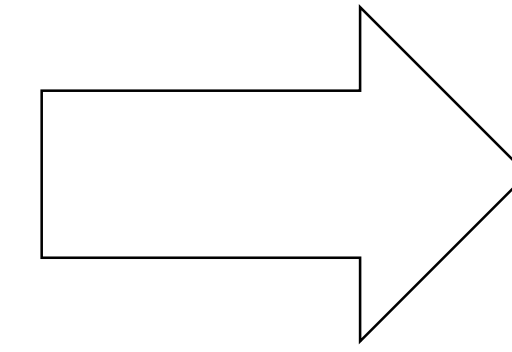


MICE revisited: Towards a Sharper Definition of MICE Business

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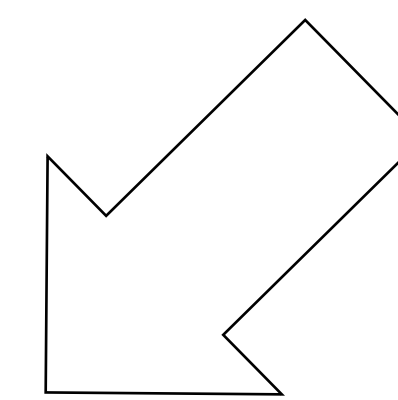
Introduction

- In order to understand if MICE is used consistently in science, we analyse journal articles from the Journal of Conventions & Event Tourism from 2010-2019 concerning their use of the MICE acronym.
- We use “MICE” as a search word on the journal’s website and screened the resulting papers.
- Table 1 shows selected examples of how different sources in the same journal apply different acronyms and even different understandings of MICE.
- Interesting to see, that in some cases the MICE definition is varying even for similar authors.
- This indicates that there is a contextual use of the definitions which fosters the ambiguity of the acronym.
- Apart from MICE, other acronyms such as *MEEC* - Meetings, Expositions, Events and Conventions (Fenich, 2019), *Meetings Industry* (MIA, 2019), or *C&E* (Chan et al., 2019) are in use.

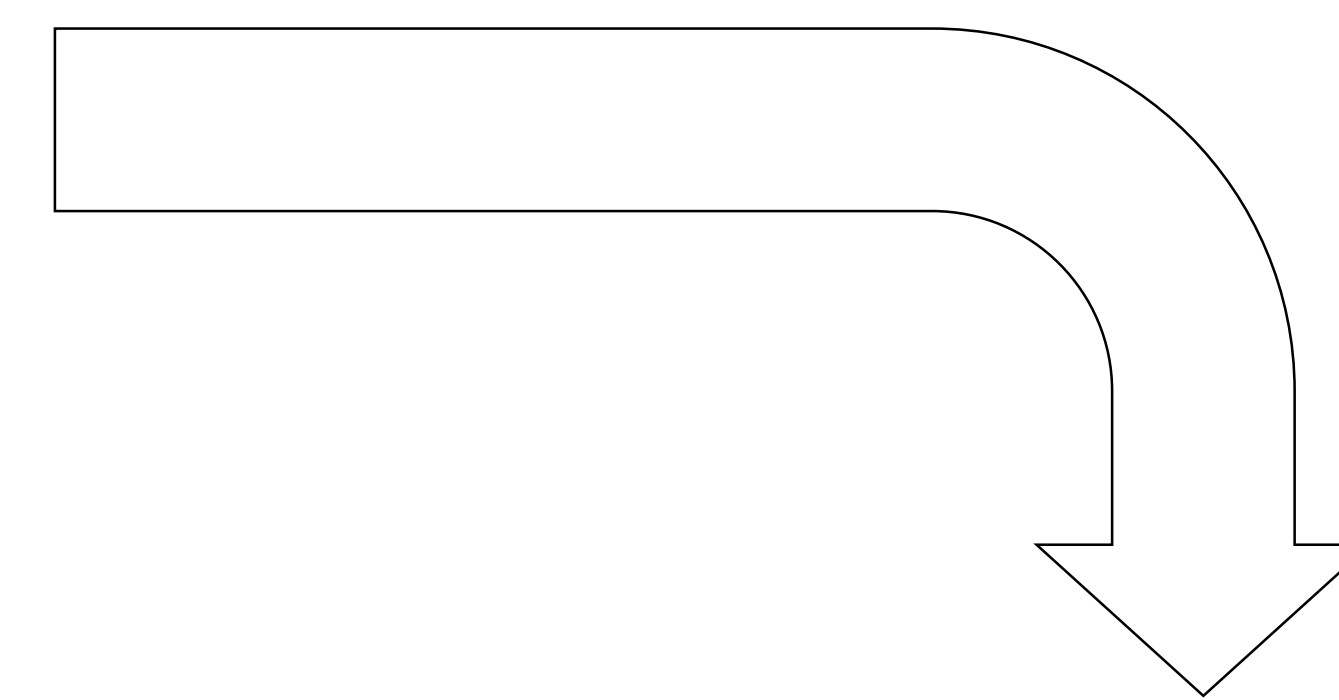


Selected sources	M	I	C	E	alt. acronym
Alananzeh et al., 2019	Meetings	Incentive Travel	Conventions	Exhibitions	-
Chan et al., 2019	-	-	Convention	Exhibition	C&E
Alananzeh et al., 2018	Meetings	Incentive Travel	Conferences	Exhibitions	-
Draper, et al., 2018	Meetings	Expositions	Events	Convention	MEEC
McCartney & Leong, 2018	Meetings	Incentive Travel	Conventions	Exhibitions	-
Rezaei et al., 2018	Meetings	Incentives	Conferences	Exhibitions	-
Carvalho et al., 2017	Meetings	Incentives	Conferences	Events	-
Pearlman, 2016	Meetings	Incentives	Conventions	Exhibitions	-
Lee & Fenich, 2016	Meetings	Incentives	Convention	Exhibition	-
Fenich et al., 2012	Meetings	Expositions	Events	Conventions	MEEC
Draper et al., 2011	Meetings	Incentives	Conventions	Events	-

Table 1: Selected peer-reviewed articles in JCET and their understanding of MICE; source: own table.



Structured reflection of the definition



Derivation of propositions

Propositions for a Sharper Definition of MICE

- Proposition 1: MICE stands for Meetings, Incentives, Conventions and Exhibitions.*
- Proposition 2: MICE is focused on a B2B (corporate) target group, not on B2C (leisure).*
- Proposition 3: MICE does include incentives, despite its leisure character in implementation.*
- Proposition 4: Bilateral meetings (with the exceptions of VIP) are not part of the MICE definition.*
- Proposition 5: MICE does not include non-promotable business meetings.*

MICE sub cat.	Event format	PO	Target Group	Focus	Purpose	Proposed action
Meetings	Internal bilateral meetings	no	C	C	exchange	exclude, non-promotable
	Internal team meetings	no	C	C	exchange	exclude, non-promotable
	Internal board meetings	no	C	C	exchange	exclude, non-promotable
	External board meetings	yes	C	C	exchange	keep
	Annual conferences	yes	C	C	exchange	keep
	Training seminars	yes	C	C	learning	keep
	Product events / shows / exhibitions	yes	C	C	learning	keep
	Strategic outlook / planning sessions	yes	C	C	exchange	keep
Incentives	Retreats	yes	C	L	reward	keep
	Individual incentives	yes	C	L	reward	exclude, only 1 individual
	Team incentives	yes	C	L	reward	keep
Conventions	Partner incentives	yes	C	L	reward	keep
	Conferences	yes	C	C	learning	keep
	Congresses	yes	C	C	learning	keep
	Congresses	Conventions (corp.)	yes	C	C	learning
Exhibitions	Festivals (corp.)	yes	C	C/L	learning	include as a new format
	Conventions (leisure)	yes	L	L	enjoying	exclude, leisure customers
	Exhibition / Exposition / Trade fair	yes	C	C	learning	keep
Events	Concerts	yes	L	L	enjoying	exclude, leisure customers
	Cultural Events	yes	L	L	enjoying	exclude, leisure customers
	Leisure Festivals	yes	L	L	enjoying	exclude, leisure customers

Table 2: MICE definition split into event formats and categorization, C=Corporate, L=Leisure, PO=professional organizer; Source: Own table.