



AFECA Asia MICE Youth Challenge 2016

INFORMATION SHEET

1. Objectives

The main objectives of the challenge are:

- To provide the students an opportunity to develop their creativity and present fresh and unique ideas for the industry.
- To make use of what they learn in school for industry experience by conceptualizing business-testing and organizing a MICE event.

2. The Challenge: Proposal

- The participating team is to conceptualize, business-test and organize one of the following components of MICE: **M**(meeting), **I**(incentive travel), **C**(conference) or **E**(exhibition) and to showcase the distinctive features and facilities of your country/area to convince that their destination is the BEST to host their created event.
- The selected component of MICE must be one that is **novel** (original and fresh, especially in conception and style).
- The team is to submit a complete business plan that covers the following key considerations :
 - o Concept of the proposed component
 - o Relevance of the proposed component within the industry
 - o Commercial viability of the proposed component
 - o Justify why their country/area is the best choice to hold this event
 - o All other business considerations

3. Participants

- All students majoring in MICE or Business Events, Business Management, Hospitality and Tourism related fields.
- Four (4) persons per participating team.
- 2 participating teams per country/area.
- Only registrations made through the respective country/area AFECA Association Members will be accepted.

4. Participating Fee (*to be paid only when the registration is approved*)

- USD400.00 per participating team of 4 members.
- Fee includes Admission to the Youth Challenge, Certificate for Participation and Closing Reception.

5. Presentation Duration

- 6 minutes presentation
- 2 minutes Q & A session



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6. Panel of Judges

- Panel of Judges are made up of some of the top MICE leaders in the world.

7. The Challenge: Key Milestones

Follow these deadlines to be part of the exciting *Youth Challenge!*

- Registration Deadline : (*Registration Form enclosed*) 30th August 2016
- Submission of Official Proposals : 30th September 2016
- Stage Presentation : 8th November 2016

8. Submission of Proposals

- Proposals are to be submitted on or before 30th September 2016 to afecaamiceyc2016@afeca.net
 (All proposals submitted will be final. No amendment by the participants will be entertained).

Attention: Ms Dilys Yong Mee Hiong
Chairperson, The Organising Committee
AFECA Asia MICE Youth Challenge 2016

9. Proposed Submission Contents

9.1 Submission of Event Proposal should be done in 2 formats:

- PDF format (minimum 10 pages to maximum 50 pages) to be given to the judges prior to the event
- PPT format to be used during presentation on the day of the event

9.2 Proposed outline of event proposal to be submitted:

9.2.1 Event Concept

- Provide a brief description or outline about the component / event.
- Explain how the component / event achieves the main objectives.
- Detailed Programme

9.2.2 Why is your country/area the best choice to hold this event?

- Landscape Analysis:
 - Conduct research on the Unique Selling Point (USP) of your respective country/area
 - Explore the distinctive differences among the respective other Asian countries/areas
- Reason for selecting - Promote Your Country/Area as MICE Destination

9.2.3 Event Budget

- Proposed revenue streams
- Estimated project budget

9.2.4 Marketing

- How do you plan to market the component/event to your target audience?

9.2.5 Project Team & Logistics

- Introduce the Project Team
- Venue & Hotel Accommodation selection
- List of other logistics required for the event

9.2.6 References

- List of websites / references



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9.2.7 Submission of Supporting Documents

Any supporting spread sheets or documents should be neatly named and organised in folders, and the entire submission sent as a Zip file. Should the submission exceed 5MB in size, please use a download link to submit the file.

Kindly note that all proposals regardless of formats have to be saved in the same manner as follows:

<Country/Area>_<Team Name> <Represented Organisation> – AFECAAMICEY C2016 Proposal.pdf

AND

<Country/Area>_<Team Name> <Represented Organisation> – AFECAAMICEY C2016 Proposal.ppt

10. Prizes for AFECA Asia MICE Youth Challenge 2016 winners

<u>Categories</u>	<u>Prizes</u>
Champion	Trophy for the Winning Team, Framed Certificate for the Winning Team Members and Cash Prize of USD2,000.00
1 st Runner Up	Trophy for the Winning Team, Framed Certificate for the Winning Team Members and Cash Prize of USD1,000.00
2 nd Runner up	Trophy for the Winning Team, Framed Certificate for the Winning Team Members and Cash Prize of USD500.00
Recognition Awards	3 Awards - Trophy and Framed Certificate for the Winning Team

11. Judging Criteria (Weighting)

11.1 Relevance to the Stated Objective (35%)

Proposed component/event judged on its conceptual plans and the relevance of proposal.

11.2 Marketing Strategy (20%)

Students assessed persuasiveness and feasibility of the marketing plan for proposed idea.

11.3 Business Viability (15%)

Proposal assessed on commercial relevance and business viability.

11.4 Creativity (10%)

The proposal assessed on creativity and feasibility of the plan.

11.5 Engagement & Communication (20%)

Team will be assessed on their sufficiency of stage presence (i.e. eye contact, vocal range) and the interest appeal to each individual (i.e. judges)

12 Publicity Before the Event

- Social Media – This can be done through various social media platforms such as Facebook, Twitter, WeChat etc. The main objective is to generate awareness and interest in the *Youth Challenge*.
- Associations - Association members of AFECA can help to disseminate the information to respective local institutions so as to communicate with institutions and students more effectively.
- All Participating Teams are welcomed to promote their participation in the event.



AFECA Asia MICE Youth Challenge 2016
Registration Form
DEADLINE : 30TH AUGUST 2016
 (All fields must be completed)

Role	Given Name	Surname	Education Level
Student 1			
Student 2			
Student 3			
Student 4			

Name of Participating Institution: _____

Submitted by AFECA Association Member (Sponsoring Organisation):

Country/Area: _____

Address : _____

Contact Person (Name) : _____ Designation: _____

Contact details: (Email) : _____

(Office) : _____ (Mobile) : _____

For more information, see Information Sheet on separate document.