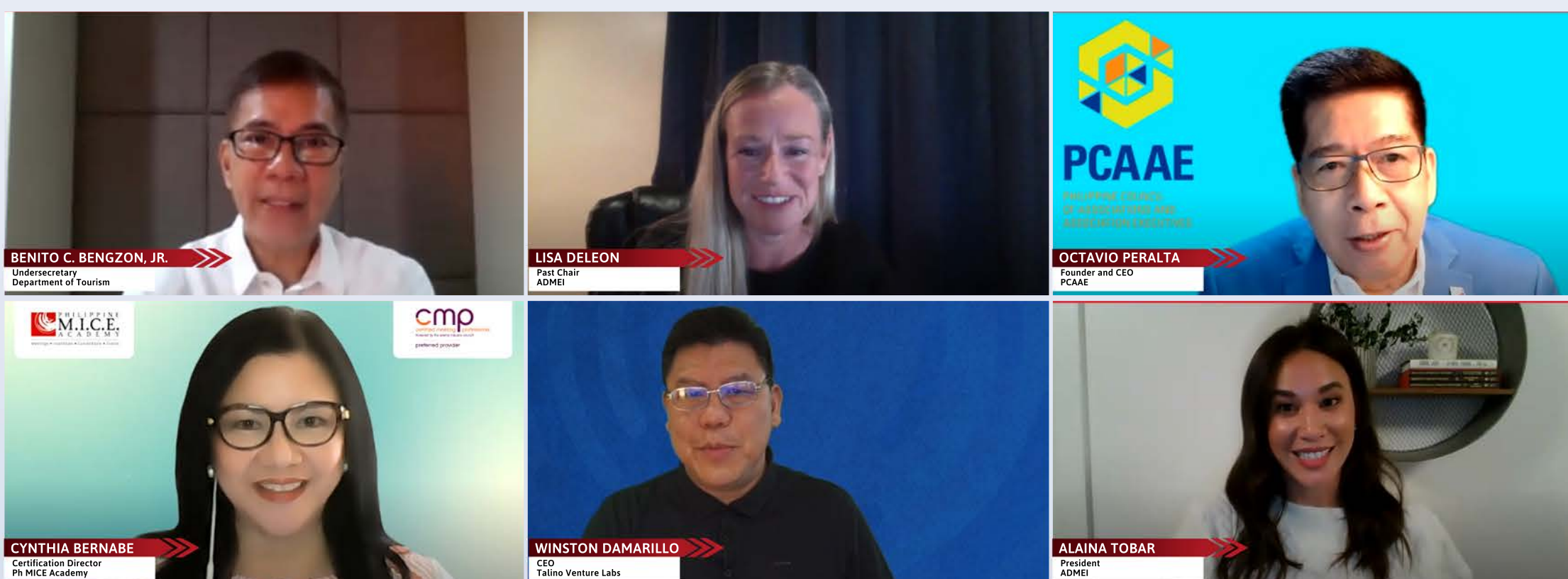


DAY 2 HIGHLIGHTS



A Day of Renewed Commitment to the Future of MICE

Day 2 sessions of the MICECONline 2020 reminded us that amid the crisis we are facing, there will always be ways to surpass the obstacles. Arming ourselves with knowledge and skills as well as being humane is still vital to navigate our way safely and successfully through this pandemic.

The word RENEW, as part of the theme (Future-Ready Mice > Renew > Reboot > Revitalize), resonated throughout DAY 2 of MICECONline 2020, and this came with refresher and skill-building sessions as a response to the challenges of the new normal.

The day started with a session from Talino Venture Labs CEO, Winston Damarillo, who talked about the impact of digital transformation and how we must continually adapt and innovate not just in response to the "new normal" but to also create a better normal.

The MICE Roadmap was also presented by Benito C. Bengzon, Jr., Department of Tourism (DOT) Undersecretary for Tourism Development, who

underscored the importance of making the Philippines a preferred destination for MICE by strengthening policy, human resource, infrastructure, marketing, and research and development.

The breakout sessions, on the other hand, featured "The Importance of Associations in the MICE Industry," which was discussed by Philippine Council of Associations and Association Executives Founder and CEO, Octavio Peralta, and Chair Charlie Villasenor, as a source for generating jobs, creating leaders, and empowering communities, and why engaging in such is necessary to further strengthen the MICE industry.

Other sessions focused on various certification program processes such as, "DMC 101 and Certification Programs" conducted by Lisa Deleon of the Association of Destination Management Executives International (ADMEI) Certification and Accreditation Board, Emergency Preparedness Certificate Program, and Convention Management Professional (CMP)

Certification 101 facilitated by Cynthia Bernabe, the Certification Director of Ph MICE Academy.

As for "Coping with the Pandemic Together," Alaina Tobar, the President of ADMEI, moderated an insightful discussion with Brian Ferrell (Past President, ADMEI Certification and Accreditation Board), Rajeev Kohli (Joint Managing Director of Creative Travel), and Frank Robinson (Former Board Member of ADMEI) about resilience, creativity, collaboration, and even acts of kindness as keys to surviving these challenging times.

To cap off the day, an open discussion took place between meetings and conventions suppliers and the Mice Roadmap working group.

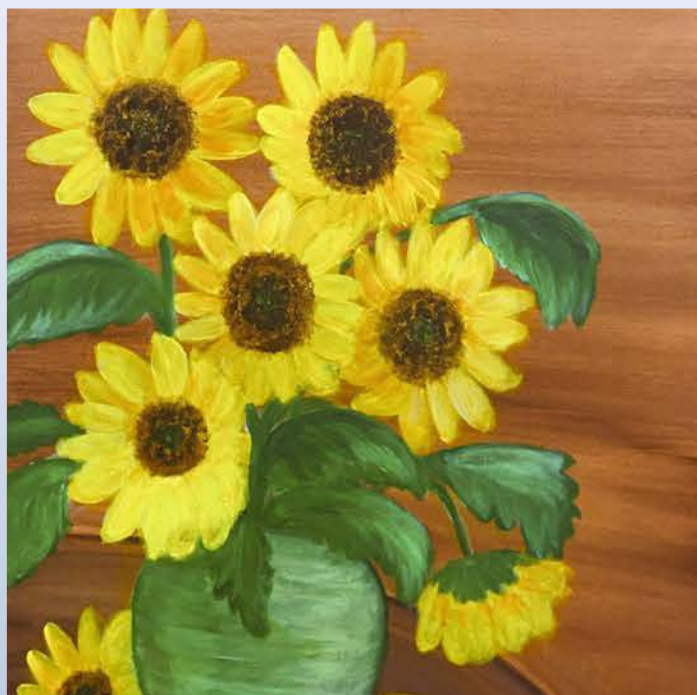
As the third day of MICECONline 2020 commences, let us remember the importance of being responsive to the changes and being kind to others and ourselves too so we can be fully renewed to face what lies ahead. Onward!

27 OCTOBER 2020

CONGRATULATIONS!



Monette Hamlin
 SELFIE OF THE DAY (SOTD)
 Regions Represent!



Maria Amihan Panes
 Most liked Snapshot
 A new hobby/skill acquired during the quarantine

FEATURED ARTICLE



TPB Philippines teams up with ADMEI at MICECONline

The Tourism Promotions Board (TPB) Philippines teamed up for the first time with the Association of Destination Management Executives International (ADMEI) in delivering a series of knowledge-packed educational sessions at the ongoing virtual edition of the Philippine MICE Conference (MICECONline) 2020.

No less than Lorenzo Pignatti, president-elect of ADMEI, provided a global situation of the incentive travel industry on the first day of MICECONline. This particular segment of the MICE industry, which is primarily driven by sales and trip rewards, is hopeful to see a comeback by 2021.

Likewise, Alaina Tobar, current president of ADMEI, had a meaningful discussion on Day 2 with DMC professionals, Brian Ferrell, Rajeev Kohli,

and Frank Robinson on how they are coping with the pandemic and why sharing best practices, collaborating with others, and valuing self-care are vital to surpass the challenges.

Lisa Deleon of ADMEI Certification and Accreditation Board provided a preview of the certification program of their association and how it is beneficial for those pursuing a career or business in managing and marketing destinations.

In another session, security expert Dan Hooton shared ways to assess risks during planning process and showed how to use a scoring tool to calculate risk both before and after applying mitigation measures.

On 29 October 2020, technology strategist and futurist Crystal Washington—a thirteen-year veteran in

the home office space—will share best practices, technology must-haves, and a few cool tips for ensuring your home office keeps you efficient, effective, and connected!

The Association of Destination Management Executives International (ADMEI) is a membership association for Destination Management Companies (DMCs) and is the premier resource for education, standards, and practices.

Established by travel visionaries in 1995, ADMEI continues to be a moving force in the global travel industry with members representing more than 30 countries on four continents. Membership to the ADMEI certainly adds value and prestige to DMCs through first-class education, collaboration, and accreditation.