



## Philippine MICE Conference (MICECON) 2023

01-03 March 2023

Davao City

### Conference Theme

**MICECONverge: Blaze New Trails**

### **PROPOSED PROGRAM**

*as of 8 November 2022 – v2*

DATE	ACTIVITY	REMARKS
<b>26 February   Sunday</b>		
AM	Arrival of Manila Organizing Committee (Batch 1)	
PM	Pocket Meetings / Site Inspection of Working Committees	
<b>27 February   Monday</b>		
AM	Arrival of Manila Organizing Committee (Batch 2)  Start of Ingress in SMX Lanang	
PM	Continuation of Pocket Meetings / Site Inspection of Working Committees	
<b>28 February   Tuesday</b>		
Whole day	Arrivals of Speakers and Delegates	
19:00 – 21:00	Welcome Dinner for Conference Speakers	Proposed venue: Seda Abreeza

## 01 March | Wednesday

### Sub-Theme: Celebrating Nature

**DESCRIPTION** : *By its very nature, tourism values the things that are most precious in our world: stunning landscapes, wildlife, history, culture and people.*

*Nature-based tourism offers enormous contribution to the economic wheel of one country as it provides livelihood for people. As responsible stakeholders, we can work on and exchange ideas from each other on how we could best support sustainable tourism.*

Attire for the Day : Colors of the Earth (blue, green, brown and white)

08:00 – 17:00	Registration  Host and Sponsors' Hall	
09:00 – 12:00	<p><b>Pre-Conference Activity / CSR Activity:</b> <i>A visit to the Philippine Eagle Center in Barangay Eden, District of Toril</i></p> <p>The Philippine Eagle reigns as an important presence at the top of the food chain umbrella in its home ecosystem. It is a symbol of beauty, grace and strength. With its dwindling numbers, efforts are exerted to keep them soaring high.</p> <p>The Philippine Eagle Foundation (PEF) is at the forefront of saving the critically endangered Philippine eagles. The PEF is well-recognized for its accomplishments in the conservation of the Philippine Eagle which it achieves through science-based programs and people-oriented strategies. Its comprehensive approach to conservation involves research, community-based efforts, and public education.</p> <p>MICECON Participants are enjoined to take part in this conservation and make a difference.</p> <p><b>Presentation and Evaluation of the 2024 MICECON Bidders</b></p>	

13:30 onwards	<p><b>Speakers' City Tour: Kadayawan Adventure</b></p> <p><u>Proposed Itinerary:</u></p> <ul style="list-style-type: none"> <li>▪ Kadawayan Village</li> <li>▪ San Pedro Square / City Hall of Davao</li> <li>▪ Malagos Homegrown</li> <li>▪ Poblacion Market</li> </ul>	
13:30 – 15:30	<p><b>First Time Attendees Introduction</b></p> <p><i>This session is mainly aimed at people who are relatively new to the tourism industry and the MICECON. For people who have been in the industry for some time, but have never attended the MICECON before, this session might not bring much new information, however it is an excellent opportunity to meet other newcomers and start the networking and exchanging of business leads early!</i></p> <p>Make plans to arrive in time to attend the First Time Attendees session.</p> <p>MICECON participants will get to meet key players of the MICE industry and the TPB Working Group who are on hand to make sure you have the most successful experience possible during your attendance in the Conference. Specially assigned MICE Mentors will guide you through the range of educational sessions and networking opportunities, giving you practical tips on how you can apply your MICECON experience to your line of work.</p>	
13:30 – 17:00	<p><b>Philippine MICE Youth Challenge (Academic Competition)</b></p> <p><i>A national competition where contestants conceptualize, business-test and present a MICE component /event and become part of the first batch of an elite group of Future Philippine MICE Leaders Circle.</i></p>	
13:30 – 14:30	<p><b>Power Dressing: How to Don an Image of Power)</b></p> <p><i>Half of the battle is won with the image you project. In today's vibrant corporate fashion, selecting a look that is powerful yet not too flamboyant helps you reach your goals.</i></p>	Can be done in partnership with a stylist

	<p><i>The colors you wear in professional settings can affect your mood, energy, and how others may perceive you.</i></p> <p><i>In this session, you will learn how to wear colors that portray positive perceptions and exude confidence, sincerity, and reliability.</i></p>	
15:00 – 15:30	Networking Coffee Break 1	
15:30 – 17:00	<p><b>Easy Glam Makeup Fix for Industry Divas</b>  <i>Deviating from the usual lecture-type format, this interactive session will give you practical tips on the perfect work makeup look without having to hire a makeup artist.</i></p> <p><i>Find out what works for the workplace, and what doesn't. In this class, you will learn everything you need to know about work makeup, from breakfast meetings to evening socials.</i></p>	Can be done in partnership with a stylist or a make-up company
17:00 – 21:00	<p><b>Dinner 1</b>  Mayor's Night (Welcome Dinner Reception)</p> <p>Venue : SM Lanang Premier Event Area  Host : City Government of Davao  Theme : 11 Tribes of Davao</p>	
	Overnight in Davao City	

## 2 March | Thursday

### Sub-Theme: Celebrating Diversity

**DESCRIPTION :** *The Philippine culture is very diverse. We have a colorful history, culture and tradition that are reflected by the complexity of our history. We are a fragmented geographically, yet we are all part of one race, forming one nation. We might be different in numerous ways, we, as Filipinos have one thing in common—we are warm people. Our hospitality is legendary, we give appropriate respect to everyone regardless of race, culture and belief.*

Attire for the Day: Philippine textiles from different regions

Whole day	Host and Sponsors Hall	
08:00 – 08:30	Registration	
08:30 – 09:15	<b><u>Opening Ceremony   Opening Show</u></b>  <b>Welcome Remarks</b> Ma. Esperanza Christina Garcia Frasco <i>Tourism Secretary, Department of the Philippines</i>  <b>Keynote Speaker</b> Sara Vicenta Zimmerman Duterte-Carpio <i>Vice President, Republic of the Philippines</i>	
09:15 – 10:00	<b>Press Conference</b> Venue: TBA	
10:00 – 10:30	Networking Coffee Break	
10:30 – 11:15	<b><u>Plenary Session 1</u></b>  <b>Topic: Opportunities for a New Beginning Conversion into a Sustainable Destination</b>  <b>Description:</b> <i>How the tourism industry can be reborn after experiencing zero-tourism without getting back to the over-tourism we have experienced before.</i>  <i>Take part in the discussions to push for tourism regeneration that is inclusive and sustainable. Understand the crucial role that the MICE industry plays in getting more value from tourism, integrating the growth and ways of the local community.</i>	

11:15 – 12:00	<p><u>Plenary Session 2</u></p> <p><b>Topic: Legacy, Mega Events, Learnings and Moving Forward</b></p> <p><i>Description: Destination Management Organizations (DMOs), Tourism Boards and Convention Bureaus are always competing in gaining a bigger share of the pie in the events industry. The common perception is that the bigger the volume of the participants is, the greater is its benefit for the destination's economy.</i></p> <p><i>This talk will address how big events can be a meaningful legacy prior to and after the event. Events are designed to recoup costs and generate good publicity. But with careful pre-event planning, collaboration and a “raising the bar” attitude, events can go beyond the pressure of the ROI to create sustainable change.</i></p>	
12:00 – 12:30	Transit to lunch venue	
12:30 – 14:00 PM	<p><b>Lunch</b></p> <p>Proposed Host/Venue: Acacia Hotel</p> <p>Theme: Flora and Fauna</p>	
14:00 – 14:30	Transit back to convention venue	
14:30 – 15:15 PM	<p>Breakout Session 1</p> <p><u>Set A</u></p> <p><b>Topic: What's Out and What's In About Venue Designs</b></p> <p><i><b>Brief Description:</b> Transform MICE spaces to become more economically and environmentally sustainable, while catering to the changing demand and evolving taste of the clientele. Learn from global examples of this transformation.</i></p> <p><u>Set B</u></p> <p><b>Topic: Think Globally: Act Locally (Practical Ways to a Sustainable Travel Industry)</b></p>	

	<p><b>Brief Description:</b> <i>Be part of the movement to support local brands and artisans with a global mindset. Know more about how buying local improves costs and learn about best practices incorporating what is available in the community in tourism operations and products.</i></p> <p><u>Set C</u>  <b>Topic: Cutting Edge Event Designs</b></p> <p><b>Description:</b> <i>As MICE professionals involved in creating exceptional conferences, we are compelled find out new trends in Events, implementing a mix of strategy, curation, methods, and mindsets that help create exceptional meetings that are content-driven, cohesive and compelling. They also ensure that sustainability, diversity and legacy are core factors in any event. This interactive session will be guided by innovative forms of event strategy, content curation, and design experience on core elements for creating a memorable event.</i></p>	
15:15 – 16:00	<p>Breakout Session 2</p> <p><u>Set A</u>  <b>Topic: Giving your tour a make over</b></p> <p><b>Brief Description:</b> <i>The old school model of handling tours is disappearing. The new generation of travelers seek flexible, personalized, technology-enabled experiences. Are the knowledge and expertise of institutional players completely lost? How are they still relevant today?</i></p> <p>Set B:  <b>Topic: Event Planning Basics: Writing the Best RFP</b></p> <p><b>Description:</b> <i>A Request for Proposal (RFP) is a solicitation by an organization to potential suppliers. It may seem like a relatively easy task with the onset of electronic RFPs. But it can create confusion, clutter, and competitiveness among the hospitality sector if the RFP is not written clearly and the target venues are not adequately defined. In this session, critical success factors will be defined, covering key areas of focus, and share</i></p>	

	<p><i>stakeholder and communication strategies to ensure achievement of the best RFP!</i></p> <p><u>Set C</u>  <b>Topic: 2023 Global Price Forecast: What are you up to?</b></p> <p><b>Description:</b> <i>As the business travel industry recovers from the devastating impact of the global Covid-19 pandemic, what does recovery look like? How has inflation, supply chain bottlenecks, rising energy costs, global conflicts and rising interest rates impacted the business travel industry? How will the industry respond to these pressures and what will they have on pricing for air, hotel and ground? Learn what is trending across the air, hotel, and ground transportation sectors. This session is the first look at where pricing is trending and where the industry should look for opportunities. Join us for this critical pricing presentation based on data and learn about the economics of business travel spending.</i></p>	
16:00 – 16:30	Networking Coffee Break	
16:30 – 17:15	<p>Breakout Session 3</p> <p><u>Set A:</u>  <b>Topic: A Complete Guide to Onsite Event Technology</b></p> <p><b>Description:</b> <i>Despite the importance of Event Technology Solutions, event planners still struggle when it comes to fully understand it. They may ask themselves: How do I know what technology is best to use at my event? What will increase attendee satisfaction and event ROI? Whether you want to improve the technology you already have in place or you don't know where to begin, the following will help guide you to identify and achieve your goals while increasing your event ROI.</i></p>	



	<p><u>Set B</u>  <b>Topic: Redesigning Your Workplace to Boost Productivity, Performance and Engagement</b></p> <p><i><b>Description:</b> Workplace wellness efforts are crucial to safeguarding your team’s safety, reducing return-to-work anxiety, increasing engagement, and driving your team’s performance and innovation.</i></p> <p><i>This session will help you create an action plan for prioritizing wellness within your organization—whether you’re aiming to implement a strategy or already have one in place.</i></p> <p><u>Set C</u>  <b>Topic: New Normal Disruptors on the Supplier Side</b></p> <p><i><b>Description:</b> What are the differences and similarities in the changes in motives and behavior between different crises (e.g., different pandemics or between the economic crisis). What are the key strategies of MICE service-providers to stimulate demand (by offering attractive products once crises have subsided). Areas to be covered are:</i></p> <ul style="list-style-type: none"> <li>- <i>Mending a destination’s image</i></li> <li>- <i>Strategies for crises preparedness of MICE suppliers</i></li> <li>- <i>Business travel index, pricing forecast and trends to watch</i></li> </ul>	
17:30 – 18:00	Freshen up  Prepare for the Networking Dinner	
19:00 – 21:00	Dinner Proposed Host/Venue: Waterfront Insular Hotel Davao Theme: Davao Culinary Magic	

**03 March | Friday**  
**Sub-Theme: Celebrating Travel and Technology**

**DESCRIPTION:** *It's about sharing moments and exciting adventures, new experiences and memories that will last a lifetime*

**Attire of the Day: Airport Outfits**

Whole day	Host and Sponsors Hall	
09:30 - 10:15	<p>Plenary Session</p> <p><b>Topic: Content Marketing Strategy: The Power of Storytelling</b></p> <p><i><b>Description:</b> As the overflow of content increases every day, the consumer's attention span is also ever decreasing. Grabbing their attention has proved difficult for content marketers. This session will focus on creativity, and the power of storytelling as the central piece of what makes a brand stand out.</i></p>	
10:15 – 10:45	<p>Breakout Sessions</p> <p><u>Set A:</u>  <b>Topic: Why is Omnichannel Marketing Important for Today's Travel Business</b></p> <p><i><b>Description:</b> Omnichannel is a cross-channel content strategy used to improve the customer experience and drive better relationships across all possible channels and touchpoints. This includes traditional and digital channels, point-of-sale, and physical and online experiences. In this session, listeners will learn what the travel and hospitality industry can gain from an omnichannel offering and how to tap this growing opportunity.</i></p> <p><u>Set B:</u>  <b>Topic: Blockchain for Dummies: What is it and how does it work for the Meetings and Events Industry?</b></p>	

	<p><b>Description:</b> Blockchain is a word all of us have heard but may not completely understand. Or if we do, we think about Crypto currency and whether we should invest. Understanding the difference between a public and private blockchain is the first step to learning about how this new and powerful technology can help corporate travel buyers, suppliers, GDSs and TMCs with corporate discounts and carbon emissions tracking.</p> <p>Set C:  <b>Topic: Incentive Travel Outlook for 2023</b></p> <p><b>Description:</b> Incentive Travel is bouncing back but despite of Covid-19 surges, increasing inflation, and the ongoing crisis in Eastern Europe. This session will highlight key trends in the world of rewards and recognition.</p>	<p><b>Ideal Resource Person:</b>  International Research Foundation</p>
10:45 - 11:15	Coffee Break	
11:15-12:00	Breakout Sessions	
12:00 – 12:30	Transit to Lunch Venue	
12:30 – 13:30	Lunch Proposed Host / Venue: Dusit Thani Davao Theme: Asian Fusion	
13:30 – 14:00	Transit to conference venue	
14:00 – 14:45	Plenary Session  Motivational Speaker <b>Topic: Blazing New Trails</b>	
14:45 – 15:30	Closing Ceremonies	
15:30	Networking Coffee Break	
19:00 – 21:00	Farewell Dinner (TPB-Hosted) Host: Tourism Promotions Board (TPB) Philippines Venue: The Tent at Azuela Cove Theme: Airplanes to Davao	

<b>04-06 Mar (Sat-Mon)</b>		
	Tour 1: Speakers' Post Tour Tour 2: Selected Local MICE Buyers Tour A Tour 3: Selected Local MICE Buyers Tour B Tour 4: Selected Local MICE Buyers Tour C  Delegates Tours (pax account)  Departures of Speakers, Delegates and the Manila Organizing Committee	
<b>05-06 Mar (Sun/Mon)</b>		
Whole day	Continuation of Departures  End of MICECON 2023	