a QUEEN song |
| Been to Chile |
| Knows the Macarena moves |
| Born in the same month as you |
| Published a book |
| Celebrates a birthday in the same month |
| Can code in HTML |
| Will share their middle name |
| I woke up today at 6am |
| Has a recipe for family cookies |
| Eats spinach out of choice |

1. Distribute the cards to your team members.
2. Use subgroup rooms to encourage small group dynamics.
3. Award rewards to anyone who completes a row or "x" first.

GENERATE NEW IDEAS

Icebreakers for virtual team building

A simple idea to start your virtual team building is to add a round of icebreaker questions to the start of your

videoconference. You should schedule 30 seconds per participant.

Here are some virtual icebreakers to get you started:

1. Where would you haunt for all eternity?

2. What was your favourite sandwich when you were growing up?

3. What movie have you watched recently and was it good?

4. Do you have a favourite family recipe?

5. What is your morning routine?

For successful virtual icebreakers, the host should designate who will be next during the entire activity.
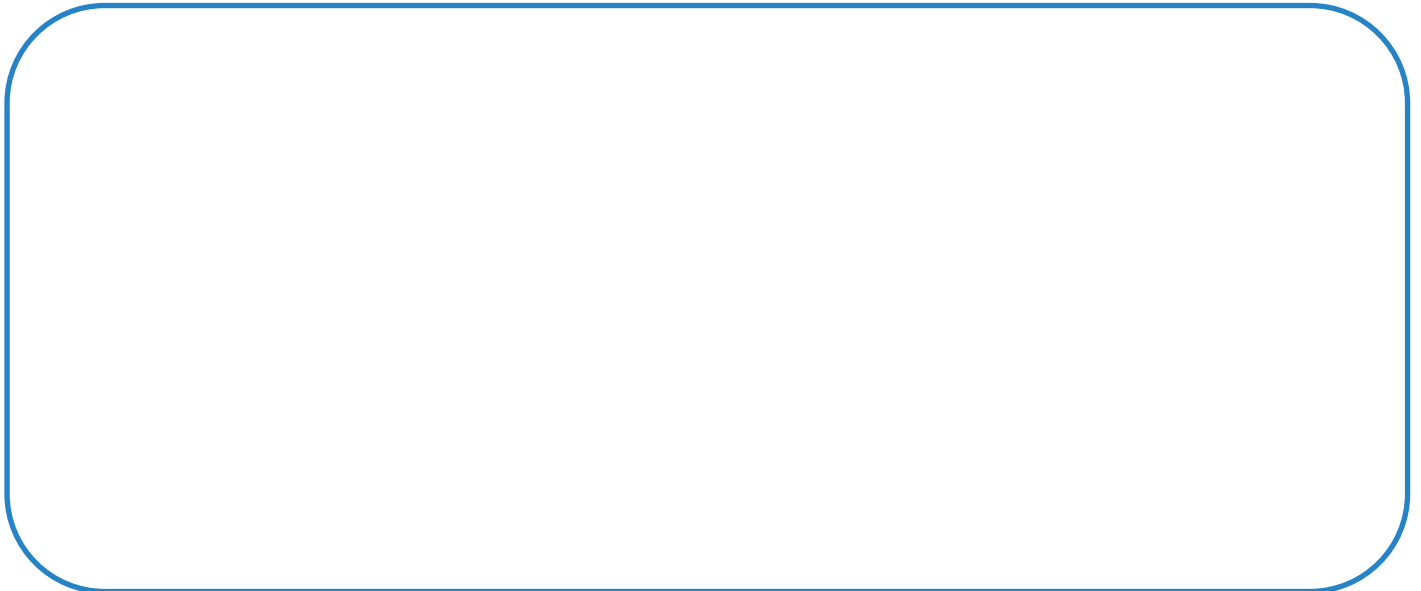
TRUTH OR DARE

This exercise is a ZOOM team building exercise as a Truth or Dare.

RULES:

1. All players start with their cameras turned on.

2. The host tells the truth or dares to "show us the floor around your desk" or "how old are you really?"

3. Players can leave the cameras on to indicate they want to respond or turn off the camera to opt out.

4. The host then asks one or more players to complete a truth or dare.

Typically, the successful player asks the next truth or dare.
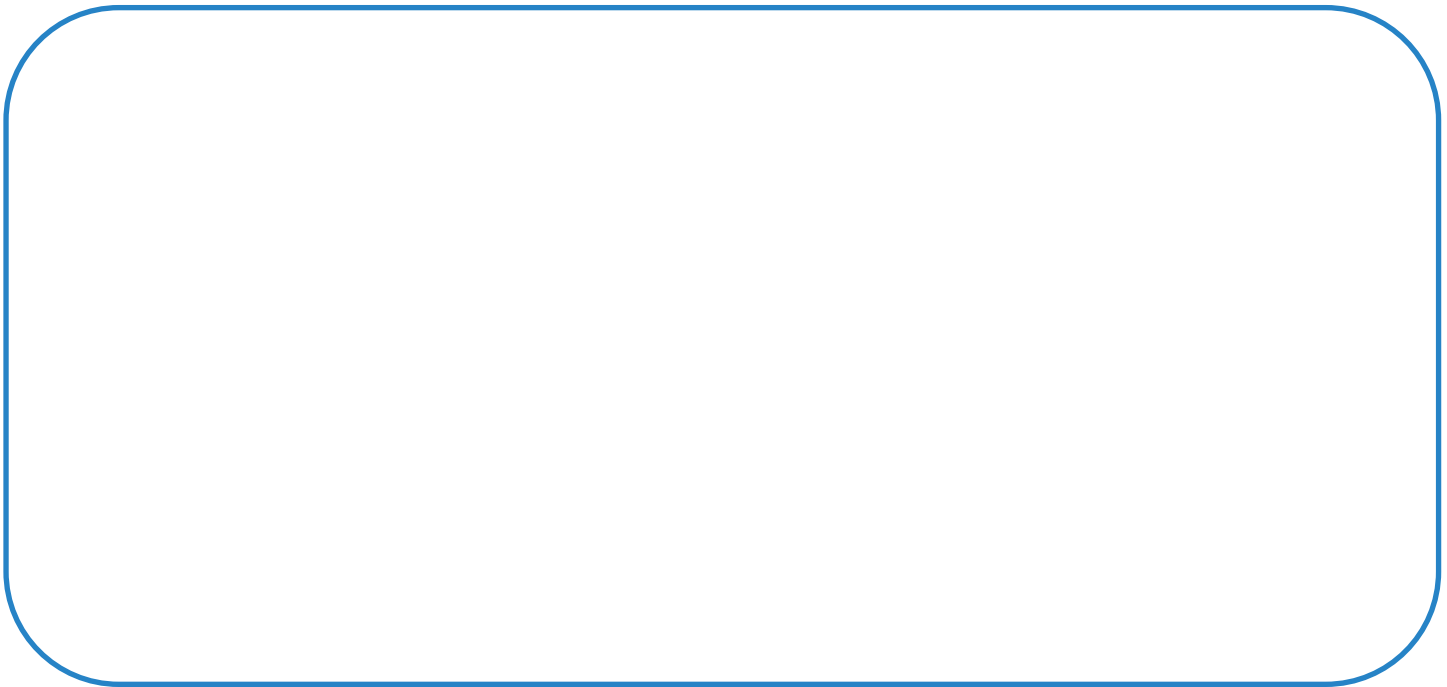
PANCAKES VS WAFFLES

Pancakes vs Waffles is a fun game.

The game focuses on friendly debate and unanimous decision making, which can be helpful in remote integration activities.

To play Pancakes vs. Waffles:

1. Declare a big debate; either the pancakes or the waffles will disappear from existence and your team will have to make a choice.

2. When the team decides, anyone can nominate a new candidate. For example, if the pancakes survived the first round, then someone may suggest pancakes vs cabbage.

3. Nominations tend to grow rapidly into existential questions. Rabbits or love? Love or humanity?

You can play until your team is ready to continue playing. Pancakes vs Waffles are a great way to engage introverts in your team as everyone has an opinion on the trivial topics of the debate.
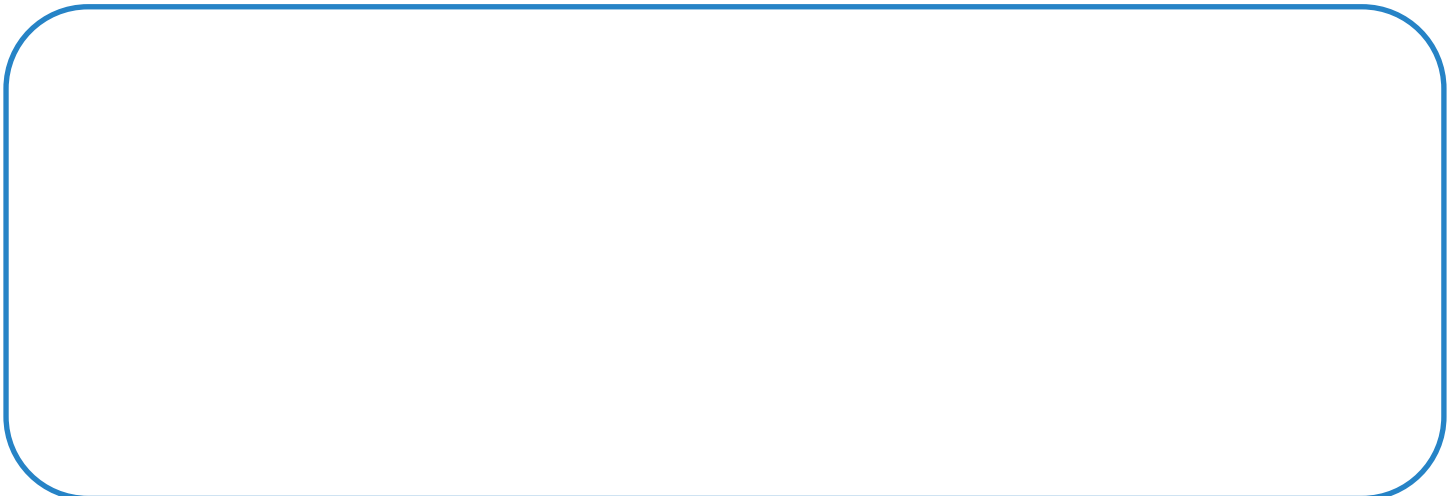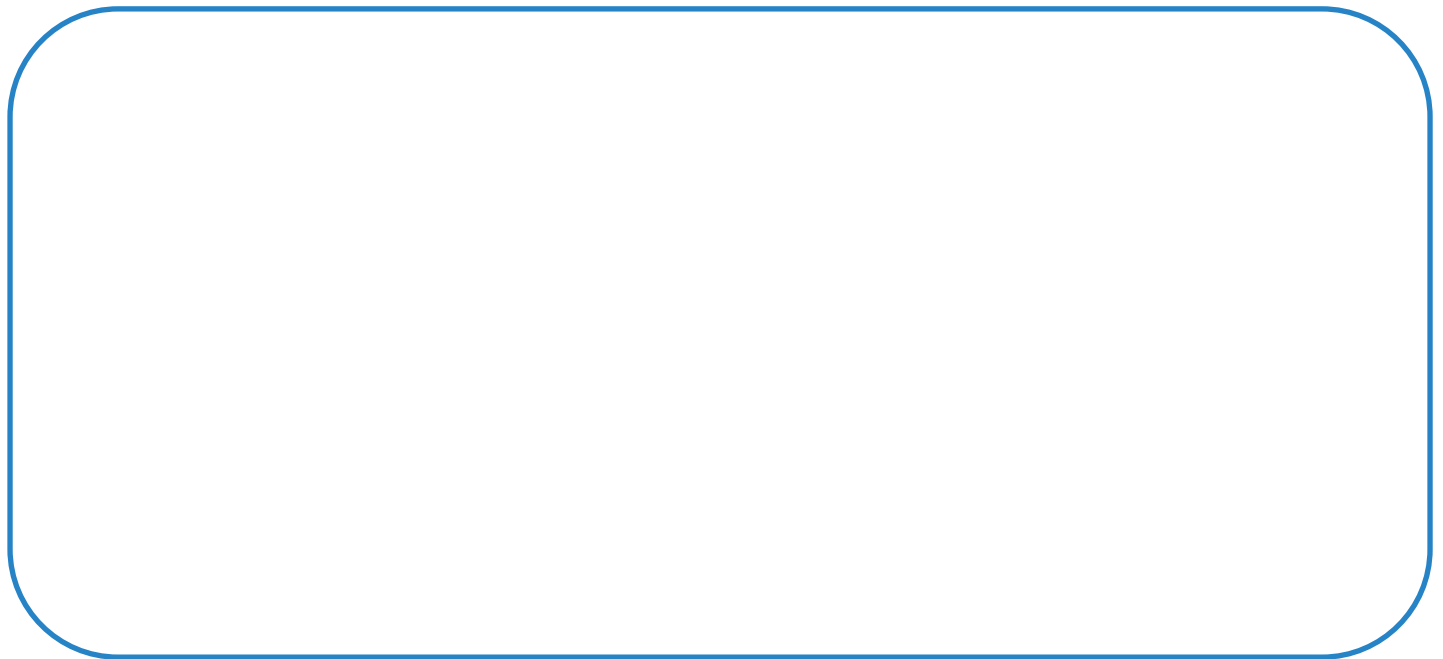
WORKSHEET 5

Something in common

One of the fastest virtual team building activities you can play is Something in Common, which is a challenge that encourages your remote employees to get to know each other.

In this game, split people into small groups and then ask each group to identify the three most unique characteristics that they have in common.

For example, a group may find a shared love for Shakespeare's Macbeth, childhood experiences or dislike for fiery Cheetos.

If you want to do multiple rounds, you can make virtual activity more difficult by deleting broad categories like movies, books, and food.

2 Truths and a lie

- Two truths and a lie is one of the most common virtual team building activities in work meetings.
- It is friendly for conference calling as all you need is a reliable Wi-Fi connection.
- For the remote work version, give each participant two minutes to prepare two truths and one lie.

For example:

1. I can read and write in Chinese.

2. During quarantine I used 3.5 kg of pure 100% cocoa.

3. I once hacked into my computer in high school.

Number two is an obvious lie; it was at least 3.6 KG.

Have each participant share three facts and guess which one is a lie. You don't really need to keep track of your points in this game because the fun is getting to know each other.
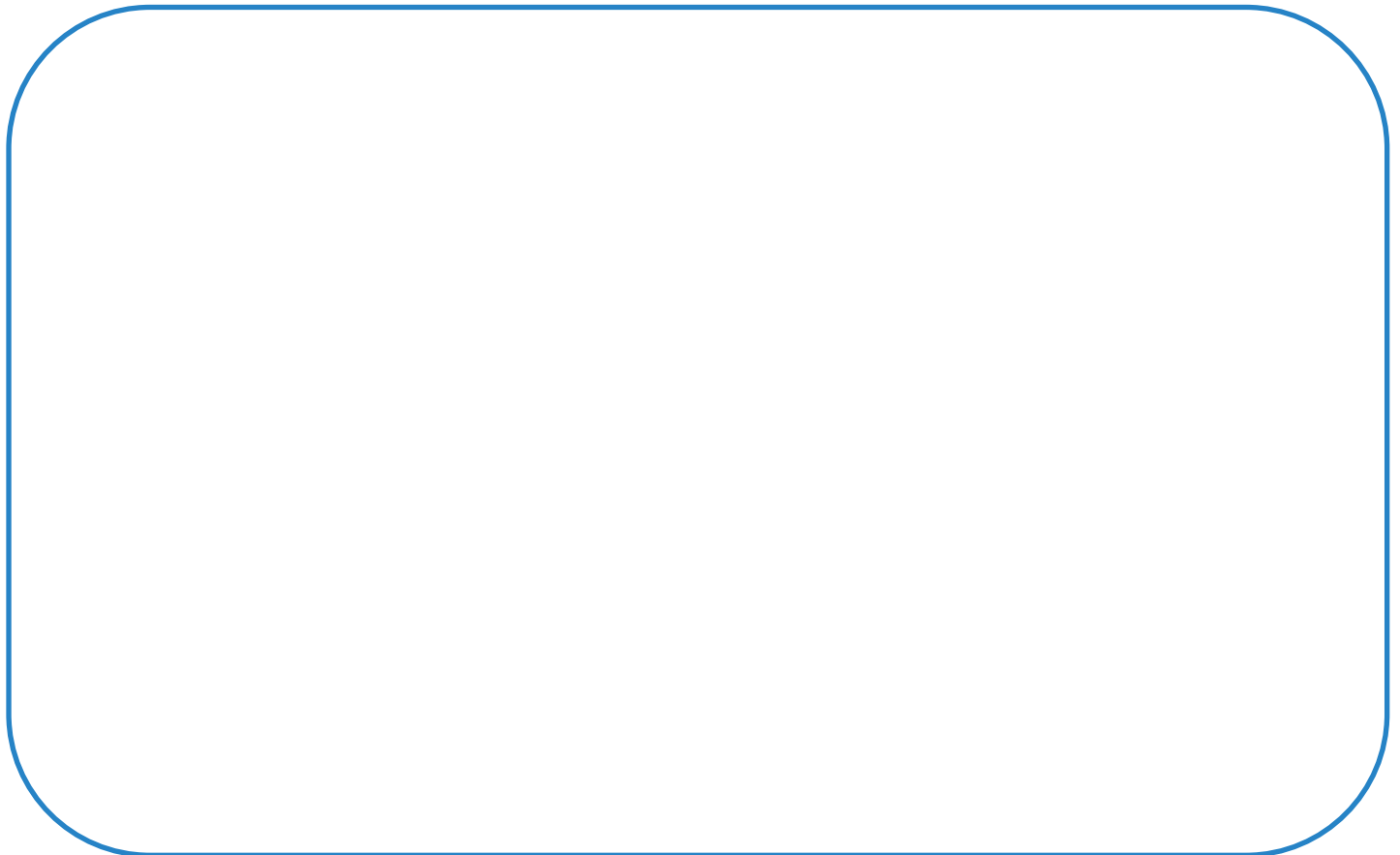
The challenge of a healthy lifestyle

The monthly healthy lifestyle challenge is even more important during quarantine, while many workers have to work from home. In one month, the challenge may be: drinking a certain amount of water each day and in another month, it may be "an exercise of choice."

There are many ideas for virtual challenges.

INVENT AT LEAST 3 CHALLENGES:

Forensic Sketch Artist

Fun and creative

Here's how to play:

1. Divide your colleagues into teams.

2. Tell participants that there was a series of burglaries last night. Luckily, each team has a witness who saw the thief's face before he escaped from the scene.

3. Create a face: virtually or randomly off the internet

4. Show one of the teammates the face of the "culprit".

5. Have the person who saw the face describe it to their team. Other members must sketch a face based on the description.

6. After ten minutes, collect the portraits.

The portrait closest to the original picture wins!
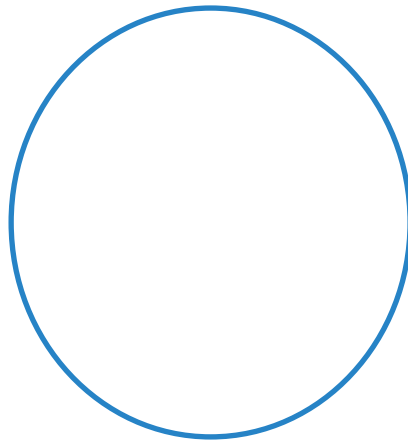
Guided meditation

10 quiet minutes during a normally busy day can be an effective way to unite people and build strong remote teams. You can achieve these results during a guided meditation session.

Here's how:

1. Find an online meditation exercise or contact an expert who will lead the group.

2. Send the team a video call invitation.

3. Consider sending your employees a care package of fragrance oils and candles beforehand.

4. Perform mindfulness as instructed in your guide.

WORKSHEET 10

Guess the emoji board 🤔 You can take a screenshot of the most frequently used emojis and upload it to your team


Here's how you play:

1. Give each player a list of all players.

2. Everyone has five minutes to guess the five most used emojis by the players from the list

3. Reveal the answers and give points for both "having the emoji in the top five" and "putting them in the right order".

If you're looking for ways to spice up your virtual meeting or engage your virtual team in a way that isn't cheesy, a quick round of emoji ranking can help.

SELF

ASSESSMENT
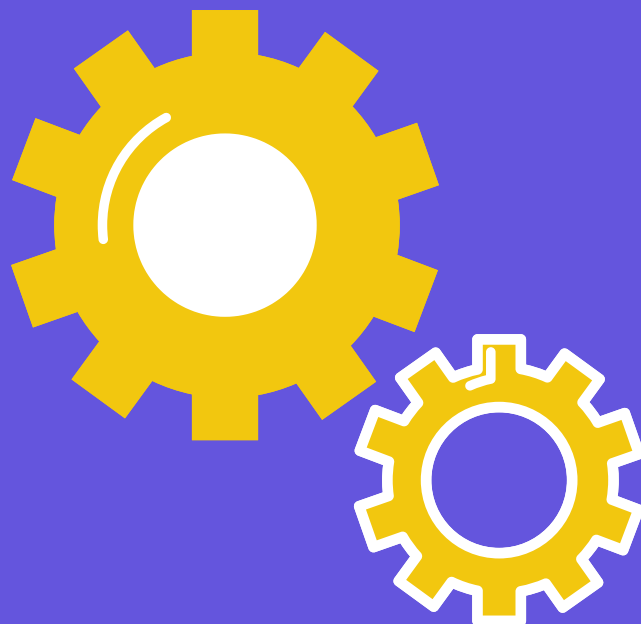
TOOLS

ORGANISATIONAL SKILLS FOR REMOTE WORK

The development of digital competences is important not only in the perspective of the continuous development of new technologies, but also the possibility of using them in various areas of life in order to more effectively deal with various types of challenges.

Digital technologies can permeate - every aspect of our lives, often allowing us to deal with everyday tasks faster, more conveniently and cheaper: from shopping, working, to studying and paying bills.

The test examines:

• IT competences

• Information competences

• Functional competences

Functional competences are based on IT and information competences, which are the basis for the implementation of specific activities and obtaining benefits through the use of digital technologies.

	IT COMPETENCES:	YES	NO
1	I can use a computer and other electronic devices: telephone, multifunction device	Y	N
2	I can use digital programs	Y	N
3	I know how to operate devices and connect them to the internet	Y	N
4	I use various types of applications and software	Y	N
5	I can create digital content	Y	N
6	I know how to save data to a digital disk	Y	N
7	Turning on the computer, using the keyboard, mouse or touch screen is not a problem for me	Y	N
8	I use stationary and mobile devices	Y	N
9	I can install and run applications that I need to live and work	Y	N

10	I organise files into folders and create them	Y	N
**INFORMATION COMPETENCES:**		
1	I define the type and scope of the information	Y	N
2	I ensure effective access to information sources	Y	N
3	I critically examine the information and its sources	Y	N
4	I integrate the selected information with the knowledge and value system I have so far	Y	N
5	I selectively use information in a manner conducive to achieving a specific goal	Y	N
6	I define and understand the social, economic and legal aspects of access to and use of information	Y	N
7	I send and receive e-mail	Y	N
8	I open and browse websites without getting lost	Y	N
9	I create and fill out online forms	Y	N
10	I identify and remove spam	Y	N
	Functional Competences		
1	I can use e-mail, electronic channels for creating and exchanging documents and electronic information resources at work	Y	N
2	I can use tools enabling online communication (e.g. Skype - conference calls) and working together (e.g. Google Docs, Etherpad), adding my content while respecting the intellectual contribution of other people	Y	N
3	I can, using tools supporting remote work, adapt to the differences in	Y	N

	contributions of other people resulting, for example, from time differences or cultural differences		
4	I can use business e-mail, receive or send documents electronically, using a mobile device (smartphone, tablet) or computer to log in to the appropriate websites	Y	N
5	I can work in dispersed teams, carrying out professional duties via the Internet	Y	N
6	I can work in culturally diverse teams respecting the existing differences	Y	N
7	I can perform my professional duties outside the workplace, if necessary	Y	N
8	I can use websites or auctions to sell services in compliance with the security of financial transactions on the Internet	Y	N
9	I can set up an account on a selected website, issue a service, and complete a transaction	Y	N
10	I can insert photos and descriptions of services that I want to sell on the Internet	Y	N

Scores:

Enter the total of the results in the individual fields.

IT Competencies		Information Competencies		Functional Competencies	
YES	NO	YES	NO	YES	NO

TOTAL:

10 - 8 High competences
6 - 7 Good competences
5 - 4 Average competences
3 - 0 Low competence

REMOTE WORK MANAGEMENT **SKILLS**

Remote work management in which the office reality of open spaces has turned into a home office is a challenge for leaders.

The reality of remote work requires many valuable skills, thanks to which our time will be well used, the work done, and the result will satisfy every boss.

Below are the skills that are desirable in remote work.

Check to see to what extent you agree with them. Don't take a long time to answer the statements. You know best what your strong competences are and what still requires improvement.

Check how the statements apply to you.

Mark an "X" next to yes, sometimes or no as an answer to every statement.

	STATEMENT	YES	SOMETIMES	NO
1	I have the ability to recognise the situation			
2	I am always ready and able to analyse the situation and assess the needs of both the organisation and the client			
3	In the face of the popular term "sitting at home", I do not experience loneliness and the need to go out to people			
4	Bad mood, lack of exercise and social meetings does not affect the effectiveness of my work and motivation			

5	Bearing in mind many variables and the lack of live contact, I diagnose the situation, show goals and exchange experiences with team members			
6	I properly analyse the situation of each client, adjusting communication tools that will not cause them a major problem			
7	**I set myself goals, I plan actions, specify the expected results, solve problems, define situations and come up with alternative solutions**			
8	I am flexible, i.e. I have the ability to adapt to the situation, different styles of work of my clients and contractors in a natural way which are aimed at achieving set goals			
9	**I also care about building and maintaining trust when working with an online client**			
10	I try to work on the basis of communication aimed at reaching understanding with people regarding the implementation of individual and organisational goals			
11	I have the ability to verbalise my own needs, as well as openness and the ability to actively listen to the needs of others			

12	**I provide feedback - I observe, monitor and support my development by constantly learning.**			
13	I define remote work not as the time spent in front of the computer, but as the sum of completed tasks and achieved goals			

SCORES:

YES - 2 points

SOMETIMES - 1 point

NO - 0 points

Scale of results:

26 - 20 points - Very high organisational skills for remote work

19 - 15 points - High organisational skills for remote work

14 - 10 points - Average organisational skills to work remotely

9 - 5 points - Low organisational skills to work remotely

4 - 0 points - Very low organisational skills to work remotely

The reality of remote work - **ORGANISATIONAL SKILLS**

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SCORES:

YES- 2 points

SOMETIMES- 1 point

NO - 0 points

Scale of results:

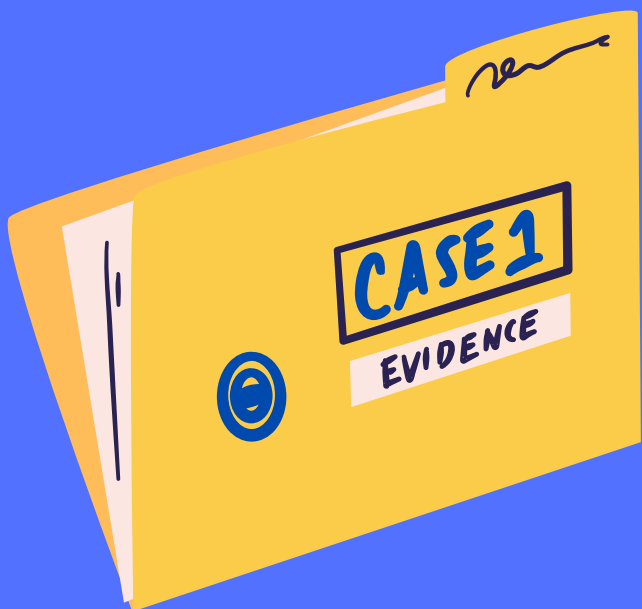26 - 20 points - Very high organisational skills for remote work

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CASE STUDIES

CASE STUDY 1 – VIRTUAL BEER TASTING

Based on the virtual event formula described below, build a group of 5 people that will plan and implement a virtual event from the MICE industry.

Do not forget about the division of tasks in your team, cost calculation, target group selection as well as promotions and invitations.

Good luck !

This 2-hour virtual beer experience turns out to be very popular as everyone knows how passionate Irish people are about craft beer and supporting the Irish! The standard of craft beer produced by Irish breweries is superb, and we love nothing more than to share our passion and enthusiasm with others. We provide a fun, free and interesting insight into the world of Irish craft beer. Our virtual events are aimed at both entertainment and education in a relaxed and informal environment.

What's on offer:

We offer a range of virtual beer tastings, which include beer boxes delivered directly to the door of each participant and an online event organised at the time of your choice. Our two main offerings are the Mystery Beer Event and the Tasting Beer Event, which are all inclusive events targeting all levels of beer knowledge, from the beginner to the more experienced craft beer drinker.

Mystery Beer Event

Our most popular option is the Mystery Beer Event. This is a selection of premium Irish craft beers where we have swapped the labels to make it a mystery. Then we lead the group for a blind beer tasting. Participation in the group is crucial (and usually fun too!) As we discuss the styles, flavours and aromas of the beer. We use a range of interactive online tools to engage the audience in the event. The event is fun and informative where you can learn about beer tasting as well as discover new beer styles.

Tasting Beer Event

The Tasting Beer Event is a guided beer tasting where we discuss many different styles of beer, all of the premium beers brewed by Irish craft breweries. This option focuses more on the history of beer, styles, food pairs, and the stories of the brewery so far. We work closely with craft breweries in Ireland and may include the option of having an actual beer brewer to talk about the beers of your choice and answer any questions the group may have. Both options provide a fun and engaging way to relax and enjoy a shared experience among friends and colleagues. Participation in a group is greatly appreciated and encouraged in both of our experiences, but there is also an option to sit and relax. All events are tailored to your individual needs and can be tailored to the needs of your group.

Business card for the EMPLOYER:

Party Box

EXPANSION PACK

Do you want to completely spoil your employees? How about sending a customisable PARTY BOX to their homes before the virtual event, with treats and goodies, and even personalised words from the company. We can discuss the potential content of the Party Box as well as include Halloween and Christmas decorations to spice up the occasion. If you want the corporate brand Party Box, we offer that too.

CASE STUDY 2 (ORGANISATIONAL SKILLS IN REMOTE WORK)

In October 2021, Tokyo hosted the inaugural UIA Asia-Pacific Round Table, an independent non-profit research institute that documents the current and historical work of international NGOs and intergovernmental organisations. The association is the oldest and largest source of information on global civil society in the world.

The Round Tables held annually are designed to enable members of the association to learn through networking and practice during meetings with other members. Through program speeches, presentations, panel discussions and networking, participants gain experience and knowledge that help them better manage their organisations.

The Asia-Pacific Round Table 2021 was held for the first time in Japan. More than 70 foreign participants from 29 countries and domestic participants from all over Japan attended virtually, and around 40 local association directors and industry

The target partner, Tokyo Convention & Visitors Bureau (TCVB) welcomed the delegates and supported the personal and online aspects of the meeting. The services provided to participants included educational content through virtual cultural experiences, networking opportunities, and easy access to the online platform, all as part of an effort to ensure an engaging and rewarding experience for all delegates.

During the event, the Panasonic Anshin Gate system was used before the premiere, which with one move checks the temperature of guests and disinfects their hands and feet. Another technology tracked the movements of the participants and measured the amount of traffic in the foyer with a series of cameras. During designated breaks, participants could personally mix or drink in the foyer without crowds and queues.

Telepresence avatar robots provided by Japanese company iPresence allowed presenters to be more physically present on stage than if they joined remotely, as they were able to communicate with participants in person during breaks. This technology is designed to "provide more complete interactivity for remote participants, creating a truly hybrid experience," said Chris Christophers, iPresence Founder and CEO.

Online delegates joined the event via OnAIR, a dedicated virtual conference platform for speakers and attendees. From the portal app, participants could visit an auditorium or a virtual exhibition, access the program, receive live support, or join a meeting center for talks, chats or scheduled meetings. The Australian system allowed delegates to watch presentations and workshops in real time and submit questions and comments. It also included content provided by TCVB.

The content produced by TCVB focused on videos featuring Japan, including one featuring nihon buyo, a Japanese classical dance; one showing how and why sushi is loved in Tokyo, with the insight of a fourth-generation sushi chef; one introducing iaido, the art of sword fighting; and one entitled "Tokyo in One Day", which featured the five districts of the capital.

During a virtual green tea session broadcast live from Tokyo, delegates were also able to learn about green tea, one of the most consumed beverages in Japan. Among the topics discussed by the host were, why green tea is so healthy, how to brew the perfect cup, and where to enjoy green tea all over Japan after international travel resumes.

Kazuko Toda, senior director of TCVB's business events team, expressed the hope that all delegates would be engaged and interested in the online Japanese cultural experience of the "long-established magic of green tea at the center of our culture" and exhibitions that included details of meeting places in Tokyo, cultural experiences and must-see places.

Given the 15-year history of in-person Round Tables meeting, some virtual attendees were saddened to be unable to attend physically, and European speakers had to deal with time differences, but the event was a huge success.

Kana Nomoto, sales director of TCVB's business events team, said her team "explored the best ways to make the event a fruitful event for everyone" and that the video content was prepared so delegates could "get to know the city."

Concluding the event, Cyril Ritchie, President of UIA, thanked TCVB for delivering on its mission - to ensure a safe, inspiring and engaging event that communicates the culture of the city and host country - even in the face of pandemic challenges.

Questions:

1. What innovative systems were used to organise the event?

2. What were the benefits for the event participants?

3. What events currently organised in your company can you organide based on the experience of TCVB

KNOWLEDGE
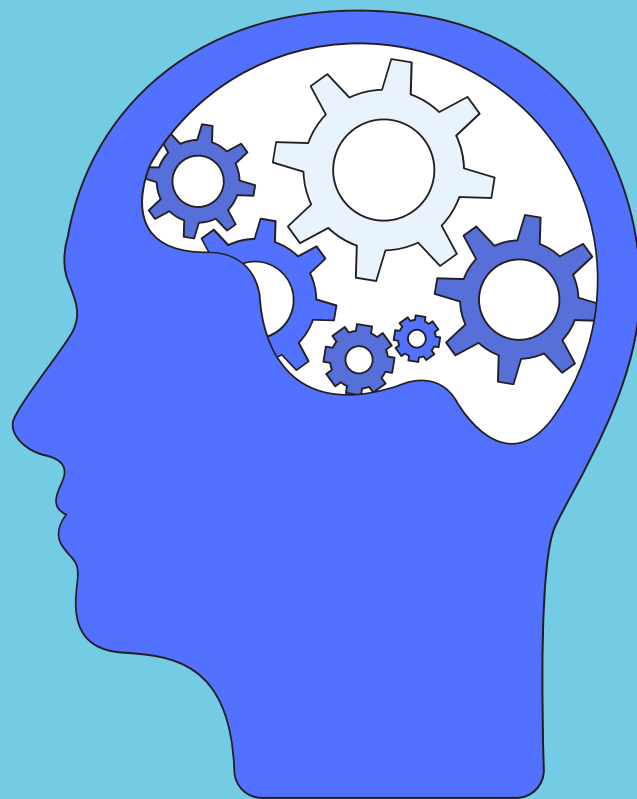
TEST

MICE MANAGEMENT - REMOTE IN REAL TIME

	KNOWLEDGE TEST AFTER TRAINING			FULL NAME	
Q	**QUESTION TEXT**	**INADEQUATELY**	**ADEQUATELY**	**WELL**	**VERY WELL**
1	I know the theoretical basics of business tourism	0-1	2-3	4	5
2	I can name the forms of business tourism	0-1	2-3	4	5
3	I know the international business tourism market	0-1	2-3	4	5
4	I can list products to meet the needs of business tourism in the field of MICE.	0-1	2-3	4	5
5	I can define perspectives for the development of a business tourism product in Ireland	0-1	2-3	4	5
6	I know the scope of specialisation in serving the needs of business tourism	0-1	2-3	4	5
7	I can independently qualify the types of business tourism known in the MICE industry and assign them to a specific form.	0-1	2-3	4	5
8	I can identify differences in similar forms; conferencing, education and integration services	0-1	2-3	4	5
9	I can develop a simple schedule of a team-building event and prepare an initial cost calculation, adopting general assumptions as the basis for the program offer.	0-1	2-3	4	5
10	Having to organise a serious conference of an international nature, I can appoint a team, taking into account their competences and professional qualifications.	0-1	2-3	4	5

11	I can preselect the conditions necessary to implement particular elements	0-1	2-3	4	5

MICE MANAGEMENT - REMOTE IN REAL TIME ON ZOOM

KNOWLEDGE TEST AFTER TRAINING				FULL NAME	
QUESTION	QUESTION TEXT	INADEQUATELY	ADEQUATELY	WELL	VERY WELL
1	I know the health and safety rules for the remote organisation of events	0-1	2-3	4	5
2	I know and can use basic streaming tools	0-1	2-3	4	5
3	I can use communication platforms: MS Teams, Google Meet, ClickMeeting, Zoom, Cisco Webex	0-1	2-3	4	5
4	I can organise an online event	p	2-3	4	5
5	I can use tools for the implementation of an online event (microphones, cameras, lighting, software, prompters	0-1	2-3	4	5
6	I pay attention to adjusting the event to the technical and perceptual abilities of the participants	0-1	2-3	4	5
7	I can prepare an event scenario	0-1	2-3	4	5

8	I can work under time pressure	0-1	2-3	4	5
9	I can make decisions and delegate tasks to the team and account for them	0-1	2-3	4	5
10	I can manage work-related stress	0-1	2-3	4	5
11	I can prepare an online concert for event clients	0-1	2-3	4	5
12	I can communicate in the media, manage on-line correspondence				
13	I am using innovative 2D and 3D event platforms				

PRESENTATION

APPENDIX 2

ORGANISATIONAL SKILLS OF MICE SECTOR'S EMPLOYEES AT REMOTE WORK

SLIDE 1

SLIDE 2

WHAT'S NOT WORTH IT?

It is not worth leaving costs on the internet at a similar level as before the outbreak of the pandemic or looking for revenues related only to the event industry.

"A good example are subcontractors who, having warehouses, rent them to other entities from outside the industry, companies with a car fleet also try to use them outside of the industry"

WHAT TO ORGANISE ONLINE?

- webinars

- presentations

- Meetings in small employee groups or clients

- online streaming conferences on dedicated websites.

- streaming will allow you to reach a wider group of interested people, while engaging participants thanks to moderated chats, online surveys or call to action

- For this form, professional equipment and services are necessary, but it also increases the quality of the service, and thus, the reception of the event among participants

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SLIDE 5

Technology gives us very good solutions to create really interesting, inspiring and engaging online events.

We provide a digital brand exeperience.

Let's give the recipients something more than a simple connection via a computer with the help of professionals and agencies
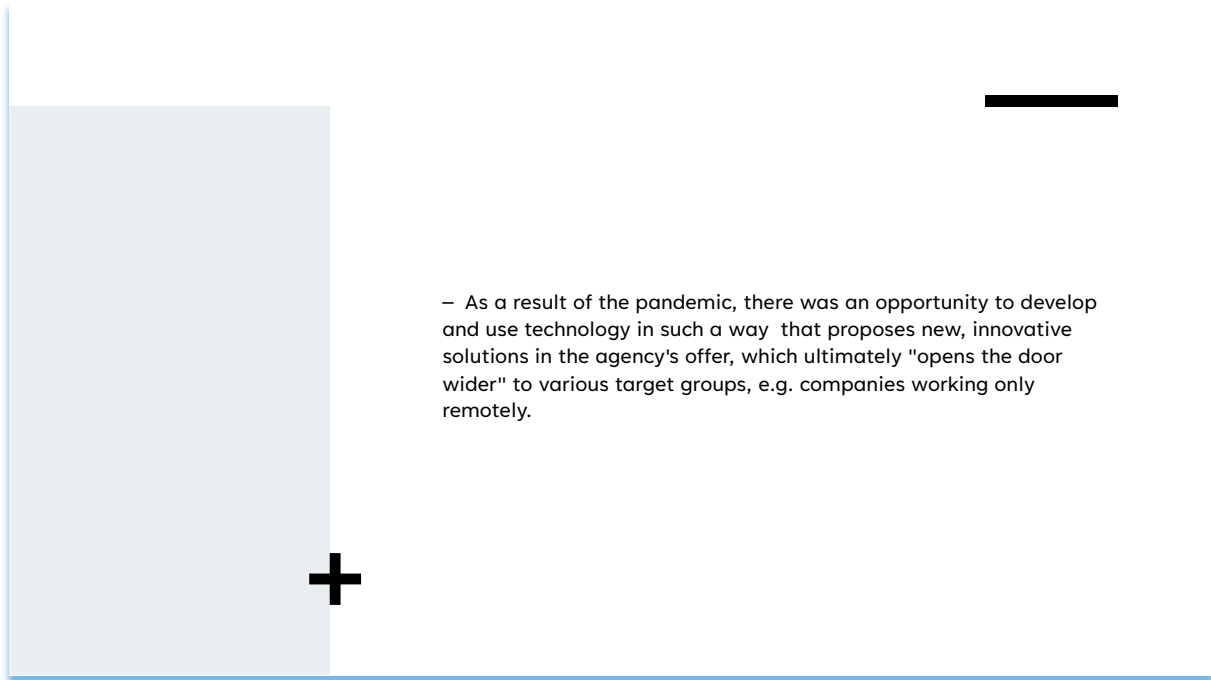
SLIDE 6

The situation requires us to adapt to the difficult time for the event industry and to propose innovative solutions in order to be able to continue.
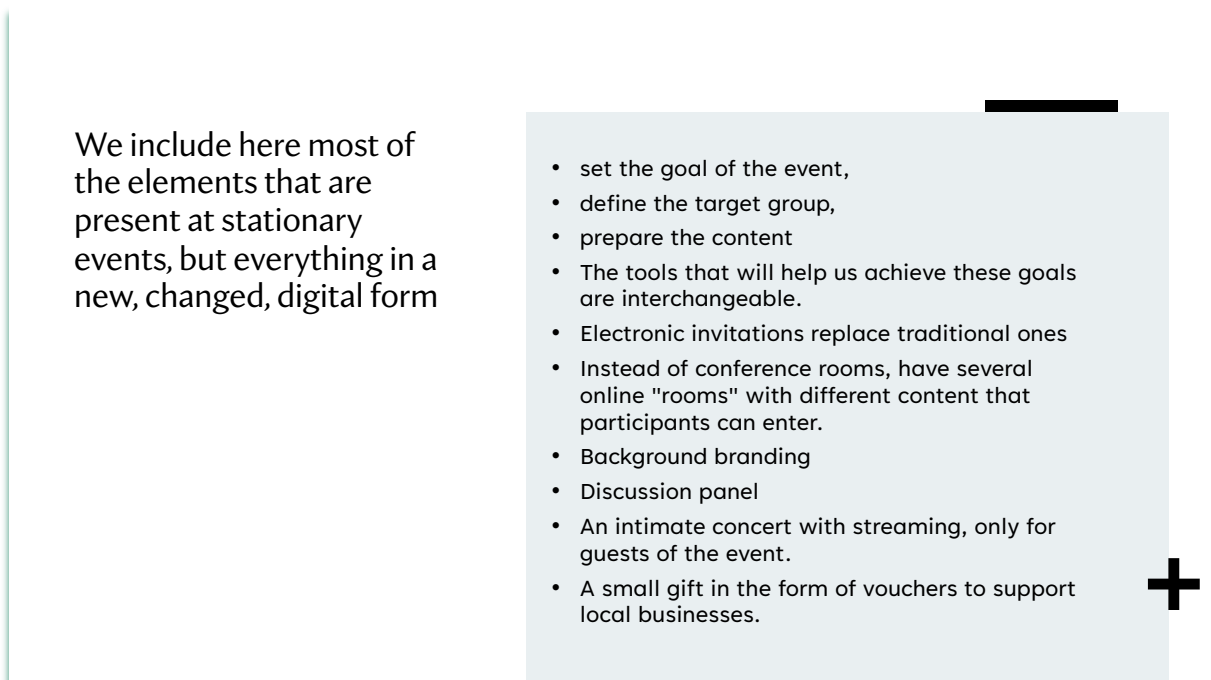
The period, although it is considered a temporary one, is difficult to judge whether it will belong to the longer or shorter ones, so it is not worth bombarding customers with standard offers, which at this point do not make much sense

SLIDE 7

— As a result of the pandemic, there was an opportunity to develop and use technology in such a way that proposes new, innovative solutions in the agency's offer, which ultimately "opens the door wider" to various target groups, e.g. companies working only remotely.

SLIDE 8

We include here most of the elements that are present at stationary events, but everything in a new, changed, digital form

- set the goal of the event,
- define the target group,
- prepare the content
- The tools that will help us achieve these goals are interchangeable.
- Electronic invitations replace traditional ones
- Instead of conference rooms, have several online "rooms" with different content that participants can enter.
- Background branding
- Discussion panel
- An intimate concert with streaming, only for guests of the event.
- A small gift in the form of vouchers to support local businesses.

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HOW TO PROVIDE HELP FOR YOUR EMPLOYEES

In addition to integration, it is also worth focusing on increasing the competences of company employees, which is why, in cooperation with speakers and trainers, we can offer training or motivational speeches, which will be conducted in the form of a webinar

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What agencies can offer for the clients

– Event agencies are marketing agencies with a specialisation. This means that they can also offer clients any activities that marketing communication agencies can propose: often it is graphic design.

– creating animations

– communication activities for brands

– Agencies also help clients, e.g. in purchasing items and materials related to the fight against the coronavirus pandemic
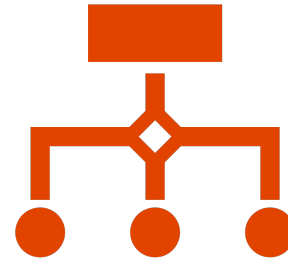
IMPORTANT RULES

✓ Conceptual support to achieve goals in a changed form and support for planned productions in the second part

📅 Most events moved to autumn and the calendars of locations and other event services are slowly filling up.

🎃 It is worth ensuring that the event planned for autumn or winter has a chance to happen.

🤝 The role of the agency is to maintain all bookings made, guarantee the safety of planned activities, negotiate terms and prices.

🔄 after a long break, the HoReCa industry will operate on the principle of "first come, first served" "

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ONLINE FUTURE

Brands will be more and more willing to use new communication models using VR, AR and geolocation technologies.

We have to be prepared for the fact that it will still be a time of working remotely.

The return of employees of large companies to offices will be an important event, beginning of unfreezing of corporate events, which are the main part of the business of most event agencies "

Online MICE Direction

Companies will look for more and more interesting solutions and will invest in virtual events - wanting to take advantage of the freshness and popularity of the new phenomenon as well as better quality of production and message delivery.

We are dealing with a kind of hybrid connection of the real and virtual world, where live events will take place in real time in multimedia TV studios with the participation of artists, announcers, special guests and company representatives, with simultaneous interaction with the invited participants in front of computer and TV screens at home or at work

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PLATFORM

They will gain the opportunities offered by good online event platforms.

These opportunities are still underrated and not used as they should. BETTER RANGE of such events or EASIER access to them for a wide variety of participants.

Such platforms provide options for handling an online event from »A to Z« with only one tool, and finally provide valuable data about the event itself and its participants.

Data that the company can easily and quickly "process" and act on

+

CONCERTS

– The great need to experience emotions together in the real world, along with the availability of cheap and quick tests, can make events for hundreds of people, such as concerts, more accessible to a wide audience more quickly.

+

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GAMES

The geometric growth of the market of broadly understood "home entertainment", including in particular video games

This situation opens up a huge space for the use of games in online and offline events.

GAMING

Not only producers of games or accessories are interested in using gaming.

Brands not directly related to gaming, such as FMCG products or automotive, use this promotion channel more and more boldly

EVENTS AND CHALLENGES

Online events have no restrictions in the form of the number of participants, do not require any investment in catering or service, can be broadcast to many markets simultaneously, it is easy to calculate the return on investment or even conversion to sale "

There are challenges ahead of online events, such as building the emotions or networking of participants.

NEW CONCEPT

Agencies will be able to not only create an interesting concept, prepare quality content and implement it well, but also engage the audience, will be able to complete the entire process quickly and efficiently. They will be able to implement online events alongside real-world events as a new, permanent element of marketing activities.

FUTURE OF EVENTS

An online event will always be distinguished by a better reach and an option to obtain more leads than a stationary event.

Companies are starting to separate divisions for online and offline events in order to arrange a sales funnel..

Firmy zaczynają wydzielać osobne dywizje do eventów online i offline, by w ten sposób układać lejek sprzedażowy.

Online events, targeted very widely, would be the first stage in the sales process, and only filtered and selected customers would be invited to the stationary ones

+
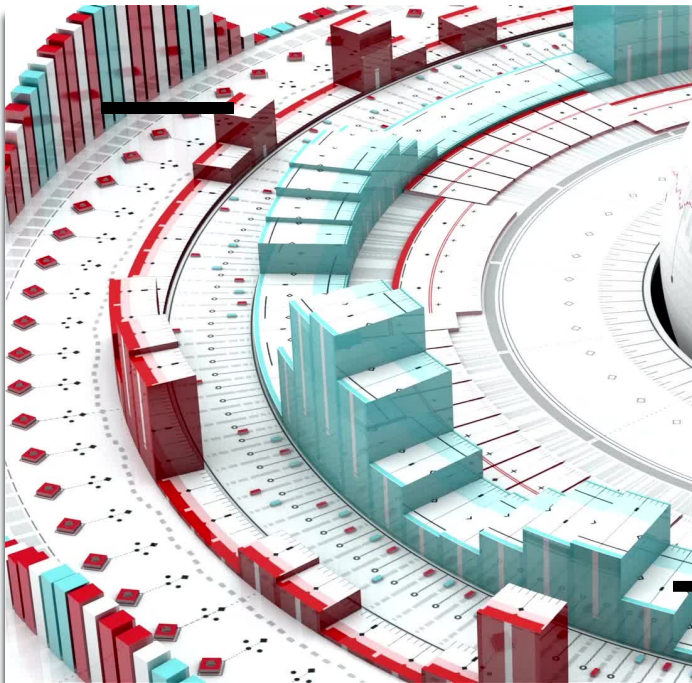
DIRECTION

The market will force the transition of events and conferences to the quality of technologically advanced games.

The scale of investments of global giants - for example Mark Zuckerberg in Oculus Rift and Horizon, leaves no illusions that the world is rushing in this direction

+

DIALOG of Transformation

EURECYS

WSTiE
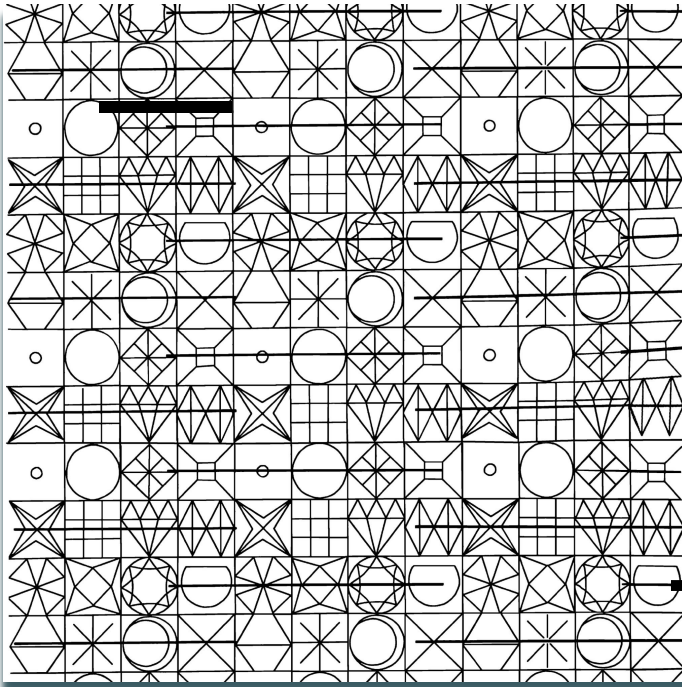
FUTURE

– object mapping,
– Google Maps navigation overlays,
– digital faces and masks,
– avatars
– Facebook, Apple, Google, HTC, etc. will provide tools and software that will make the events largely transfer to VR
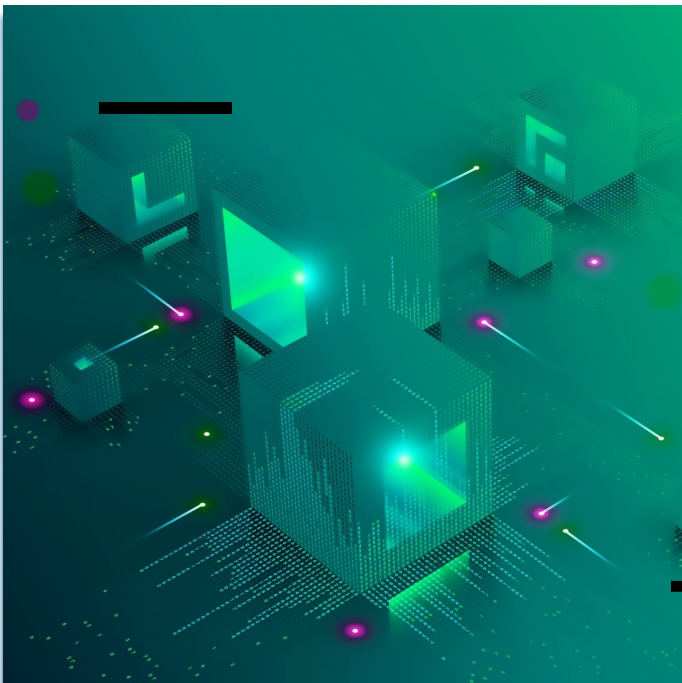
NEW TECHNOLOGY

All new technology will turn towards AR, i.e. augmented reality, in which event professionals will organize virtual events on behalf of companies in real places, but without the audience.

The problem may be a technological and financial barrier, but the transition to VR and AR events is only a matter of time ...

TECHNICAL ASPECTS

What is worth remembering when organising an online event?

What technical aspects should be taken into consideration?

It's not as difficult as it looks

Google Hangouts

For many years, Google Hangouts were used for team meetings while working for an international student organization. It was one of the best options to have a meeting with people from all over the world at the same time and not to involve other people in setting up Google accounts.

Many project meetings, project interviews were held there, and I have never had a problem with communication or operation of the program

Zoom meetings

I got to know Zoom quite recently, when there was a need to communicate with the team during lockdown. We used this application for video conferencing and group integration. While we can set up a Zoom Meeting for free, there are some limitations to this product - including a time limit of 40 minutes.

You must pay an annual subscription to avoid endless session interruptions

Zoom Meetings offers a range of paid products that are suitable for meetings, videoconferences and webinars - it's worth taking a look if you intend to conduct multiple sessions for business purposes.

PLATFORMS

virtual 2D and 3D platforms based on game-like graphics... and these are what I will focus on today.

Virtual Platform- Avatarland

an interactive island based on the American VirBEL solution.

Participants enter the platform by installing it on computers and log in in the form of avatars in the 3D world. They can select their appearance and name as well as the signature of the company they come from.

Meetyoo

- The German #Meetyoo platform is also used to organise virtual events.
- You can host webinars, conferences and other virtual events on this application.
- The graphics of the application are among the benefits.
- It can be used to broadcast live, as well as to organise a virtual fairs where each exhibitor has a stand with a representative. This makes it stand out from other tools.
- The content presented on the screens can be recorded and available immediately after the presentation is finished. The online registration form for selling conference tickets is quite unique.

+

Floor.bz

A lot of events are organized on Floor.bz - but for me it is still not a platform, but a more advanced ZOOM window..

The owners of Floor.bz came up with an interesting idea to support the event industry in the marketing of the already signed events and are ready to give away USD 1 million!

One of the Barcelona Cardiology Congresses was held here nearly five weeks ago. A 2D platform available from the website where it is possible to rent by the hour.

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Hopin

Hopin is another Zoom or Team's follower, but more focused on the interaction between online participants.
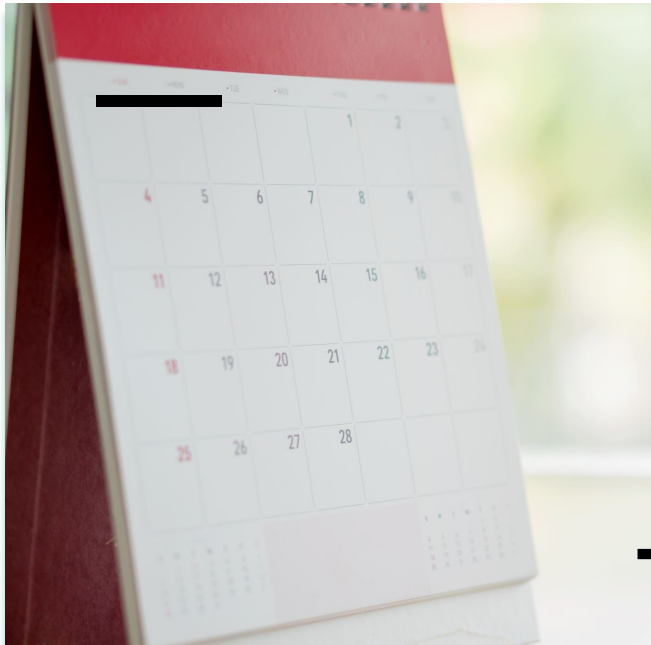
In fact, it is a place where we can connect to different rooms - like at a live event and share the content of the lecture with them while animating the guests (polls, open questions and live chat).

There are 1: 1 sessions, training and conferences held for several thousand people.

Users have the opportunity to set up their own video chats and do lots of networking groups.

Whowa

A mature American application that collects trophies from leading competitions for the best applications for event organisers awarded at the Event Technology Awards in 2016, 2017 and 2018.

The app, available on mobile and stationary devices, allows you to plan all stages of the event, from registration to finalisation.

Hyperfair

Hyperfair application. Its definite advantage is the fact that it is an application that does not require installation on a computer.

The manufacturer recommends the organisation of the fair on this application and is able to offer exhibitors as many as 5 types of branded stands.
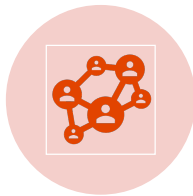
Access to the application is possible both through a computer and mobile devices - which is a big advantage compared to other platforms.

The analysis of visitors and their visits and interactions is possible in real time.

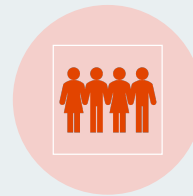Total capacity of more than 5,000 simultaneous users worldwide.

PLANNING

IT IS DEFINITELY WORTH TRYING TO AT LEAST ONCE HOST AN ONLINE EVENT

THIS IS THE OBLIGATORY HOMEWORK FOR EVENT PLANNERS WITH INNOVATION AND TECHNIQUE LESSONS.

A LARGE PROPORTION OF PEOPLE STILL WANT TO ATTEND ONLINE CONFERENCES.

SLIDE 35

Airmeet

Organise engagement-driven hybrid meetings and events, webinars, conferences, trade shows and meetings that stand out.

Airmeet gives you the ability to easily lead and earn money from events while keeping your audience in the center by helping to direct organic conversation and engagement during the event.

Over 2,500 brands such as Walmart, Volvo, Accenture, HackerRank, and the University of Toronto host thousands of Airmeet events around the world every month.

+

SLIDE 36

CVENT

Provides a comprehensive event platform that helps simplify the management of each stage of the event lifecycle while providing the data and insights needed to maximize value.

Whether you are a virtual or hybrid person, you will have a single platform with everything you need to find suppliers, engage your audience, maximize sponsor value and collect important event data.

As a global leader in event marketing and management technology, Cvent is uniquely positioned to support your events of all kinds, sizes and complexities.

+

PheedLoop

End-to-end event management and engagement platform, virtual and hybrid.

Supports everything from streaming, virtual showrooms, badge printing, registration, synchronised speaker / exhibitor portals and instant mobile apps, to on-site check-in, floor plans, automated polls, video networks, and exhibitor / sponsor monetization systems.

a state-of-the-art streamlined event management system that is used by events of all types and sizes with up to tens of thousands of attendees.

Mainly serves corporate, associate, academic and government clients including Shopify, IBM and the Government of Canada

SOCIO

A comprehensive event management platform that provides immersive, intuitive and inclusive virtual, hybrid and personal events.

Cisco Webex is used and loved by organisations and event organisers in over 80 countries, including Formstack, HP, Lessonly, Purdue University, and thousands of others.

With features such as registration, ticketing, sessions, speakers, scheduling, event streaming, video rooms for small groups; participant engagement tools such as games, polls and chat.

TYPES OF PLATFORMS

https://www.g2.com/categories/virtual-event-platforms/free