

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in MICE Operations

Foundation Level



LAPT — London Academy of Professional Training

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Reference TT-MET-F • Travel and Tourism Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	TT-MET-F
AWARD	Certificate
ASSESSMENT	445 marks — 267 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Customer Service in MICE 4 chapters · 20 classes 45 marks	• 1 Understanding the MICE Customer Service Landscape — 5 classes › 1.1 Exploring MICE Customer Service Essentials › 1.2 Identifying Key Stakeholders in MICE Events › 1.3 Analyzing Customer Expectations in MICE Operations › 1.4 Implementing Effective Communication Strategies › 1.5 Evaluating Customer Feedback for Service Improvement • 2 Effective Communication Skills for MICE Professionals — 5 classes › 2.1 Understanding the Basics of Effective Communication in MICE › 2.2 Identifying and Adapting to Diverse Communication Styles › 2.3 Enhancing Active Listening Skills for MICE Professionals › 2.4 Mastering Non-Verbal Communication Techniques › 2.5 Applying Effective Communication Strategies in Real-World MICE Scenarios • 3 Enhancing Customer Experiences in MICE Events — 5 classes › 3.1 Understanding Customer Expectations in MICE Events › 3.2 Identifying Key Touchpoints in the Customer Journey › 3.3 Techniques for Effective Customer Engagement › 3.4 Strategies to Personalize the Customer Experience › 3.5 Evaluating Customer Feedback to Improve MICE Services • 4 Handling Customer Service Challenges in MICE Environments — 5 classes › 4.1 Understanding Customer Expectations in MICE › 4.2 Identifying and Analyzing Service Challenges in MICE › 4.3 Developing Effective Communication Skills for MICE › 4.4 Implementing Problem-Solving Techniques in MICE Settings › 4.5 Evaluating and Reflecting on Customer Feedback in MICE
2 Event Marketing and Promotion 0 chapters 65 marks	
3 Event Planning Fundamentals 4 chapters · 20 classes 115 marks	• 1 Understanding Event Planning in the MICE Sector — 5 classes › 1.1 Exploring the MICE Sector: Concepts and Components › 1.2 Identifying Key Stakeholders in Event Planning › 1.3 Analyzing Event Types and Their Unique Requirements › 1.4 Integrating Planning Tools and Techniques for MICE Events › 1.5 Applying Best Practices for Successful Event Execution • 2 Designing Effective Event Concepts and Objectives — 5 classes › 2.1 Understanding Event Concept Development › 2.2 Identifying and Analyzing Event Objectives › 2.3 Crafting Engaging Themes for Events › 2.4 Aligning Event Goals with Stakeholder Needs › 2.5 Evaluating the Impact of Well-Defined Event Objectives • 3 Coordinating Logistics and Resources for MICE Events — 5 classes › 3.1 Understanding MICE Event Logistics › 3.2 Identifying Key Resources for Successful Events › 3.3 Developing a Comprehensive Logistics Plan › 3.4 Coordinating Suppliers and Stakeholders › 3.5 Implementing and Monitoring Event Logistics • 4 Evaluating Event Success and Stakeholder Satisfaction — 5 classes › 4.1 Understanding Key Metrics for Event Evaluation › 4.2 Gathering and Analyzing Stakeholder Feedback › 4.3 Measuring Financial Success and ROI of Events › 4.4 Conducting Post-Event Surveys and Interviews › 4.5 Implementing Lessons Learned for Future Events

• 1 Understanding the MICE Sector: Scope and Significance — 5 classes

- › 1.1 Exploring MICE: An Overview of Core Components
- › 1.2 Identifying Key Stakeholders in the MICE Sector
- › 1.3 Examining the Economic Impact of MICE Events
- › 1.4 Understanding Diverse MICE Event Types
- › 1.5 Analyzing Trends and Challenges in the MICE Industry

• 2 Key Stakeholders and Their Roles in MICE Operations — 5 classes

- › 2.1 Identifying Key Stakeholders in MICE Operations
- › 2.2 Understanding the Roles of Event Planners
- › 2.3 Exploring the Functions of Venue Managers
- › 2.4 Examining the Responsibilities of Suppliers and Vendors
- › 2.5 Analyzing the Impact of Attendees and Sponsors

• 3 Types of MICE Events: Characteristics and Functions — 5 classes

- › 3.1 Exploring MICE: Unpacking Meetings and Their Roles
- › 3.2 Understanding Incentives: Motivations and Impact
- › 3.3 Delving into Conferences: Purpose and Structure
- › 3.4 Analyzing Exhibitions: Experiences and Engagement
- › 3.5 Integrating MICE: Comparative Analysis and Best Practices

• 4 Current Trends and Challenges in MICE Tourism — 5 classes

- › 4.1 Exploring the Key Trends Shaping MICE Tourism
- › 4.2 Understanding the Impact of Technology on MICE Operations
- › 4.3 Analyzing Sustainability Practices in MICE Industry
- › 4.4 Identifying Challenges and Opportunities in MICE Tourism
- › 4.5 Applying Innovative Solutions to Overcome MICE Challenges

• 1 Introduction to Venue Selection and Layout Design — 5 classes

- › 1.1 Understanding the Importance of Venue Selection in MICE Operations
- › 1.2 Identifying Key Criteria for Venue Selection
- › 1.3 Exploring Venue Layout Options and Their Impact
- › 1.4 Analyzing Venue Accessibility and Logistics Considerations
- › 1.5 Applying Layout Design Principles to Optimize Event Spaces

• 2 Managing Logistics and Operations — 5 classes

- › 2.1 Understanding the Role of Logistics in MICE Operations
- › 2.2 Identifying Key Venue Logistics Requirements
- › 2.3 Coordinating Supplier and Vendor Logistics
- › 2.4 Implementing Efficient On-Site Operations Management
- › 2.5 Evaluating and Optimizing Event Logistics Post-Event

• 3 Technology Integration in Venue and Logistics Management — 5 classes

- › 3.1 Exploring Digital Tools in Venue Management
- › 3.2 Implementing Real-Time Event Communication Systems
- › 3.3 Leveraging Data Analytics for Logistical Efficiency
- › 3.4 Enhancing Visitor Experience with Smart Technologies
- › 3.5 Evaluating Security Technologies for Event Safety

• 4 Sustainability and Risk Management — 5 classes

- › 4.1 Understanding Sustainability in Venue Management
- › 4.2 Identifying Environmental Impacts and Mitigation Strategies
- › 4.3 Analyzing Risk Factors in Event Logistics
- › 4.4 Implementing Green Practices in Event Planning
- › 4.5 Assessing and Managing Risks for Sustainable Events