

Scope and Sequence

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Unit 1 The M.I.C.E. Industry

In this unit, you will learn:

- what the M.I.C.E. industry is
- how to work in the industry
- whether you are suitable for the work

Warm-up

A What are included in the M.I.C.E. industry? Check the pictures that are related to the industry.



B Work with a partner. Discuss the following questions.

1. What does M.I.C.E. stand for?
2. What do you know about the industry?
3. Do you think you want to work in the industry?

Reading 1

A Read the article below. Then choose the correct answer for each question.

Introduction to the M.I.C.E. Industry

The acronym “M.I.C.E.” stands for meetings, **incentives**, **conventions**, and exhibitions or events. The M.I.C.E. industry is a service industry in which a large number of people are brought together for a particular purpose. It is also a type of tourism which generates **substantial influxes** of international tourists. M.I.C.E. tourism is recognized as a broad term for business travel and related activities. Two other alternative terms for M.I.C.E. are the convention and exhibition industry and the event industry. Recently, it has been an **emerging** industry with great development potential around the world.

Meetings are a group of people coming together to discuss or exchange information. There are a great variety of meetings according to their purpose, numbers of participants, frequency and length of time, and **organizing** time. They can be business meetings, conventions, conferences, **symposiums**, assemblies, or workshops. Incentive travel is a type of reward for employees or customers and is mostly for entertainment. Its purpose is to motivate staff and **boost** morale. Conventions refer to important, large-scale, and formal meetings. The United Nations annual meeting is one type. Exhibitions usually refer to trade fairs in which products and services are presented to inform visitors and **induce** sales. M.I.C.E. events are usually focused on a topic or theme. For example, Taipei Game Show (TGS) attracts a large number of game players each year.

The M.I.C.E. industry is an important information exchange platform. On one hand, it is a marketing tool for manufacturers to display products and services. Manufacturers can contact and **negotiate** with foreign buyers through the exhibition platform, promoting their business activities and technical exchanges as well as those of related industries. International exhibitions help a company obtain business information and opportunities within a limited amount of time. On the other hand, organizing international conferences promotes international exchange and cooperation in the **perspectives** of technology, culture, and academics.

The M.I.C.E. industry is highly valued by many countries mainly because it brings **exponential** economic benefits. Other related industries can also benefit, including airlines, hotels, restaurants, transportation, travel agencies, printing, public relations, advertising, and consulting companies.



- M.I.C.E. tourism is recognized as a broad term for _____.
 - entertainment
 - business travel and related activities
 - leisure activities
 - animal agriculture
- What is one alternative term for the M.I.C.E. industry?
 - The information technology industry
 - The convention and exhibition industry
 - The manufacturing industry
 - The service industry
- What is the purpose of incentive travel?
 - To motivate staff and boost morale
 - To discuss and exchange information
 - To obtain business information
 - To boost the economy
- Which of the following is one type of convention?
 - Taipei Game Show
 - The Film Festival
 - The United Nations annual meeting
 - The Olympic Games
- Which of the following is NOT an event-related industry?
 - Travel agencies
 - Printing
 - Trading company
 - Transportation

B Work with a partner. Discuss the following questions.

- Why is the M.I.C.E. industry a type of tourism?
- Who will participate in incentive travels?
- Why is the M.I.C.E. industry an important information exchange platform?
- What are some of the related industries of M.I.C.E.?
- Why is the M.I.C.E. industry highly valued?

Vocabulary

Match the definitions on the right to the correct words.

- | | |
|------------------------------|---|
| _____ 1. incentive (n.) | a. continual coming in of people; flowing in of people or things |
| _____ 2. convention (n.) | b. a large formal assembly of a group meet for a common purpose |
| _____ 3. substantial (adj.) | c. arising as a new or improved development |
| _____ 4. influx (n.) | d. a meeting where people discuss a particular interest or subject |
| _____ 5. emerging (adj.) | e. a particular way of thinking about something |
| _____ 6. organize (v.) | f. to work on or talk about a problem to reach an agreement; to bargain |
| _____ 7. symposium (n.) | g. becoming more and more rapid |
| _____ 8. boost (v.) | h. to arrange systematically or in order |
| _____ 9. induce (v.) | i. to enhance; to encourage |
| _____ 10. negotiate (v.) | j. to bring about; to attract; to incur |
| _____ 11. perspective (n.) | k. something that encourages or motivates a person for a desired action or behavior |
| _____ 12. exponential (adj.) | l. large in amount; significant |

Listening

Julie meets Bob in the hallway of Osamo Wearable Technology Ltd. in Taipei. They have a discussion about their friend, Josephine, who got a marketing manager job in the M.I.C.E. industry recently.

A  **Listen to the conversation. Then write T (true) or F (false) for each statement.**

- The M.I.C.E. industry is an emerging industry and has great development potential.
- The M.I.C.E. industry can bring about benefits to a nation or a city.
- International event attendees usually do not enjoy tourism or leisure activities.

B  **Listen again. Fill in the blanks with the words you hear.**

- Julie:** Was the Taipei Summer Universiade a M.I.C.E. **1.** _____?
- Bob:** Absolutely. It was a leading international sporting event in which over 10,000 athletes from all over the world participated.
- Julie:** So it can bring about **2.** _____ to a nation or a city. That must be why so many countries want to hold such international events.
- Bob:** It is a highly **3.** _____ service industry. **4.** _____ not only need help finding **5.** _____ and dining, but also get tourism-related advice and leisure activities. It can boost the **6.** _____ and benefit other related industries such as hotels, travel agencies, and even printing service companies.
- Julie:** Nobody wants to just stay in the hotel watching CNN. However, they don't know what to do or where to go. I heard a huge **7.** _____ center is under construction in Kaohsiung. It also focuses on the development of the M.I.C.E. industry, doesn't it?



Language Note

Not only . . . but also

- Not only . . . but also* is a commonly used phrase which has a similar meaning to *as well as* or *both A and B*. It means that both A and B will do the same thing or share the same feature.
- Not only . . . but also* goes before the words or expressions which are emphasized. Furthermore, the word *also* can sometimes be omitted.

Examples:

- The attendees *not only* participated in the meeting, *but also* joined in the gala dinner.
- Jane *not only* dances well, *but also* sings wonderfully.

Reading 2

A  Read the article below. Then choose the correct answer for each question.



Benefits of M.I.C.E. Industry Development

Many cities, particularly in Asia, intend on becoming international hubs for economic and cultural activities. Developing the M.I.C.E. industry in a country is considered an important factor for becoming a unique internationalized city.

The host country benefits from holding international events such as conferences or exhibitions. By holding a successful international conference, the international academic and professional **status** of the host country improves. It increases the **visibility** of the destination city. An international event **accelerates** urban construction and **innovation** of a city and expands its influence.

Simultaneously, the host country or city can take advantage by highlighting the local customs and culture to attract visitors. Ultimately, international events increase **revenue** and create business opportunities for the country.

In addition to economic profits, there are other non-economic benefits from holding international events. To enhance the image of the host nation or city, the government must **bolster** its local **infrastructure** investment. Both the public and private sectors should enhance their **efficiency** to impress visitors. Because information exchange and communication is one of the main purposes, organizers or attendees **disseminate** new ideas or products such as innovative technology during the events. Most importantly, the residents of the destination city become more aware of their own culture and have a greater sense of pride and honor. Such events **stimulate** their group spirit and cooperation for the common good of their society.

The M.I.C.E. industry is a **synergetic** service industry. It not only generates value in related industries within the local or national economy, but also enhances the image of the host. Attendees of the events not only spend money on hotels and restaurants, but also on local destination tourism and leisure activities. As a result, M.I.C.E. tourism contributes significantly to the local economy.



1. What is considered to be an important factor to become a unique internationalized city?
 - a. Developing the service industry
 - b. Developing local infrastructure
 - c. Building a convention center
 - d. Developing the M.I.C.E. industry
2. By holding a successful international conference, the host country's _____.
 - a. overall living standard improves
 - b. international economic status improves
 - c. international academic status improves
 - d. cultural identity and literacy improve
3. What can the host city of an international event take advantage of to attract visitors?
 - a. Highlighting their authority and status
 - b. Highlighting the local customs and culture
 - c. Expanding its local infrastructure
 - d. Increasing tax revenue from tourism sector
4. One of the main purposes of holding international events is _____.
 - a. information exchange and communication
 - b. currency exchange and transfer
 - c. cultural exchange and appropriation
 - d. policy development and communication
5. Who become more aware of their own culture by holding international events?
 - a. The event attendees
 - b. The public sector
 - c. The private sector
 - d. The destination residents

B Work with a partner. Discuss the following questions.

1. What are the benefits for a country to hold a successful international conference?
2. What are the economic benefits of holding an international event for the host country?
3. Name a few non-economic benefits of holding an international exhibition for the host country.
4. Why is the M.I.C.E. industry a highly synergetic service industry?
5. How does M.I.C.E. tourism contribute to a nation's economy?

Vocabulary

Match the definitions on the right to the correct words.

- | | |
|--------------------------------|--|
| _____ 1. status (n.) | a. a social or professional position or condition |
| _____ 2. visibility (n.) | b. the introduction of a new idea or method |
| _____ 3. accelerate (v.) | c. to inspire; to encourage; to promote |
| _____ 4. innovation (n.) | d. working together |
| _____ 5. simultaneously (adv.) | e. money that a company, business, or organization receives |
| _____ 6. revenue (n.) | f. basic physical systems and facilities needed for operation of an enterprise |
| _____ 7. bolster (v.) | g. the degree of being able to see or be seen |
| _____ 8. infrastructure (n.) | h. successfully doing a task without wasting time or energy |
| _____ 9. efficiency (n.) | i. to spread or give out information or ideas to other people |
| _____ 10. disseminate (v.) | j. things happen at the same time |
| _____ 11. stimulate (v.) | k. to begin to move faster |
| _____ 12. synergetic (adj.) | l. to support or make it stronger |

Extension

A Work with a partner. Read through the rules. Then discuss what you think about them.

Basic Etiquette Rules for M.I.C.E. Events

Dos

- Be aware of the attire requirement for an event; sometimes you need to dress to impress others
- Consider cultural differences and avoid making cultural mistakes
- Listen attentively to make other people feel valued and respected
- Smile when meeting new people as the power of a smile brings friendship
- Wait for the host before taking a first drink
- Wait to eat until everyone is served and the host has begun

Don'ts

- Avoid the use of foul language and slang in conversations
- Do not cross arms when receiving guests
- Turn off cell phones to avoid interruption during conversations with clients
- Avoid eating or drinking while receiving guests and visitors
- Do not ignore the needs of the guests by chatting loudly, phubbing, or reading magazines

B Now, check to see whether you are equipped with M.I.C.E. competency. Go through the list and give a score for each item.

M.I.C.E. Competency Checklist		1 – 2 – 3 – 4 Low → High
Attitude		
1	I always try to improve the work I am doing and achieve the goal.	
2	I am a proactive person.	
3	I have strong work commitment.	
4	I can work under pressure.	
5	I am a determined person.	
6	I am willing to face and solve the problems I have encountered.	
Communication		
1	I don't mind meeting strangers.	

2	I generally know what type of behavior is appropriate in any given situation.	
3	I try to learn the needs of my customers.	
4	I am sensitive to others' needs.	
5	I let others know I understand them.	
6	I enjoy social gatherings where I can meet new people.	
Personality		
1	I keep on learning in order to grow.	
2	I am creative.	
3	I can cooperate well with others in teams.	
4	I am a responsible person.	
5	I am confident that I can deal efficiently with unexpected events.	
6	I can usually handle whatever comes my way.	
Knowledge and Skills		
1	I have the ability to plan projects.	
2	I am good at marketing products and services of the company.	
3	I have the ability to coordinate.	
4	I am good at budget estimation.	
5	I am responsive to information technology.	
6	I am capable of executing a project.	

C Calculate the scores. Check the chart below to see how well you fit for working at the M.I.C.E. industry.

- Above 72:** Competent
- Between 60–72:** Acceptable
- Between 48–59:** Needs improvement
- Below 48:** More training needed