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# PROFESSIONAL

A GUIDE TO MEETINGS, INCENTIVES, CONVENTIONS, EXHIBITIONS AND EVENTS

# EVENT MANAGEMENT



 **PHILIPPINE  
M.I.C.E.  
ACADEMY**

Meetings • Incentives • Conventions • Events

# PROFESSIONAL

A GUIDE TO MEETINGS, INCENTIVES, CONVENTIONS, EXHIBITIONS AND EVENTS

# EVENT MANAGEMENT



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## The Authors

In the competitive arena of the ASEAN Economic Community, it is urgent and necessary that Filipinos master the skills required in order to partake of the benefits and the multiplied effects that the MICE industry will bring to the economy. The authors of this book and members of the Philippine MICE Academy hope that the experiences and tools they share herein will enable future MICE professionals to meet the challenges of MICE management and to host or organize events more competently and confidently.

Jesse Luis U. Yulo, Jr.

President, Chairman of Committee of the Shipping Board

Chairman, Centex Corporation

Board Member, Philippine MICE Academy

## The Book

*Professional Event Management: A Guide to Meetings, Incentives, Conventions, Exhibitions and Events* introduces readers to the different elements of organizing and managing events. It is compliant with CHED's recommended course outline for *Introduction to Meetings Incentives Conferences and Event Management (MICE)*, a required course for BS Tourism and BS Hospitality students. It explores the dynamics of event management activities—pre-event, during event, and post-event. This material covers topics ranging from strategic planning to event marketing, risk management, on-site management, and post-event evaluation. To further reinforce the learning of these lessons, assessment tools in the form of case studies are provided to train future event planners for particular situations in event management.



*Excello™* is a continuously expanding aggregation of high-quality learning assessments designed to help students master the Philippine curriculum's key skills and provide teachers with easy-to-use test creation tools.



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