



Hybrid Seminar on Practical Manual of “Ease of Organising MICE Events Index”

I. OBJECTIVES

- To create better understanding of the conceptual framework, assessment, scores calculation, and questionnaires for implementation of the Ease of Organising MICE Events Index

II. DATE AND VENUE

- 27 May 2022
- Infinity Ballroom, Lobby Floor, Pullman Bangkok King Power, Thailand

III. COOPERATING PARTNERS

- Co-organizer: Fiscal Policy Research Institute Foundation (Thailand)
- Supporting organization:
 - Ministry of Tourism and Sports (Thailand)
 - ASEAN Secretariat

IV. TARGET

- MICE authorities, key MICE industry players from public and private sectors, academies, and related tourism stakeholders in ASEAN member states

V. Register (for those who are unable to participate at the on-site seminar)

- Registration Form

<https://forms.gle/vzEdifGD6N4eg2P47>



- Zoom Meeting

<https://us06web.zoom.us/j/86460249850?pwd=Ny9LOGdxSG4vOGx3eVZuVFBsUGczUT0>

Meeting ID: 864 6024 9850

Passcode: 12345



- Manual of Ease of Organising MICE Events Index EN



- Manual of Ease of Organising MICE Events Index TH



Program outline: (The seminar will be conducted in English)

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Time	Program
9:00-9:05	VDO Presentation
9:05-9:10	Welcome Remarks by Mr. Chote Trachu Permanent Secretary of Ministry of Tourism and Sports (MOTS)
9:10-9:15	Opening Remarks by Mr. Chiruit Isarangkun Na Ayuthaya President of Thailand Convention & Exhibition Bureau (TCEB)
9:15-9:20	Photo opportunity
9:20-10:20	The Conceptual Framework for Developing and Assessing Ease of Organising MICE Events Index Speaker: Dr. Rapeesupa Wangcharoenrung Deputy Director Fiscal Policy Research Institute
10:20-10:30	Coffee Break
10:30-11:00	Interviews & Questionnaires Speaker: Ms. Matanee Satraphai Expert Public Finance and Social Policy Division Fiscal Policy Research Institute
11:00-11:45	Scores Calculation & Results Interpretations Speaker: Ms. Matanee Satraphai Expert Public Finance and Social Policy Division Fiscal Policy Research Institute
11:45-12:00	Q&A
12:00	End of the seminar *Lunch at Cuisine Unplugged, Lobby Floor, Pullman Bangkok King Power