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# PROFESSIONAL

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

# EVENT MANAGEMENT



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# **EVENT MANAGEMENT**



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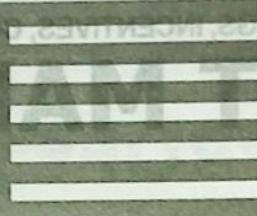
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## The Authors

With the competitive arena of the ASEAN Economic Community, it is urgent and necessary for the skills required in order to partake in the benefits and the multiplied opportunities that the MICE industry will bring to the economy. The authors of this book and founders 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 thereby organize events more competently and confidently.

Jesca Luis M. Yola, Jr.

President, Chamber of Commerce of the Philippines Manila

Chairman, Centres Committee

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.



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