



BE(COME) A MEMBER
What's in it for me?

August 2019

Our mission is to help MICE professionals working in



MEETINGS



INCENTIVES



SPECIAL EVENTS

We're focused on the development of
Incentives and Special Events.

- ✓ **Promote Macau as a destination** through new networks
- ✓ **Generate business** opportunities for its members
- ✓ Develop **independent reports** about the Macau MICE industry
- ✓ Produce creative **MICE educational programs** to its members
(and the industry in general)
- ✓ Be the **English-speaking platform** embracing all professionals
involved in the Macau MICE Industry

SOME PAST EVENTS

MISE MACAU MEETINGS, INCENTIVES AND
SPECIAL EVENTS ASSOCIATION
澳門會獎盛事協會



MISE BOARD ELECTION & INT'L GUEST SPEAKER



MGM COTAI INSPECTION & NETWORK



LAUNCH OF MACAO EVENT PLANNERS' GUIDE 2017/2018



RIO GRILL & SEAFOOD VENUE
& CASE STUDY

PAST EDUCATIONAL PROGRAMS

MISE MACAU MEETINGS, INCENTIVES AND
SPECIAL EVENTS ASSOCIATION
澳門會獎盛事協會



CIS CERTIFICATION PROGRAM 2019



IAPCO BESPOKE EDGE SEMINAR – 2018



CIS CERTIFICATION PROGRAM 2016



HOW TO BECOME A CMP PRESENTATION

GOVERNING BODIES - GENERAL ASSEMBLY



PRESIDENT

Scott Kreeger

Director

Galaxy Entertainment Group



VICE PRESIDENT

Synthia Chan

Director of Sales

Macau Tower



VICE PRESIDENT

Rebecca Choi

Co-Founder and Director,

Conde Group

GOVERNING BODIES - SUPERVISORY BOARD



PRESIDENT

Todd Cai

Powerhouse Convention and
Exhibition Ltd.



VICE PRESIDENT

Filipe Senna Fernandes, MBA, CIS

Catering Sales Manager, Resort Sales,
MGM



VICE PRESIDENT

Guiomar Pedruco

Managing Director, Summit MICE
Co. Ltd.

GOVERNING BODIES – EXECUTIVE BOARD

MISE MACAU MEETINGS, INCENTIVES AND
SPECIAL EVENTS ASSOCIATION
澳門會獎盛事協會



PRESIDENT

Bruno Simões, CMP

Managing Director,
DOC DMC Macau Ltd.



TREASURER

Nuno Calçada Bastos

Group Director of Marketing,
Macau Fisherman's Wharf



VICE PRESIDENT

Fion Lai, CMP

Assistant Director of Sales, MICE,
Sheraton Grand Macao Hotel



VICE PRESIDENT

Olinto Oliveira

Director, Live Communications,
MCI (HK & MACAU) LTD.



VICE PRESIDENT

Victoria Fuh

Vice President of Resort Sales,
MGM Macao

BUSINESS DEVELOPMENT & SALES

- Online Macao Events Planners Guide

The main project in this area is an “online events planner’s guide” - a marketing tool to promote the destination and help buyers to find the right event options in Macau. The major objective is to promote Macau at international markets (local market knows well options available) and therefore SEO (search engine optimization) is very important. This tool will be custom developed for MISE and should be paid by advertisers.

- Promote a RFP form online to pass request to MISE members

- Help members to liaise with IPIM regarding the support programs

ADMIN, FINANCE AND MEMBERSHIP

- Increase membership base to improve the representativeness of the association in the industry and provide financial resources

- Keep a balanced and sustainable financial situation

MARKETING & MEDIA RELATIONS

- Keep digital media of MISE updated and dynamic – website, Facebook, LinkedIn
- Create an informative newsletter for the MICE industry in Macau
- Cooperate with MICE specialized media to raise the profile of Macau as destination and the profile of MISE

EVENTS

- Organize an event every two to three months with purpose of:
 - Raise the media - profile of the association in the industry
 - Networking opportunities
 - Introduce new venues with potential for events
 - Learn from guest speakers

EDUCATION

- Continue to develop educational programs with international accreditation / recognition such as:
 - CIS, Certified Incentive Specialist by SITE (Society for Incentive Travel)
 - CMP, Certified Meeting Professional by EIC (Events Industry Council)
 - Invite guest speakers to present key learnings and case studies of their expertise

REPORTS (WHITE PAPERS)

- Planned reports at the moments are:
 - “Assessment of Macau as a destination for Congresses, Meetings and Incentives” (as started at IAPCO Edge Seminar in Dec 2018)
 - “Use of public space for private events” (comparative study of different destinations)cv

WHY BECOME A MEMBER

If you still have any doubt on why to join MISE....

- ✓ Sales - receive requests from clients that contact us
- ✓ Promote your company at MISE promotional events
- ✓ Enjoy discounted rates for our events
- ✓ Enhance network opportunities with the most relevant industry members
- ✓ Attend MISE education programs at discounted rates, for professionals and students
- ✓ There's no other association with such appealing fees and renowned members
- ✓ Students, this is the chance to join the industry from an early stage of your career, share your CV and increase the chances to land great opportunities.

MEMBERSHIP FEES

Corporate Membership

Large Companies

4,800 / year

4 representatives* *Representatives are the professionals that can attend general assemblies, MISE events and MISE educational training with membership discount.

Small / Medium Companies

2,400 / year

2 representatives *
*Representatives are the professionals that can attend general assemblies, MISE events and MISE educational training with membership discount.

Individual Membership

Professionals

1,200 / year

Active on the meetings industry

Students

600 / year

Must be under 26 years old and enrolled in full-time education.

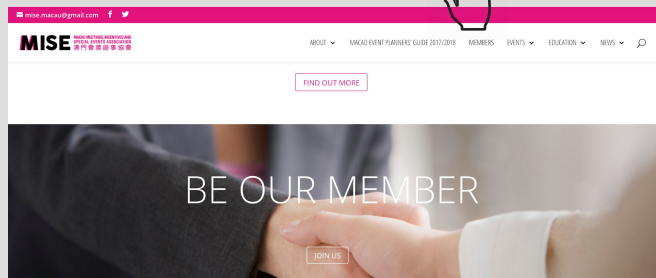
**Download the
application form here**



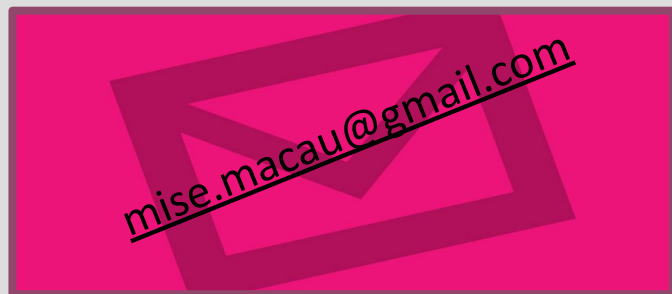
FOR MORE INFORMATION

MISE MACAU MEETINGS, INCENTIVES AND
SPECIAL EVENTS ASSOCIATION
澳門會獎盛事協會

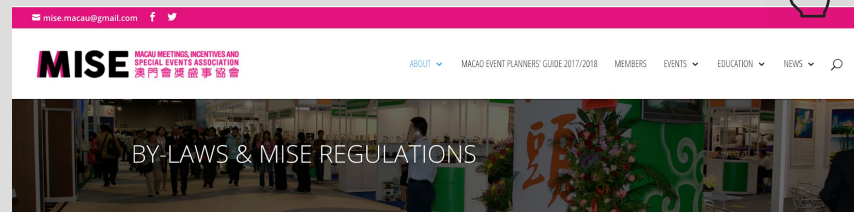
Visit MISE website here



Send us an email to



Check the Membership Regulations here





P R O M O T E
C O N N E C T
L E A R N