



SINGAPORE MICE CHALLENGE

Information Kit

1. Introduction

Singapore MICE Challenge, organised by Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS), will be held in conjunction with Singapore MICE Forum (SMF) scheduled for 26 – 28 July 2023.

Singapore MICE Challenge (SMC), now in its 6th edition, is the platform where top teams from Institutes of Higher Learning (IHLs) will vie for the MICE Industry's most coveted title. The final round will take place on 28 July 2023.

1. Objectives of the Challenge:

- Provides an opportunity for students to gain real-life experiences in conceptualising, business testing and organising an event.
- Engages students by challenging them to apply theory to practice.
- Provides a platform for students to develop their creativity and present fresh and revolutionary ideas.

2. About the Challenge

The Context

The challenges of the pandemic hit us at our core and left us wondering what is to come next? It forced the industry to re-consider our role, relevance, and value that we bring to our economy and community. Throughout the two-and-a-half-year journey, we have learnt a lot about people, business and what is important to them. Where the business events industry is now, compared to the pre-pandemic period represents a monumental shift, in how people work, travel and meet.

Business models have fundamentally changed. An event organizer is now not only an event organizer. We must now embrace a new mindset - to re-think what is considered 'an event', re-imagine how we meet our audience's needs, how can we create great positive experiences and to step out into the market with different offerings. We need to utilise the skills around us – our staff, partners and networks – in new ways, and innovate, change, fail, and start again.

As we prepare ourselves for the great reset of our industry – let us look at how we can push forth and create the next generation event.

- The theme: “**The Great Reset – Creating the Next Generation Event**”
 - The Challenge’s theme will focus on the identified elements of **Digitalisation, Design Thinking & Sustainability**.
 - Based on the identified elements, participating teams are free to curate and design an event of the future from any industry sector through purposeful technology adoption [Digitalisation], explore revolutionary approaches in curating an event and its activities [Design Thinking] and sustainable practices [Sustainability].

3. Who Can Participate?

- SMC is open to all current students in the fields of MICE and/or Events Management, Business Management, Hospitality and Tourism in any local Institutes of Higher Learning (IHLs) from Institutes Technical Education (ITEs), Polytechnics, Universities and Private Educations.
- Each IHL may send any number of teams.
- The Intellectual Property Deed must be signed as part of the participation for the challenge. Refer to Clause 12.

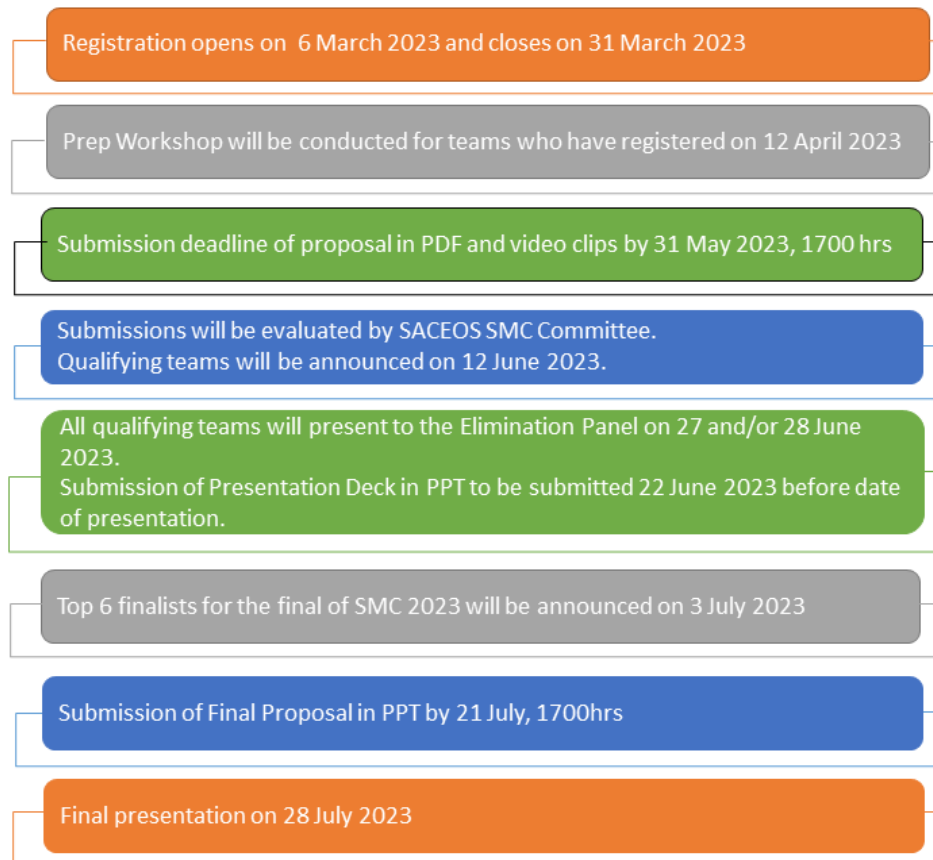
4. The Challenge Framework

•	Teams are to research, conceptualize and plan an exhibition, event and/or conference that is relevant, feasible within reasonable and specific time frames.
•	The proposed exhibition and/or conference by participating teams should be one that is distinct from the existing exhibitions, event and/or conferences .
•	The proposed concept must also include innovative features or ways in organising the exhibition, event and/or conference (example: delegate experience, meeting design)
•	The teams are to submit a complete business plan to encapsulate the following key considerations: <ul style="list-style-type: none">○ Concept/Synopsis of the proposed business event○ Relevance of the proposed business event within the industry○ Commercial viability of the proposed business event○ Innovative way of organising a business event○ All other business considerations

5. Participating Fee (to be paid upon registration)

- **SGD 350.00** per participating team (before 8% GST). Each team will comprise a maximum of 4 members.
- To register, please click [here](#) to complete the registration form online on or before **31 March 2023**.

6. Important Dates and Actions Points



7. Outline and Submission of Written and Video Proposal

The Proposal should consist of two parts:

Part 1: Written Proposal

i. Outline and Summary of the Proposal (ONE A4 page submission)

Each team is expected to submit an Abstract summarising their submission in the following format:

- Event Title
- Event Masthead with Logo (if any, 150pxH x 800pxW)
- Event Tagline (if any)
- Event Type (B2B, B2C or C2C)
- Industry / Audience Focus
- Proposed Date / Duration
- Proposed Venue
- Event Objectives (Point form)
- Event synopsis (300 words)

ii. Full Proposal

Each team is expected to submit a full proposal following the summary of the proposal in Point i. in the following format:

a. Executive Summary

- Identify the Problem(s) [of the intended project]
 - The Innovative Solutions [a transformative solution]
 - Project Description/Feasibility
 - Impact
 - What are the expected (medium to long term) benefits of the project to the Business Community [of the industry sector]?
 - Sustainability Considerations
- b. Landscape Analysis
- Research and analysis reports and data
 - Explore the past and current exhibitions and/or conferences held for the selected industry cluster
 - The opportunities in the selected industry cluster
- c. Event Concept
- Provide a brief description or outline about the event
- d. Detailed Programme
- Dates of event
 - Activities – description and rationale for the selection of activities
- e. Venue Selection
- Rationale of selection
- f. Marketing Plan / Advertising and Public Relations
- Selected marketing & communication channels
 - Usage of selected channels
- g. Logistics
- List the logistics required for the event
- h. References
- List of references

**Teams are strongly encouraged to propose new and innovative ideas for these components. Proposed ideas need not be entirely new for the industry, although they must include Significant Differences and Improvements to any existing event*

Part 2: Video Presentation

- A 3-5-minute video clip on the project proposal should be created
- Video file to be sent in any of the following formats: MP4, AVI and WMV

Written proposals in **PDF format (this may be in the form of slides)** and media files must be submitted via Dropbox.

No revision of any kind will be entertained after the submission deadline on 31 May 2023. Therefore, teams are strongly advised to submit their final versions after thorough internal checks.

Any supporting documents in Excel or Word formats must be named according to content and organised in Folders. Teams are to submit their final set of the proposal with supporting documents in the zipped folder and name the zipped folder by the respective institution and team name as below:

i.e. SMC2023_<name of school>_<team name>

example: SMC2023_SP_Team Zone

Submissions are to be submitted via allocated Dropbox no later than **1700hrs on 31 May 2023**. Representative from each team should inform organiser once submitted via email. Organiser will reply with an acknowledgement of receipt. Should the team not be able to submit via Dropbox, proposals are then to be emailed to smc@saceos.org.sg.

SACEOS reserves the right to exclude late submissions from the Challenge.

8. Submission of Presentation Deck by Qualifying Teams

Qualifying teams will submit their proposals by **31 May 2023**. All participating teams will present to the Elimination Panel on **27 and/or 28 June 2023**.

Presentation deck should be submitted in Microsoft PowerPoint format on **22 June 2023** before date of presentation via Dropbox. If unable to, Presentation deck is to be submitted via email to smc@saceos.org.sg. SACEOS reserves the rights to exclude late submissions from the Singapore MICE Challenge.

9. Submission of Presentation Deck for the Top 6 Finalists

Finalists will be announced on 3 July 2023 and will have about 2 weeks to prepare the finalised presentation deck for the final presentation on 28 July 2023.

Final presentation deck should be submitted in Microsoft PowerPoint format by **21 July 2023, 1700hrs** via Dropbox. If unable to, Presentation deck is to be submitted via email to smc@saceos.org.sg. SACEOS reserves the right to exclude late submissions from the Challenge.

No revision of any kind will be entertained after the submission deadline on 21 July 2023. Therefore, teams are strongly advised to submit their final versions after through internal checks.

10. Event Day

All teams are to report to the designated venue at least 2 hours before the event starts officially. A 5-minute test of slides and volume check on microphones will be extended to all teams. Please note that no revision of slides will be entertained on the event day itself.

All team members are to be dressed in proper business attire.

There is no restriction to the number of presenters though the team must not exceed the presentation time given 8 minutes per team in addition to 2 minutes Q&A.

The winning team will be announced on the same day after the presentation of all teams. A detailed programme will be shared with the participating teams in due course.

11. Judging Criteria

A. Relevance to the theme (25%)

The proposed concept will be judged on its conceptual plans and the incorporation of the theme into plans.

B. Marketing strategies (20%)

This component will be assessed based on the feasibility of proposed marketing plans.

C. Creativity (20%)

This component will be assessed based on the proposed concept and programming – with a comparison of between proposal and existing shows in the market.

D. Business viability and realism (20%)

This component will be assessed based on commercial relevance, realistic assumptions of concepts and figures.

E. Presentation skills (15%)

This component will be assessed based on the team's delivery, clarity and ability to support their concepts and ideas during their respective Q&A session.

12. Prizes for Winning Teams

On the Final day, the Top 3 winners will be accorded.

- Champion: S\$2,000.00
- 1st Runner-Up: S\$1,000.00
- 2nd Runner-Up: S\$500.00

Certificate of Participation will be made available to all participating Teams.

13. Intellectual Property Deed

Past participation in the Challenge has resulted in exposure and publicity for participating students, teachers and schools which have also led to industry players' increased interest in studying the submissions with a view towards commercialisation and realisation.

As part of the Challenge, participants shall assign all of the intellectual property rights in the inventions, discoveries, presentations, written matter, documents, pictures, sketches, drawings, regardless of media and form, that are conceived as a result of participation or first reduction into material form in the Challenge ("Intellectual Property") to SACEOS, for licence to interested parties for the purpose of conducting a feasibility study only. SACEOS shall ensure that these interested parties be bound by the requisite confidentiality clauses. In the event that an interested party wishes to commercialise a submission ("the Company"), SACEOS shall procure that Company to provide first right of refusal on the participants' part to be involved in the commercialisation of the submission and should the commercialisation be successful, to pay a royalty to the participants at a rate to be negotiated between the Company and the participants.

The above paragraph can be found in the legal document as attached in the email which SACEOS has drafted with professional legal advice. Please read through the document and sign off. All signed copies are to be submitted during the online registration by 2 April 2019.

14. Marketing and Publicity

As SACEOS and the MICE industry are an active community on social media i.e., Facebook, Instagram, LinkedIn, etc., participants and schools are highly encouraged to publicise their planning process and experience on social media.

For this purpose, the official social media tag for the Singapore MICE Challenge is **#SGMICEChallenge**.

SACEOS, its partners and other related bodies to the SMC 2023 shall not be held liable for any media posts related to the SMC 2023 not made by our authorising bodies.

15. Point of Contact

For any queries on participation, please call: 9732 3941 or email: smc@saceos.org.sg