



What would you say are the top qualities of a successful MICE Manager?

Brands / Organisations were not important in a Customers evaluation of a successful Event.

Instead it was the flexibility and people skills of the Event Organiser that were deemed the most important qualities of any successful event.

- The top 5 skills needed, according to a survey conducted on LinkedIn:
 1. Flexibility
 2. People Skills
 3. Organization Skills
 4. Passion
 5. Time Management

In the initial stage of the Client contact, what do you think is the most important issue on the Clients mind?

1. Response Time
2. Accuracy of the proposal
3. Personalisation of the proposal
4. Getting to the total price as quickly as possible

Refer to the Venue Brief Handout

At a 'glance  how much do you think the revenue of this business could be for your Hotel?

So let's look at the results.

Wonder how your Hotel would have performed ?

3 Hotels were tested in Phuket

Hotel names will remain confidential for the purpose of this presentation



Refer to the Venue Brief Handout

- *Do you think that all necessary information was provided in order to present a proposal to the Client?*



Refer to the Venue Brief Handout

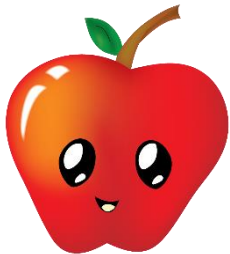
If this brief came to your Hotel, what would be your first impression / thought ?

Anything stand out to you that will effect the proposal you offer in terms of pricing?

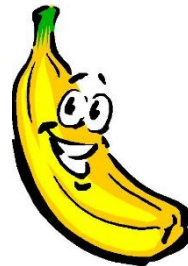
* *Email was sent Monday 3rd July @ 11:25am*

Hotel Contact information was researched via
Hotel Website

Found contact details easily: Yes / No



YES



YES



YES

0 – 2hrs

2 - 6hrs

6 - 24hrs

More than 24hrs



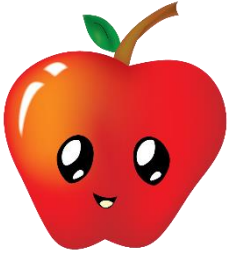
3.12hrs



.20mins



.10mins



No

** Said they will come back to me shortly but needed my Company address details and country of origin to connect me with the right person*



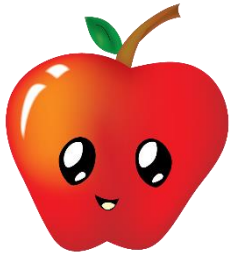
No

** Said the Sales Team will contact me as soon as possible*



No

**Said I will be hearing from them shortly*



Yes

14 pages !



Yes

21 pages !



N/A

*No rooms
available in
January
because it is
their busy
period.
Offered
February*



Template	✓	✓	N/A	
Personalized	x	x	N/A	
Professionalism	✓	✓	N/A	
Accommodation Upselling done.	x	x	N/A	
All Clients Requests were included.	x	x	N/A	
Pricing was clear and only relevant to my event.	x	x	N/A	
Total Price Received.	x	✓	N/A	



Floor Plans Included	x	✓	N/A	
Total # Emails to get Proposal	3 Emails	3 Emails	3 Emails – never got proposal	
Total Time to receive proposal from 1 st Client contact	25hrs	4.25hrs	N/A	



Responded Nicely When Advised Event Moved to Bali	✓	✓	N/A	
Offered ‘Sister” Hotels in Bali	x	✓	N/A	
Total time from when Client advised Bali as location and response from Hotel	5 days	5.30hrs	N/A	

THANK YOU

감사합니다 Natick
Danke Ευχαριστίες Dalu
Grazie Thank You Köszönöm
Спасибо Dank Gracias
谢谢 Merci Seé
Obrigado
ありがとう