

Organising
MICE
event in Malaysia

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MOHD FIRDAUS ISMAIL
WAN ZAHARI WAN YUSOFF
ISMAIL ABDUL RAHMAN



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PREFACE

Events industry in general has undergone unprecedented growth in the recent past two decade. Moreover, since there is an increase in MICE events worldwide, there is a need to enhance the management of MICE event. A successful MICE event will give a good impression to the attendees and the sponsors. When the stakeholders in the event are pleased, it will ensure a prosperous and sustainable business for the event management industry. Through a well-planned event management approach, the events can be well coordinated and executed according to the organised plan. Expectantly, this research book provides an insight of MICE's event management by providing a guide of critical success factor to be considered by the event manager, and this will further improve the event manager's ability in organizing MICE events.

This book is targeted to students, researchers and also event practitioners who are dealing with event management. It is resourceful to postgraduate students who are carrying research work and also to undergraduate students in their final year project where this book describes the research process that includes the analysis of data. This book is organised into five chapters where the first chapter describes the meaning of event and also event management together with event planning process. The second chapter is about MICE event that portraying Malaysia as new international destination for the event. The third chapter identifies success factors of event management. While, the fourth chapter presents a research work on identifying critical success factors of MICE event management and the final chapter elaborates the application of critical success factors in organising MICE event.