

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. PROGRAM AND TOPICS

Date	Activity
08-09 July 2024 Mon-Tue	Arrivals in Clark
	Arrival of TPB Working Committees from Metro Manila
	Overnight in Clark
09 July 2024 Tue	Continuation of Arrivals in Clark
	Arrival of Speakers and Delegates
10:00 AM / 02:00 PM	<p>Scheduled shuttle service for conference delegates from Metro Manila to Clark Freeport Zone will be made available.</p> <p>For those who will avail of the complimentary scheduled shuttle service, please tick it off in the MICECON Logistical Requirements Form sent through email by the MICECON Registration Committee.</p> <p>Pick-Up Points for Delegates: Pick-up time: 10:00 AM</p> <ol style="list-style-type: none"> 1. SMX Manila 2. NAIA Terminal 3 3. Trinoma <p>Pick-up time: 2:00 PM</p> <ol style="list-style-type: none"> 1. SMX Manila 2. NAIA Terminal 3 3. Trinoma
01:00 – 5:00 PM	<p>Start of Conference Registration Venue: SMXCC Clark</p> <p><i>Note: Pre-registered delegates joining the Corporate Social Responsibility (CSR) Activity must register on this date to avail of their badges and kits before the activity.</i></p>

6:30 PM	Speakers, Media, TPB-Board of Directors, Officials of the DOT, TPB and Other Attached Agencies' Welcome Dinner Venue: Clark Marriott Hotel
10 July 2024 Wed	Pre-Conference Activities Sub-theme: Xperience the Xtreme Attire: Travel in Style
	
A. Corporate Social Responsibility (CSR) Activity 08:00 AM – 01:30 PM, Four (4) venues in Clark	
07:30 AM	Pick up of Pre-Registered CSR Activity Delegates from Official Hotels and the SMXCC Clark (Ground Floor Lobby) c/o CDC Buses
08:15 AM	Assembly at the Clark Museum & 4D Theater
08:30 AM	Depart Clark Museum & 4D Theatre for the CSR Activity Venues
08:45 – 09:00 AM	Arrival of delegates at the CSR Activity Venues <ul style="list-style-type: none"> 1. CDC Family Care Center – Brgy. San Vicente 2. Bale Balayan Museum for the Poor and Center for Transformation through the Arts 3. La Rose Noire Foundation 4. Hansa Creations, Inc.
09:00 – 11:00 AM	Corporate Social Responsibility (CSR) Program <ul style="list-style-type: none"> 1. CDC Family Care Center – Brgy. San Vicente <p>The MICECON 2024 organizers will bring 25 conference delegates to one of the five (5) family care centers in the ancestral domain in the area – the Brgy. San Vicente Family Care Center. Aligned with the government and its partners' efforts for holistic community development, CDC's Family Care Centers provide basic education and other social services for Aeta Indigenous Cultural Communities/Indigenous Peoples</p>

(ICCs/IPs). CDC works closely with the concerned local government unit (LGU) for project implementation and program sustainability. As of April 2024, 174 individuals have graduated from the program, which also benefits their families, while 93 students are currently enrolled.



- a. Number of delegates: **25 pax only**
- b. Preferred delegates: from all sectors of MICE
- c. Program
 - i. Briefing
 - ii. Immersion Program (storytelling, livelihood program for mothers, hand washing, etc.)
 - iii. Photo Opportunity at the MICECON 2024 Reading Corner
 - iv. Song Number from the Children and presentation of appreciation artwork
- d. Suggested support from MICECON delegates:
 - i. personal supplies such as hygiene kits
 - ii. reading corner materials such as story books
 - iii. medicines
 - iv. funding of future feeding programs
 - v. funding for the solar panels for the center's steady power supply
- e. Prescribed attire:
 - i. yellow-orange shirt (c/o MICECON organizers)
 - ii. bottoms + sneakers (c/o delegate)
- f. Tour essentials: tumbler, camera, fan, umbrella

2. Bale-Balayan Museum for the Poor

Anak Bale Balayan translates to “playhouse for children” in the local Kapampangan language. Led by Mr. Peter De Vera, the 14-year-old sanctuary / museum is a symbol of inclusivity, accessibility, and transformation through creativity and education for the underprivileged children of Brgy. Sta. Teresita, Angeles City. Mr. De Vera created a space where all children could access art and culture freely by playing local instruments, singing and dancing. By visiting Bale Balayan, 30 MICECON 2024 delegates will have the opportunity to witness the musical talents of the Bale Balayan performers and listen to their soaring hearts and voices.



- a. Number of delegates: **30 pax only**
- b. Preferred delegates: from all sectors of MICE
- c. Program:
 - i. Briefing
 - ii. Immersion Program
 - iii. Musical Presentation
 - iv. Photo Opportunity
- d. Suggested support from MICECON delegates:
 - i. feeding program supplies such as rice, biscuits and other food items
 - ii. kids' slippers and clothing (white shirts)
 - iii. toys (note: toys of violence are highly discouraged)
 - iv. cash donations
- e. Prescribed attire:
 - i. blue shirt (c/o MICECON organizers)
 - ii. bottoms + sneakers (c/o delegate)
- f. Tour essentials: tumbler, camera, fan, umbrella

3. La Rose Noire Foundation



La Rose Noire Foundation (LRNF) is a non-profit charitable and educational institution established to provide and maintain scholarship funds for the benefit of underprivileged young adults. To foster commitment in young people and promote education, social and community services, strong interpersonal skills, and a sense of productive hope in the future, LRNF created a program that is a direct response to the growing number of young people unable to attend higher education or are already entangled with the culture of poverty. The deserving but underprivileged scholars are provided with free board and lodging for six (6) months in Level 3 TESDA-accredited LRN - a caring, inclusive learning environment that promotes their best effort and reinforces personal respect. MICECON delegates will experience a facility tour in LRN and witness the scholars' learning experience in the classroom.

- a. Number of delegates: **35 pax only**
- b. Preferred delegates: Airlines, Hotels and Resorts, Restaurants and Catering Services
- c. Program:
 - i. Briefing
 - ii. Facility Tour and Immersion with LRN Scholars
 - iii. Food Tasting

- iv. Photo Opportunity
- d. Suggested support from MICECON delegates:
 - i. financial donation for the LRN scholars
 - ii. employment opportunities for the LRN scholars
- e. Prescribed attire:
 - i. red shirt (c/o MICECON organizers)
 - ii. bottoms + sneakers (c/o delegate)
- f. Tour essentials: tumbler, camera, umbrella

4. Hansa Toy Creations Inc.

Founded by German-born Hans Axthelm in 1972, Hansa Creations' vision is to create amazingly realistic plush animals. Hans and the artisan team have dedicated themselves to the development and production of true-to-life animal replications in their natural habitat. Approximately 500 Filipino artisans lovingly



design the broad range of 17 collections from Aardvarks to Zebras which positions Hansa as the preferred supplier to numerous international zoos, wildlife parks, garden centers, holiday displays, media events, photoshoots, museums, and gallery exhibitions. Since 1994, the company has used recycled rainwater in the production process of its creations. In 2011, it switched to the use of 100% recycled materials. With its philosophy of Conservation + Education = Preservation, Hansa has created more than 7,000 realistic animal reproductions filled with fiber made from recycled PE bottles thus conserving our natural resources.

A total of 30 MICECON delegates will have the chance to learn about sustainable manufacturing and meet new animatronic friends at Hansa Creations.

	<ul style="list-style-type: none"> a. Number of delegates: 30 pax only b. Preferred delegates: Airlines, Hotels, Resorts, PCOs, PEOs, DMCs, Tour Operators, Unique Venues / Theme Parks c. Suggested support from MICECON delegates: <ul style="list-style-type: none"> i. Financial assistance to Filipino artisans ii. Endorsement of Hansa Creations as giveaway provider of MICE suppliers iii. Endorsement of artists to become part of Hansa Creations d. Prescribed attire: <ul style="list-style-type: none"> i. green shirt (c/o MICECON organizers) ii. bottoms + sneakers (c/o delegate) e. Tour essentials: tumbler, camera, umbrella
11:15 AM	Depart for Clark Weekend Market for the CSR Delegates' Lunch
11:30 AM–1:00 PM	<p>CSR Delegates converge at the Clark Weekend Market</p> <ul style="list-style-type: none"> ● Welcoming of Participants ● Entertainment ● Lunch (in bento boxes) ● Pasalubong Shopping
01:00 – 01:30 PM	Drop off CSR delegates at Official Hotels and SMXCC Clark
B. MICECON 2024 MICE Market Opening Ceremony Venue: SM City Clark Event Centre	
10:00 – 11:00 AM	<p>MICECON MICE Market Opening Ceremony Refreshments to be hosted by CDC</p> <p>To be invited: CDC: Board of Directors, Media, PCEO, VPs, Partners' Executives TPB: Speakers, Officials, TPB Board of Directors, Media</p> <p>Ribbon Cutting Networking and Refreshments</p>
C. Speakers and VIPs' Half-Day City Tour of Clark Venue: Clark and Environs	
02:00–05:00 PM	<p>For Foreign and Local Speakers, MICE Advisory Council together with the DOT and other Attached Agencies Officials, TPB Board of Directors</p> <ul style="list-style-type: none"> ● Pick-up of Speakers and VIPs at the hotel ● Assembly at the SMX Convention Center ● Depart at 2:15 PM ● Itinerary: <ul style="list-style-type: none"> ○ Clark Museum and 4D Theater ○ Clark Rolling Tour ○ Deco Central ● Drop off of tour participants at their respective hotels
D. First-Time Attendees Introductory Session Venue: SMXCC Clark, Hall 2	

01:30 – 4:30 PM	<p>First-Time Attendees Introductory Session</p> <p>Number of delegates: 100 pax (pre-registered)</p> <p>Session Facilitators:</p> <p>Mr. J.M. Antonio B. Pascual President, Peptarsus Corp.</p> <p>Mr. Orlando Ballesteros Chief Operations Officer, Exlink Management and Marketing Services (Exlink Events)</p> <p>Program:</p> <ul style="list-style-type: none"> ● Welcoming of pre-registered First Time Attendees ● Presentation of the session facilitators ● Group Activity ● Photo Opportunity <p>Judges:</p> <p>Mr. Patrick Lawrence Tan Chief Executive Officer, Global-Link MP Events</p> <p>Mr. Jose Miguel R. De La Rosa Vice President, Administration and Finance Group Clark Development Corporation</p> <p>Mr. Arnold T. Gonzales Head, MICE Department, Tourism Promotions Board (TPB) Philippines, and Conference Convenor, MICECON 2024</p>
<p>E. Philippine MICE Youth Challenge Venue: SMXCC Clark (Hall 1)</p>	
10:45 AM – 12:00 NN	Technical Run and Cliniquing Time
12:00 NN – 01:00 PM	Lunch
01:00 – 01:30 PM	Registration
01:30 – 02:00 PM	<p>Opening Prayer National Anthem Opening Remarks</p> <p>Facilitator</p> <p>Ms. Marisa Nallana Member, Board of Directors Asian Federation of Exhibition and Convention Associations</p> <p>Introduction of Judges</p> <p>Ms. Pamela Pascual Chairperson and Chief Executive Officer World Trade Center Metro Manila</p>

	<p>Ms. Ma. Lourdes Mediran Deputy Executive Director Center for International Trade Expositions and Missions</p> <p>Ms. Cynthia Bernabe Board of Director Philippine MICE Academy</p> <p>Ms. Christine Clamor Chief Operating Officer Canadian Tourism and Hospitality Institute</p> <p>Mr. Octavio Peralta Founder and Chief Executive Officer Philippine Council of Associations and Association Executives</p> <p>Introduction of the Coaches</p> <p>Ms. Agnes Pacis Vice President - Commercial SM Hotels and Conventions Corporation</p> <p>Ms. Louella Caridad Senior Vice President and Chief Operating Officer World Trade Center Metro Manila</p> <p>Ms. Jing Lagandaon Chief Executive Officer Global-Link MP Events International, Inc.</p> <p>Mr. Dexter Deyto President SmartPlay Event and Solutions</p> <p>Mr. Anton Magpantay Managing Director ArtisteSpace, Inc.</p> <p>Criteria for Judging</p>
02:00 - 02:50 PM	<p>Presentation of Competing Teams:</p> <ul style="list-style-type: none"> ● De La Salle College of Saint Benilde ● Lipa City Colleges ● St. Paul University Iloilo ● University of Santo Tomas ● University of the Cordilleras
02:50 - 03:00 PM	<p>Deliberation of Judges Post-Presentation Cliniquing</p>
03:00 - 03:30 PM	<p>Afternoon Coffee Break</p>

	Hosted by SM City Clark Venue: MICECON 2024 MICE Market, SM City Clark Event Centre <i>Note: Delegates will transfer to the MICE Market</i>
03:30 PM	Intermission PMYC resumes Announcement of prizes Announcement of winners Handing out of certificates Photo opportunity
4:30 PM	Departure of Delegates from SMX to Clark International Airport
05:00 – 09:00 PM	Mix and Mingle: The MICECON 2024 Welcome Cocktail Reception Touch down, Clark! Wear your most comfortable, glittering shoes for this up-and-about cocktail reception, because this is not your ordinary sit-down dinner. Mix and Mingle will treat delegates to a multi-cultural, gastronomic feast with plenty of opportunities to meet, socialize, and build lasting relationships. Jointly hosted by Clark Development Corporation, Department of Tourism Region III, and Luzon International Premiere Airport Development Corporation, Stotsenberg Leisure Park and Hotel Corporation, EVA Air, Sunlight Air, Wyndham Garden, and La Rose Noire, experience a different night-out in Clark! Venue: Clark International Airport
09:00 PM – 12:00 AM	After Dinner Party “Tigtigan Terakan King Clark” Venue: Jacinto Resto Strip
10:00 PM	Start of departure of delegates from Jacinto Resto Strip to Official Hotels
	Overnight in Clark

DATE	ACTIVITY
11 July 2024 Thu	Conference Proper Sub-theme: Xplore Local Flavors Attire: Food-inspired / Weaves



07:30 - 8:00 AM	Shuttling of delegates, DOT-TPB Officials, Board of Directors, Speakers and VIPs from Official Hotels to SMXCC
08:45 - 09:45 AM	<p><u>Opening Ceremony Opening Show</u></p> <p>Welcome Message Atty. Agnes VST Devanadera <i>President and CEO, Clark Development Corporation</i></p> <p>Solidarity Speech: Sherrif Karamat <i>President and CEO, Professional Convention Management Association (PCMA)</i> Topic: Meeting the Evolving Needs of Today's Travelers</p> <p>Opening Message and Introduction to the Tourism Secretary Maria Margarita Montemayor Nograles <i>Chief Operating Officer, Tourism Promotions Board (TPB) Philippines</i></p> <p>Keynote Speaker Hon. Secretary Christina Garcia Frasco <i>Department of Tourism</i></p>
09:45 - 10:15 AM	<p>Networking Coffee Break Host: Mabalacat City and Park Inn by Radisson Clark Venue: SMX Convention Center (3rd Floor Lobby)</p>
09:45 - 10:15 AM	<p>Press Conference Venue: Meeting Rooms 1& 2</p> <p>Panelists:</p> <p>Hon. Secretary Christina Garcia Frasco <i>Department of Tourism</i></p> <p>Maria Margarita Montemayor Nograles <i>Chief Operating Officer, Tourism Promotions Board (TPB) Philippines</i></p> <p>Atty. Agnes VST Devanadera <i>President and CEO, Clark Development Corporation</i></p> <p>Ms. Pamela Pascual <i>President</i> <i>Philippine Association of Convention / Exhibition Organizers and Suppliers, Inc.</i></p>
10:15 - 11:00 AM	<p>Plenary Session 1</p> <p>Topic: Relearn - Connecting the Dots Speaker: Mark Carter Author, "Add Value"</p> <p>In an era where the MICE industry is increasingly competitive, the significance of crafting and managing a compelling destination identity cannot be overstated. This session delves into the pivotal role of technological innovation in sculpting a destination's identity that not only resonates with its unique cultural and historical character but also</p>

	<p>aligns with the modern expectations of event organizers and attendees. Through digital innovation, participants will uncover how online tools can transform traditional destination marketing into immersive, interactive experiences that captivate and engage a global audience.</p> <p>Moreover, the discussion will extend to strategies for leveraging digital platforms and social media to maintain and enhance a destination's presence in the digital sphere. Attendees will learn the importance of consistency, authenticity, and engagement in digital content and how these elements contribute to a robust destination identity. By integrating technological advancements with strategic digital marketing efforts, this session aims to equip MICE professionals with the insights and tools necessary to elevate their destination in the competitive market, ensuring it stands out as an attractive, memorable location for business events and conferences.</p>
11:00 – 11:45 AM	<p>Plenary Session 2</p> <p>Topic: “Neuro-Design: Crafting Events that Resonate with the Adult Mind” Speaker: Michael Grey Director, MKG Events Pty. Ltd.</p> <p>As we embark on a new era, we will navigate into the latest trends, challenges, and opportunities that will shape MICE and business events in the years to come. Conference participants can expect to gain a comprehensive understanding of how technology, sustainability, and changing attendee expectations are influencing event planning and management. Moreover, they will have the opportunity to engage in discussions about the significant challenges facing the industry, such as global inflation, staffing shortages, and the imperative to demonstrate sustainability efforts. By delving into these topics, this conference will empower participants to adapt, innovate, and harness the emerging opportunities, ultimately ensuring that the future of business events remains vibrant and impactful.</p>
	The Pitch: Breakout Session Speakers Pitching
11:45 AM – 12:15 PM	Transit to lunch venue
12:15 – 01:30 PM	<p>Themed Lunch Host: Hilton Clark Sun Valley Resort and Hilton Manila Venue: Hilton Clark Sun Valley Resort Theme: MICECON Weaved</p>
01:30 – 02:00 PM	Transit back to the convention venue

02:00 – 02:45 PM

BREAKOUT SESSION: SET 1

Topics:

1. Sustainability Track

"Green Event Planning: From Concept to Execution"

Speaker: Peng Ee Ooi

CEO, 49TravelMICE.Com Pte. Ltd.

Attendees will embark on a comprehensive journey through the sustainable transformation of the event planning process, emphasizing eco-friendly practices and solutions. This session is designed to empower the MICE industry with the knowledge and tools needed to integrate sustainability into every facet of event management, from the initial concept and vendor selection to onsite execution and post-event evaluation. Participants will explore innovative strategies for reducing waste, conserving energy, and selecting sustainable materials, alongside the utilization of digital and technological solutions to minimize environmental impact.

Furthermore, this session will delve into the growing importance of sustainability credentials in attracting events and attendees, underscoring the competitive advantage that green event planning can offer. Attendees will learn about the latest trends in sustainable event technology and how to effectively communicate their sustainability efforts to stakeholders and participants. By the end of this session, participants will be equipped with a holistic understanding of green event planning, ready to lead the charge toward more sustainable and impactful events within the industry.

2. Technology Track

Event Automation: Streamlining Administrative Tasks with Technology

Speaker: Veemal Gungadin

Co-founder and CEO, Gevme

Delve into the transformative power of automation technologies in revolutionizing the administrative landscape of event planning and management. This session is tailored for MICE/Business Events professionals seeking to elevate efficiency, accuracy, and attendee experience through the strategic integration of automation tools. From registration systems and attendee management to scheduling and real-time feedback collection, participants will explore a range of software and platforms designed to automate tedious tasks, freeing up valuable time for strategic thinking and creative event design.

Through practical demonstrations, case studies, and expert-led discussions, attendees will gain insights into selecting the right technological solutions that align with their event objectives, size, and budget, enabling them to host seamless, high-quality events with reduced manual intervention.

Additionally, this session will address the challenges and best practices in implementing event automation, ensuring a smooth transition that enhances team productivity and attendee satisfaction. By examining the latest trends and innovations in event technology, such as AI-driven analytics for personalized attendee experiences and blockchain for secure, transparent transactions, participants will be equipped with the knowledge to make informed decisions about adopting automation in their event planning processes. The goal is to empower event professionals to harness the potential of technology to streamline operations, improve outcomes, and ultimately, redefine the standard for excellence in the MICE/Business Events industry.

3. Destination Marketing Strategies Track

Crisis Recovery and Reputation Management

Speaker: Anita Mendiratta

UN World Tourism Organization (UNWTO)s

In an industry that is occasionally susceptible to disruptions and crises, adeptly handling these challenges while preserving and rebuilding reputations is paramount. Delve deep into the art and science of crisis recovery and reputation management, offering participants an opportunity to explore effective strategies, case studies, and expert insights.

Expect comprehensive discussions on crisis preparedness, rapid response tactics, and long-term reputation-building efforts, all within the unique context of the events sector. Be empowered with the knowledge and tools needed to navigate crises confidently and emerge stronger, ensuring that events and destinations continue to thrive in the competitive landscape of MICE and travel.

Gain invaluable insights into crisis mitigation, communication strategies, and the intricacies of rebuilding trust and reputation in the face of adversity. Whether attendees are seasoned crisis management experts or professionals seeking to fortify their readiness, this conference fosters a culture of resilience and excellence within the MICE and travel industry, assuring that it remains robust and reliable in times of challenge

4. Personality Development Track

From the Association of Image Consultants International

Speaker: Olen Juarez-Lim

Civility Experts Worldwide, Inc.

The discussion will highlight the significance of appearance during presentations as a means of communication, emphasizing their role in conveying ideas, influencing decisions, and building credibility. Central to this process is the individual's personality, encompassing traits,

	<p>behaviors, and communication style, which collectively shape how they present themselves.</p> <p>Key aspects of personality development relevant to presentations include self-awareness, confidence, and adaptability. Self-awareness enables individuals to understand their strengths and weaknesses, allowing them to leverage strengths while improving upon areas of challenge. Confidence is essential in conveying credibility and engaging the audience, while adaptability ensures responsiveness to diverse audiences and dynamic presentation environments.</p> <p>Practical strategies for enhancing presentation skills are discussed, focusing on preparation, delivery, and post-presentation reflection. Effective preparation involves thorough content research, structuring coherent narratives, and anticipating potential questions. Delivery techniques encompass voice modulation, body language, and the effective use of visual aids to enhance engagement and clarity. Post-presentation reflection encourages continuous improvement through feedback analysis and self-assessment.</p>
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02:45 – 03:30 PM	Networking Coffee Break Host: Clark City Front and Park Inn by Radisson Clark Venue: SMX Convention Center (3rd Floor Lobby)
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03:30 – 04:15 PM	<p>BREAKOUT SESSION: SET 2</p> <p>Topics:</p> <p>1. Diversity and Inclusion Track</p> <p>Inclusive Event Planning: Accessibility and Accommodation Speakers: Elyse Go and Genevieve Diokno Hand and Heart Disability Services, Inc.</p> <p>In today's world, diversity and inclusivity are not only ethical imperatives but also crucial for business success. This topic dives into the essential aspects of managing projects and events accessible to all, regardless of physical abilities or other diverse needs.</p> <p>Attendees can anticipate comprehensive discussions on accessibility standards, regulations, and best practices. From accessible venue selection and inclusive event design to accommodating diverse dietary requirements and ensuring seamless transportation, this conference empowers industry professionals to navigate the complexities of inclusive event planning. Participants will gain the knowledge and tools needed to create events that not only meet legal requirements but also foster a sense of belonging and participation for all attendees, ultimately contributing to the industry's growth and social responsibility.</p> <p>2. Client Engagement Track</p> <p>Maximizing the Value of Client Advisory Boards Speaker: Bobby Peralta Founder and CEO, Philippine Council of Associations and Association Executives (PCAAE)</p> <p>In an ever-evolving landscape where client feedback and collaboration are paramount, this session addresses the critical role of advisory boards in shaping the success of businesses and events.</p> <p>Attendees can look forward to deep dives into forming and managing effective client advisory boards, fostering productive relationships, and harnessing the insights and strategic guidance these valuable stakeholders provide. This will empower industry professionals to unlock the full potential of client advisory boards, from leveraging them for innovative event design and attendee engagement strategies to strengthening client loyalty and driving business growth. Participants will gain the knowledge and tools to ensure that their client advisory boards become instrumental assets for achieving excellence and success in the competitive MICE and travel industry.</p>
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	<p>3. Human Resources and Talent Development Track</p> <p>Mentoring and Leadership Development in the Events Industry Speaker: Sally Foley-Lewis Author, “The Productive Leader”</p> <p>In a rapidly evolving industry, nurturing leadership talent and fostering mentorship relationships are vital to ensuring continued growth and innovation. Dive deep into the nuances of mentoring programs, leadership development strategies, and best practices for cultivating the next generation of leaders within the events sector.</p> <p>Engage in discussions on effective mentorship techniques, leadership skill-building, and the role of mentorship in driving diversity and inclusivity in leadership roles. This breakout session is designed to empower industry professionals to harness the power of mentorship and leadership development, fostering a culture of excellence, innovation, and sustainability within the competitive MICE and travel industry landscape.</p> <p>Gain invaluable insights into nurturing emerging talent, fostering strong leadership, and ensuring a robust succession plan for the future. Whether you are a seasoned industry veteran looking to share wisdom or an emerging professional seeking guidance, this topic will create a platform for mentorship and leadership development that propels the entire industry toward greater heights.</p> <p>4. Marketing and Promotion Track</p> <p>Social Media Trends and Strategies for Engaging Travelers Speaker: Jelynson Patricio Content and Social Media Marketing Strategist, Insta Post PH</p> <p>In today's interconnected world, social media plays a pivotal role in influencing and engaging incentive, conference and convention travelers.</p> <p>This theme delves deep into the latest trends, platforms, and tactics that destination management organizations (DMOs) can leverage to effectively connect with and captivate this specific segment of travelers. Attendees can expect to gain a profound understanding of the unique challenges and opportunities in marketing to incentive and convention travelers through social media, exploring topics such as content creation, targeting strategies, community building, and measuring ROI.</p> <p>This breakout session will equip participants with the tools and knowledge needed to harness the potential of social media, ensuring that their events and destinations stand out and leave a lasting impact on this discerning and valuable audience within the MICE and travel industry.</p>
04:15 – 05:30 PM	Shuttle back to official hotels Freshen up Prepare for the Networking Dinner

05:30 – 06:30 PM	Shuttle guests from official hotels to dinner venue
06:30 – 09:00 PM	Governor’s Night Host: The Province of Pampanga and Royce Hotel & Casino Venue: Royce Hotel & Casino (Premium Tower Ballroom) Theme: Basta Kapamangan, Manyaman!
09:00 PM – 12:00 MN	After Dinner Party “Tigtigan Terakan King Clark” Venue: Jacinto Resto Strip
10:00 PM – onwards	Shuttle back participants to official hotels
	Overnight in Clark, Pampanga
12 July 2024 Friday	Conference Proper Sub-theme: Xercise Creativity Attire: The Artist in You



08:00 AM Pick-up Delegates, TPP/DOT Officials, BOD, Media from Official Hotels

09:00 – 09:45 AM	<p>PLENARY SESSION</p> <p>Topic: Balancing Digital Marketing with the Appeal of In-Person Experiences Speaker: Mike van der Vijver Chief Meeting Designer, Orange Gibbon Ltd.</p> <p>Navigate the intricate balance between leveraging digital marketing strategies and maintaining the irreplaceable value of in-person interactions within the MICE/Business Events Industry.</p> <p>As the digital landscape continues to evolve, this session aims to equip professionals with the insights and tools necessary to harness the power of digital marketing to enhance event visibility, engagement, and attendee acquisition, while simultaneously preserving the essence and allure of face-to-face experiences that form the cornerstone of the industry. Attendees will learn to craft compelling digital narratives that resonate with their target audience, driving interest and participation in their events, without diminishing the personal touch that makes in-person events so valuable.</p>
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	<p>This session will also delve into innovative ways to integrate digital and physical experiences, creating a seamless journey for attendees from online engagement to on-site interaction. We will explore the use of virtual reality previews, interactive mobile apps, and social media campaigns as tools to build anticipation and extend the event experience beyond the physical venue, ensuring a cohesive and immersive attendee journey. By the end of this session, participants will have a clear roadmap for blending digital marketing excellence with the magic of in-person encounters, setting a new standard for impactful and memorable events in the MICE/Business Events sector.</p>
<p>09:45 – 10:30 AM</p>	<p>PLENARY SESSION</p> <p>Topic: Leveraging AI for Enhanced Visitor Experiences Speaker: Veemal Gungadin Co-founder and CEO, Gevme</p> <p>Explore the cutting-edge intersection of artificial intelligence (AI) and robotics within the MICE Industry, and how these technologies redefine attendee engagement and operational efficiency.</p> <p>This session is designed to provide a deep dive into the practical applications of AI in creating more personalized, interactive, and seamless experiences for event attendees. Participants will discover the myriad ways in which AI technology can be employed to elevate the event experience, gain valuable insights into how these technological innovations can be strategically implemented to enhance visitor satisfaction, streamline event management processes, and set new benchmarks for innovation in the industry.</p> <p>Furthermore, this topic will address the challenges and ethical considerations of integrating AI into the event experience, ensuring a thoughtful approach to technology adoption that respects privacy and enhances human interaction rather than replacing it. Attendees will leave with a comprehensive understanding of the opportunities and pitfalls of using AI, equipped with the knowledge to make informed decisions about incorporating these technologies into strategies. The aim is to inspire MICE professionals to think creatively about the use of technology, pushing the boundaries of what is possible in creating unforgettable events that captivate and delight attendees.</p>
<p>10:30 – 11:00 AM</p>	<p>Networking Coffee Break Host: Here Cafe, Cafe Dia, and Park Inn By Radisson Clark Venue: SMX Convention Center (3rd Floor Lobby)</p>
<p>11:00 – 11:45 AM</p>	<p>BREAKOUT SESSIONS</p> <p>1. Professional Development Track</p> <p>Event Marketing Strategies for Maximum Impact Panel Speakers: from Philippine Association of Convention / Exhibition Organizers and Suppliers, Inc. (PACEOS) and Philippine MICE Academy</p> <p>Marisa Nallana President, Philippine Exhibition and Trade Corporation</p> <p>Agnes Pacis</p>

Vice President - Commercial
SM Hotels and Conventions Corporation

Anton Magpantay
Managing Director
ArtisteSpace Inc.

Pamela Pascual
Chairperson and CEO
World Trade Center Metro Manila

Joel Pascual
President, PEPTarsus Corp.

Moderator: Patrick Tan
CEO, Global-Link MP Events, Inc.

In today's competitive landscape, effective event marketing is the key to attracting attendees, creating memorable experiences, and ultimately driving business growth.

This topic is designed to equip industry professionals with the knowledge and tools needed to craft and implement impactful marketing strategies that resonate with target audiences. Attendees can anticipate deep dives into cutting-edge marketing techniques, from harnessing the potential of digital platforms and social media to creating compelling content and measuring the ROI of marketing efforts. By exploring case studies, expert insights, and innovative approaches, this conference will empower participants to unlock the full potential of their event marketing strategies and ensure their events make a lasting impact in the travel and tourism sector.

With Book Presentation and Authors' Signing by the Philippine MICE Academy with Special Guests, TPB COO Marga Nograles and CDC President, Atty. Agnes Devanadera.

2. Visitor Experience Enhancement Track

Enhancing Accessibility and Inclusivity for Business Travelers
Speaker: Han Chiang
Senior Meeting Designer, Orange Gibbon Ltd.

Many meetings underperform in terms of outcomes and results. The main reason for this is that their programmes are created following standardized formats, such as classroom teaching. What good, effective meetings need instead of default programmes, is well-designed ones, as a result of professional Meeting Design! In this Workshop, you will experience how Meeting Design works in practice. You will have the unique opportunity to work with pioneering Meeting Designer Han Chiang. She will introduce you to the Meeting Design Triangle as a tool to create more effective meeting programmes. Don't expect long theoretical considerations – this session will make you move your body so that your mind starts moving, as well.

	<p>3. Workforce Development Track</p> <p>Training and Upskilling the Tourism Workforce Speaker: Orlando Ballesteros COO, Ex-Link Management and Marketing Services Corp.</p> <p>Explore how the Filipino Brand of Service Excellence (FBSE) transforms the landscape of MICE (Meetings, Incentives, Conferences, and Exhibitions) Tourism. Delve into the values that define FBSE, its profound impact on customer satisfaction, and strategic approaches for integrating FBSE into event management.</p> <p>Discover how FBSE enhances operational efficiency and client engagement, shapes sustainable tourism practices, and drives economic growth.</p> <p>4. Community and Sustainability Focus Track</p> <p>When in Rome! Mastering Cross-Cultural Challenges in Event Planning and Design Speaker: Amber Chen Vice President, GIS Group Director, Taiwan Convention and Exhibition Association</p> <p>Embark on a deep dive into the complexities and nuances of organizing events that cater to a globally diverse audience. This session is crucial for event professionals in the MICE Industry who aim to create inclusive, culturally sensitive, and engaging experiences for international delegates.</p> <p>Participants will explore strategies for overcoming language barriers, accommodating diverse dietary restrictions, and respecting cultural norms and traditions, all while designing events that resonate with a wide array of cultural backgrounds. Through interactive discussions, real-life case studies, and expert insights, this session will provide practical solutions for navigating the challenges that arise when planning and executing events in a multicultural context, ensuring that all attendees feel valued, understood, and fully engaged.</p> <p>Furthermore, this session will look into the importance of cultural competence in the event planning process, offering tools and techniques for event professionals to enhance their understanding and appreciation of cultural diversity. Attendees will learn how to effectively communicate across cultures, utilize culturally diverse teams to broaden their event's appeal, and incorporate elements of local culture into their event design to enrich the attendee experience. By mastering the art of cross-cultural event planning, participants will be equipped to design events that not only transcend cultural barriers but also celebrate the rich tapestry of global diversity, setting a new standard for excellence in the international MICE/Business Events arena.</p>
11:45 AM – 12:15 PM	Shuttle participants to lunch venue
12:15 – 01:30 PM	<p>Lunch:</p> <ul style="list-style-type: none"> ● Swisshotel (100pax) ● Quest Plus Conference Center Hotel (200pax)

	<ul style="list-style-type: none"> • Royce Hotel & Casino (250pax) • Midori Hotel Clark (200pax)
01:30 – 02:00 PM	Shuttle participants back to SMX Clark
02:00 – 02:45 PM	<p>PLENARY SESSION</p> <p>Topic: Fostering Innovation to Drive Industry Growth Speaker: Anthony Poponi CEO and Founder, Focus on the 40</p> <p>This session is designed to inspire event professionals, destination marketers, and industry stakeholders to embrace innovative practices, technologies, and thinking to create more impactful, efficient, and sustainable events. Attendees will learn the latest innovations in event design, digital marketing, attendee engagement, and sustainable practices that are reshaping the industry. Learn from leading innovators who have successfully harnessed creativity and cutting-edge technology to elevate their events and destinations, driving significant growth and competitive advantage.</p> <p>Moreover, this session will dig into the strategies for building a culture of innovation within organizations and destinations, emphasizing the importance of collaboration, experimentation, and continuous learning. Attendees will discover how to foster an environment that encourages bold ideas, embraces new technologies, and seeks out unconventional solutions to industry challenges. By highlighting the symbiotic relationship between innovation and industry growth, this plenary session aims to equip participants with the insights and motivation needed to spearhead change within their spheres of influence, ensuring that the Philippine MICE industry remains at the forefront of excellence and innovation.</p>
02:45 – 03:30 PM	<p>Networking Coffee Break Host: Midori Hotel Clark and Park Inn by Radisson Clark</p>
03:30 – 04:15 PM	<p>PLENARY SESSION</p> <p>Topic: Success Stories and Lessons Learned from Industry Leaders Speaker: Mike van der Vijver Chief Meeting Designer, Orange Gibbon Ltd.</p> <p>In this closing and inspirational plenary session attendees will hear firsthand from a luminary of the MICE industry. It will be a compelling journey through the highs and lows of the business, providing invaluable insights into the strategies that led to some remarkable successes in the industry. Through engaging narratives and candid discussions, the speaker will share personal experiences, from groundbreaking events to challenging situations that tested resilience and creativity. Participants will glean lessons on leadership, innovation, crisis management, and the power of collaboration, all illustrated through real-life case studies that highlight the transformative potential of facing and overcoming obstacles.</p> <p>Moreover, this session will not only celebrate achievements but also delve into the critical learning moments that often precede great success, offering a balanced perspective that acknowledges the role of failure and perseverance in professional growth. Attendees will leave feeling inspired and empowered, equipped with practical advice and proven strategies to apply to their own events and challenges. This</p>

	plenary session is designed to ignite a passion for excellence and innovation within the Philippine MICE community, fostering a spirit of continuous improvement and a shared commitment to elevating the industry to new heights.
04:15 – 04:45 PM	MICECON 2024 Closing Ceremony
04:45 – 05:00 PM	Transfer to MICE Market
05:30 PM	Pick up of Delegates from SM Clark / SMX to Farewell Dinner Venue (Hilton Clark Sun Valley Resort)
06:30-09:00 PM	Farewell Dinner Host: Tourism Promotions Board (TPB) Philippines Venue: Hilton Clark Sun Valley Resort
13 July 2024, Saturday	
12:00 NN	Scheduled shuttle service for conference delegates from Clark to Metro Manila will be made available. Suggested Pick-Up Points for Delegates (for confirmation): Pick-up point: Clark Museum Pick-up time: 12:00 PM Drop-Off points in Metro Manila: 1. Trinoma 2. NAIA Terminal 3
End of MICECON 2024	