

MICECON 2024
10-12 July 2024 | Clark Freeport Zone
- as of 3 May 2024 -

PROPOSED CONFERENCE SYNOPSIS AND TOPICS

I. THEME

MICE XD: XPERIENCE DIVERSIFIED

This year's edition of MICECON will level up anew as it brings together the brightest minds in the industry to explore the pivotal role of technological innovation and AI hand in hand with diversity and inclusivity.

Working closely with Clark Development Corporation as the host destination of MICECON 2024, the TPB promises a dynamic and diversified conference experience designed to revolutionize future MICE events.

MICECON 2024 is more than just a conference. It is a transformative experience that promises to reshape how we approach and execute MICE events.

Join us for two days of inspiration, collaboration, and discovery as we embrace technological innovation alongside diversity and inclusivity to chart a course toward a brighter and more inclusive future for the industry.

Register now and be a catalyst for change and diversified experience!

II. CONFERENCE HIGHLIGHTS

1. Embracing Technology

Discover the latest advancements in event technology, including AI-powered matchmaking, robotics for MICE event logistics, and immersive virtual experiences that blur the lines between in-person and digital attendance.

Learn how technological innovation can streamline event and incentive travel planning, enhance attendee and visitor engagement, and personalize their travel experience.

2. Inclusion and Diversity

Explore the essential relationship between diversity and innovation and how inclusive practices can drive creativity and innovation in event design.

Engage in candid discussions on fostering diversity in the industry, overcoming unconscious biases, and creating inclusive spaces for all attendees.

3. Sustainability and Responsibility

Understand the critical intersection of sustainability and inclusivity in MICE planning, from eco-friendly venues to accessibility for all participants.

Hear from experts on sustainable event practices, ethical considerations, and how responsible event management contributes to a brighter future.

4. Inspiring Keynote Speakers

Join renowned thought leaders and industry pioneers as they share their insights on the transformative power of innovation, diversity, and inclusion in business events.

5. Interactive Workshops and Tech Demos

Participate in hands-on workshops to gain practical skills in implementing AI, robotics, and inclusive event design.

Experience live demonstrations of cutting-edge event tech solutions that are reshaping the industry.

6. Networking Opportunities

Connect with a diverse community of professionals, including event planners, technologists, and advocates for inclusivity, fostering collaborations and partnerships for the future.

7. Case Studies and Success Stories

Learn from real-world examples of organizations that have successfully harnessed technology, embraced diversity, and championed inclusivity in their events.

8. Visionary Panel Discussions

Engage in thought-provoking panel discussions on the role of innovation in addressing industry challenges and the importance of diverse perspectives in driving progress.

III. MICECON PROGRAM

DATE	ACTIVITY
11 JULY 2024 THURSDAY	
8:30-09:00AM	New MICE Brand Roll-Out
09:00 – 09:45	Opening Ceremony Opening Show Welcome Message Atty. Agnes VST Devanadera <i>President and CEO, Clark Development Corporation</i>

	<p>Keynote Speaker Maria Esperanza Christina Garcia Frasco <i>Secretary, Department of Tourism</i></p> <p>Solidarity Speech: Sherrif Karamat President and CEO, PCMA</p> <p>Proposed Topic: Meeting the Evolving Needs of Today's Travelers</p>
09:45 - 10:15	<p>Networking Coffee Break Host: Mabalacat City</p>
10:15 - 11:00	<p>Plenary Session 1</p> <p><u>Topic: Relearn - Connecting the Dots</u> Speaker: Dominic Thurbon (TBC)</p> <p>In today's competitive MICE industry, the importance of creating a compelling destination identity is crucial. Explore the critical role of technological innovation in shaping a destination's identity that not only reflects its unique cultural and historical aspects but also meets the modern demands of event organizers and attendees. Participants will learn how digital tools can revolutionize traditional destination marketing into immersive, interactive experiences that attract a global audience.</p> <p>The discussion will also cover strategies for using digital platforms and social media to enhance a destination's digital presence. Attendees will understand the significance of consistency, authenticity, and engagement in digital content, and how these factors forge a strong destination identity.</p>
11:00 – 11:45	<p>Plenary Session 2</p> <p><u>Topic: “Neuro-Design: Crafting Events that Resonate with the Adult Mind”</u> Speaker: Avinash Chandarana (TBC)</p> <p>As we enter a new era, find out the latest trends, challenges, and opportunities shaping the MICE and business events industry. Attendees will gain an in-depth understanding of how technology, sustainability, and evolving attendee expectations are transforming event planning and management. Discussions will also address pressing industry challenges, including global inflation, staffing shortages, and the need for visible sustainability efforts.</p>
11:45 – 12:15	Transit to lunch venue
12:15 – 13:30 PM	<p>Lunch Venues: Hilton Sun Valley Resort</p>
13:30 – 14:00	Transit back to convention venue

14:00 – 14:45

BREAKOUT SESSION: SET 1

Topics:

1. "Green Event Planning: From Concept to Execution"

Bobby Peralta

President, Philippine Council of Associations and
Association Executives (PCA AE)

Explore the integration of sustainability across all aspects of event management, from initial planning and vendor selection to execution and evaluation. Equip yourself with the tools to implement eco-friendly practices, reduce waste, conserve energy, and use sustainable materials. It will also highlight the importance of sustainability credentials in enhancing competitive advantage and attracting both events and attendees. Discover the latest in sustainable event technologies and learn effective ways to communicate their green initiatives.

2. Event Automation: Streamlining Administrative Tasks with Technology

Speaker: Nina Schick (TBC)

Explore how automation technologies can revolutionize event planning and management. Designed for MICE/Business Events professionals aiming to boost efficiency, accuracy, and attendee experience through the integration of automation tools, participants will discover software and platforms that automate tasks like registration, attendee management, scheduling, and feedback collection, allowing more time for strategic and creative planning.

Learn from practical demonstrations, case studies, and expert discussions about choosing technological solutions that suit their event's objectives, size, and budget. With insights into the latest trends, such as AI-driven analytics and blockchain for secure transactions, participants will be prepared to adopt automation and enhance the standard of excellence in the MICE/Business Events industry.

3. Event Marketing Strategies for Maximum Impact

Panel Speakers: Philippine Association of Congress and
Exhibition Organizers/Suppliers (PACEOS)

Effective event marketing is crucial in today's competitive landscape for attracting attendees, creating memorable experiences, and driving business growth. Get insights on necessary skills to develop and implement powerful marketing strategies that engage target audiences. Explore advanced techniques including digital marketing, social media engagement, content creation, and ROI measurement.

	<p>4. Social Media Trends and Strategies for Engaging Travelers Speaker: TBA</p> <p>Social media is crucial in today's interconnected world for influencing and engaging incentive, conference, and convention travelers. Know the latest trends, platforms, and strategies that destination management organizations (DMOs) can use to effectively reach this traveler segment. Deepen your understanding of the challenges and opportunities in using social media for marketing to these groups, covering content creation, targeting strategies, community building, and ROI measurement.</p>
<p>14:45 – 15:30</p>	<p>Coffee Break (to allow participants too, to visit Sponsors' booth and kiosks)</p> <p>Visit MICE Market Place Host: Angeles City and Susie's Cuisine</p>
<p>15:30 – 16:15</p>	<p>BREAKOUT SESSION: SET 2</p> <p>1. Inclusive Event Planning: Accessibility and Accommodation Speaker: TBA</p> <p>Today, diversity and inclusivity are not just ethical imperatives but also key to business success. Find out essential strategies for creating accessible projects and events that cater to everyone, regardless of physical abilities or diverse needs.</p> <p>Participants in this session will engage in discussions about accessibility standards, regulations, and best practices, including venue selection, inclusive design, diverse dietary accommodations, and seamless transportation. Equip yourself with the skills to conduct inclusive event planning that meets legal standards and promotes a sense of belonging, enhancing both industry growth and social responsibility.</p> <p>2. Maximizing the Value of Client Advisory Boards Speaker: TBA</p> <p>Explore the pivotal role of client advisory boards in business and event success. Learn how to form and manage effective advisory boards, foster productive relationships, and utilize stakeholder insights for strategic guidance.</p> <p>Find out how to leverage these boards for innovative event design, attendee engagement, and client loyalty, enhancing business growth. Participants in this session will acquire the tools to</p>

	<p>transform client advisory boards into key assets for excellence in the competitive MICE and travel industry.</p> <p>3. Mentoring and Leadership Development in the Events Industry Speaker: TBA</p> <p>In a rapidly evolving industry, nurturing leadership talent and fostering mentorship are crucial for growth and innovation. This session will delve into mentoring programs, leadership development strategies, and best practices for cultivating future leaders within the events sector.</p> <p>Participants will discuss effective mentorship techniques, leadership skill-building, and how mentorship promotes diversity and inclusivity in leadership roles. Gain insights into developing emerging talent, building strong leadership, and ensuring effective succession planning.</p> <p>5. Crisis Recovery and Reputation Management Speaker: TBA</p> <p>In an industry prone to disruptions, mastering crisis recovery and reputation management is crucial. Get an in-depth look at effective strategies, case studies, and expert insights into crisis preparedness, rapid response tactics, and long-term reputation building specific to the events sector.</p> <p>The session will cover crisis mitigation, communication strategies, and the nuances of rebuilding trust and reputation after setbacks.</p>
16:15 – 17:30	<p>Shuttle back to official hotels</p> <p>Freshen up</p> <p>Prepare for the Networking Dinner</p>
17:30 – 18:30	Shuttle guests from official hotels to dinner venue
18:30 – 21:00	<p>Governor’s Night</p> <p>Host: The Province of Pampanga and Royce Hotel & Casino</p> <p>Venue: Royce Hotel & Casino</p>
21:00 onwards	Shuttle back participants to official hotels
	Overnight in Clark, Pampanga
12 JULY 2024 FRIDAY	
09:00 – 09:45	<p>PLENARY SESSION</p> <p>Balancing Digital Marketing with the Appeal of In-Person Experiences Speaker: TBA</p>

	<p>Explore the balance between digital marketing and the unique value of in-person interactions in the MICE/Business Events Industry. Learn the strategies to utilize digital marketing for improving event visibility and engagement while maintaining the core appeal of face-to-face experiences. Know how to create digital narratives that attract and retain interest without compromising the personal touch of in-person events.</p> <p>Discover innovative ways to merge digital and physical experiences, ensuring a cohesive journey from online engagement to on-site interaction.</p>
09:45 – 10:30	<p>PLENARY SESSION</p> <p>Leveraging AI for Enhanced Visitor Experiences Speaker: TBA</p> <p>Explore how artificial intelligence (AI) and robotics are transforming attendee engagement and operational efficiency in the MICE Industry. Delve into how AI creates personalized and seamless experiences for event attendees and learn about the practical uses of AI to enhance event experiences, improve visitor satisfaction, and streamline management processes, setting new industry innovation standards.</p> <p>Attendees will also gain a deep understanding of the opportunities and challenges of using AI, equipped to make informed decisions about incorporating these technologies into their strategies</p>
10:30 – 11:00	<p>Networking Coffee Break</p> <p>Host: Cafe Here and Cafe Dia</p>
11:00 – 11:45	<p>BREAKOUT SESSIONS</p> <p>1. Data-Driven Decision Making for Destination Promotion Speaker: TBA</p> <p>Discover how data analytics can drive strategic decisions in destination marketing within the MICE Industry. Designed for destination marketers, event planners, and stakeholders aiming to use data to enhance promotional strategies, this session aims to improve visitor experiences, and increase destination appeal for business events.</p> <p>Likewise, it will guide attendees through collecting, analyzing, and interpreting data from sources like social media, attendee feedback, and market research to align with industry trends and preferences. Additionally, this will address ethical considerations and best practices in data usage, emphasizing privacy and consent. Participants will learn to leverage data for targeted marketing campaigns, personalized experiences, and forecasting trends while upholding data integrity and security.</p>

2. When in Rome! Mastering Cross-Cultural Challenges in Event Planning and Design

Speaker: TBA

Explore the complexities of organizing events for a globally diverse audience in the MICE Industry. Learn strategies to overcome language barriers, accommodate diverse dietary needs, and respect cultural norms, while crafting events that appeal to various cultural backgrounds.

Additionally, this session will emphasize cultural competence, providing tools and techniques to improve communication across cultures, utilize diverse teams, and integrate local cultural elements into events.

3. Enhancing Accessibility and Inclusivity for All Travelers

Speaker: TBA

Industry professionals will learn how to design events that are accommodating for attendees of all abilities, ensuring inclusivity. It will cover best practices for physical accessibility at venues, including wheelchair access, sensory-friendly setups, and inclusive communication like sign language interpretation and Braille materials. Through expert presentations, workshops, and case studies, attendees will learn to evaluate venue accessibility, integrate inclusivity from the start, and meet diverse attendee needs respectfully.

4. Training and Upskilling the Tourism Workforce

Speaker: TBA

This will highlight the imperative for ongoing professional development in the travel and tourism industry, focusing on keeping pace with market evolution and technological advances. Designed for tourism and event professionals, the workshop offers strategies and tools to enhance skills across teams, covering trends like digital literacy, customer service, sustainable practices, and leadership within the sector. Attendees will learn how to develop effective training programs, utilize online education platforms, and cultivate a culture of lifelong learning in their organizations.

6. Content Marketing Strategies for Destination Awareness

Speaker: TBA

This will explore how effective storytelling and strategic content creation can boost the appeal of destinations within the MICE Industry. Tailored for destination marketers, event organizers, and tourism professionals, this workshop will teach participants how to use compelling narratives to showcase their destinations'

	<p>unique attributes—ranging from cultural heritage and natural beauty to modern facilities and exceptional hospitality.</p> <p>Find out strategies for using content marketing to enhance destination awareness and position locations as prime choices for impactful business events.</p>
11:45 – 12:15	Shuttle participants to lunch venue
12:15 – 13:30	<p>Swissotel (100pax) Quest Plus Conference Center Hotel (180pax) Royce Hotel & Casino (250pax) Midori Hotel Clark (180pax)</p>
13:30 – 14:00	Shuttle participants back to SMX MICECON venue
14:00 – 14:45	<p>PLENARY SESSION</p> <p>Fostering Innovation to Drive Industry Growth Speaker: TBA</p> <p>This session aims to motivate event professionals, destination marketers, and industry stakeholders to adopt innovative practices and technologies for crafting more impactful, efficient, and sustainable events. Participants will delve into the latest innovations in event design, digital marketing, attendee engagement, and sustainability that are transforming the industry. They will hear from pioneers who have leveraged creativity and cutting-edge technology to enhance their events and destinations, achieving significant growth and competitive advantages.</p> <p>By demonstrating the integral role of innovation in industry growth, this will provide insights and inspiration necessary for participants to lead change, ensuring the Philippine MICE industry continues to lead in excellence and innovation.</p>
14:45 – 15:30	<p>Coffee Break</p> <p>Visit MICE Market Place Host: Midori Hotel Clark</p>
15:30 – 16:15	<p>PLENARY SESSION (INSPIRATIONAL)</p> <p>Success Stories and Lessons Learned from Event Industry Leaders Speaker: TBA</p> <p>Join us for an inspiring closing plenary session with a luminary of the MICE industry. Dive into a compelling narrative of business highs and lows, as our speaker shares firsthand experiences and strategies behind some of the industry's most notable successes.</p>

	Let us celebrate achievements and highlight the crucial learning moments that precede success, providing a balanced view of the importance of failure and perseverance in professional growth. Be inspired and empowered with practical advice and proven strategies to enhance their own events.
16:15 – 16:45	MICECON Closing
	Farewell Dinner Host: TPB Venue: Hilton Sun Valley Resort