XCELERATE TRAINING INSTITUTE

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TOURISM, EVENTS & SPORTS MANAGEMENT

MICE Tourism: Meetings, Incentives, Conferences and Exhibitions Training Course

Winning and Delivering Business Events and Conferences

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	CS-111

Upcoming dates

Dates	Venue	Format	Fee
4 – 8 Jan 2027	Barcelona	Classroom	€4,800
12 – 16 Apr 2027	Berlin	Classroom	€4,800
28 Jun – 2 Jul 2027	Live online	Online (live)	€1,200
19 – 23 Jul 2027	Cairo	Classroom	€3,600
25 – 29 Oct 2027	Casablanca	Classroom	€3,600
6 – 10 Dec 2027	Live online	Online (live)	€1,200

Register or ask a question

Online: x8ti.com/course/mice-tourism-meetings-incentives-conferences-and-exh…

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MICE Tourism: Meetings, Incentives, Conferences and Exhibitions Training Course

Introduction

Business events bring high-spending visitors and international exposure to destinations. The Gulf has become a leading global hub for meetings, incentives, conferences and exhibitions, with world-class venues and major events.

This course explains the MICE sector and how to win, plan and deliver business events, from bidding for conferences to managing delegates, venues, programmes and suppliers.

Learning Objectives

By the end of this course, participants will be able to:

- Understand the MICE industry and its value
- Bid for international conferences and events
- Plan conferences and business events
- Manage venues, suppliers and logistics
- Deliver excellent delegate experiences
- Measure the impact of business events

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants prepare a conference bid and plan a business event.

Benefits for Your Organisation

- Successful bids and events
- Satisfied delegates and clients
- Strong supplier management
- Economic impact for the destination

Benefits for You

- MICE planning skills
- Bid preparation experience
- Event logistics knowledge
- Career opportunities in business events

Who Should Attend

This course is designed for:

- Conference and event organisers
- Destination management company staff
- Convention bureau staff
- Hotel and venue sales teams
- Corporate event planners

Course Outline

Day 1: The MICE Industry

- Segments of the MICE industry
- Business events in the Gulf
- Convention bureaus
- Economic impact
- Industry trends

Day 2: Bidding

- Identifying events to bid for
- Bid documents
- Stakeholder support
- Site inspections
- Bid presentations

Day 3: Planning

- Event objectives and programmes
- Budgets
- Venue selection
- Suppliers and contracts
- Registration systems

Day 4: Delivery

- Delegate experience
- Logistics and transport
- On-site management
- Hybrid and virtual elements
- Incentive programmes

Day 5: Evaluation

- Measuring event success
- Delegate feedback
- Economic impact reporting
- Lessons learned

- Bid presentation

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Registration Form

MICE Tourism: Meetings, Incentives, Conferences and Exhibitions Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

Call
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Email this form
info@x8ti.com

Register online
Open the course page