

# MICE Training (3 Days)

## THEME: Understanding the MICE Landscape and Laying Strategic Groundwork

### TOPIC

- Global MICE Trends
- Understanding MICE Requirements
- MICE Site Readiness Tool
- Assessing Destination Readiness
- Workshop: Self-assessment of participants' destination using MICE readiness criteria.

### DESCRIPTION

- Post-COVID recovery, hybrid formats, sustainability, and diversity in MICE.
- Meetings, Incentives, Conferences, Exhibitions – characteristics, expectations, and value.
- Socio-economic impact of MICE, employment generation, investment, accessibility, branding.
- Infrastructure, human capital, accessibility, local services, policy environment.

## DAY 2: DESTINATION MARKETING & EVENT BIDDING

## THEME: Positioning Your Destination and Winning Events

### TOPIC

- Branding your MICE Destination
- Digital Tools for MICE
- MICE Sales Toolkit and Bid Processes
- Public-Private Stakeholder Models
- Workshop: Simulated bid preparation for an international conference.

### DESCRIPTION

- Crafting and communicating a unique MICE value proposition.
- Website essentials, SEO, social media, storytelling, influencer use.
- Types of bids, reading RFPs, writing compelling proposals.
- Coordinating DMCs, venues, government, and private partners.



## DAY 3: STRATEGY, SUSTAINABILITY & ACTION PLANNING

### THEME: From Planning to Execution: Building a Sustainable MICE Strategy

#### TOPIC

- Sustainable MICE Practices
- Technology & Innovation in MICE
- MICE Governance & Stakeholders
- Setting KPIs & Tracking Performance
- Final Workshop: Develop a Mini Strategic MICE Action Plan (destination-specific).
- Deliverable: Group presentations with expert feedback.

#### DESCRIPTION

- Green events, zero waste conferences, carbon offsetting, certifications
- Event apps, registration systems, data analytics, hybrid event tech.
- Role of a national convention bureau, policy alignment, governance models.
- Delegates hosted, spend per delegate, event distribution, ROI.

## DAY 4: STRATEGIC MICE CONSULTANCY AND POLICY DEVELOPMENT

### THEME: Designing MICE Policy and Strategic Governance for Long-Term Impact

#### TOPIC

- Policy drafting toolkit
- Institutional structure examples (benchmarking)
- Sample national MICE strategy framework

#### DESCRIPTION

- Developing a National MICE Strategy: How to align policy frameworks with tourism, trade, and economic development goals.
- Institutional Models: Structuring convention bureaus and their interaction with ministries, city governments, and private sector.
- Regulatory Frameworks: Key enablers such as visa facilitation, tax policies, environmental compliance, and incentive schemes.
- Funding & Investment Approaches: Identifying and mobilizing public and private sector investments to grow the MICE sector.
- Legal & Policy Enablers: Addressing governance, compliance, and long-term sustainability through frameworks.
- Workshop: Drafting an institutional reform roadmap for each destination.



## RECOMMENDED PARTICIPANTS

- National or city tourism offices
- Convention bureau staff
- Event service providers (PCOs, DMCs, venues)
- Hospitality and airline sector reps
- Policy makers in economic development

## TRAINING OUTPUTS

- Personalized Destination MICE Readiness
- Sample Event Bid Experience
- Mini Strategic MICE Action Plan
- Certification of Completion

## RATES AND CONDITIONS

**TOTAL INVESTMENT: N\$ 4500**

### NOTES:

- The price accounts for 4 days and 30 hours follow-up consultancy.
- Does not include travel, accommodation and F&B.
- Payment to be received in full.

**Date: 1-3 September 2025**

**Venue: The MTC Dome Hotel Swakopmund**

## ADMINISTRATIVE CONTACTS

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# Trainer Profile

Linda Pereira PhD

## OVERVIEW

**LINDA PEREIRA**, CEO, Message Architect, CNN Commentator, University Lecturer, Global G100 Chair for Communication, Entrepreneur, International Consultant, Speaker, Trainer & Meeting Industry Expert.

## BIO

**Linda Pereira** is the senior partner and Chairwoman of the Advantage Consultants Group and CEO of CPL Events & Consultancy. She is also a Global 100 Leader in her sector, President of the Association for Cooperation, Economic Development & Internationalisation and Chairwoman of the Board of various companies. In addition to her long and respected career as one of the most influential voices in the Live Communication industry, she is respected internationally as a communication strategist, speaker, writer and as an educator. She has been an invited speaker in over 149 cities and all continents.

Internationally known as the Destination Diva for her work in destination promotion and branding and as expert bidder and a feared competitor, she is often contracted by a variety of destinations to present bids on their behalf. She has played an active role in many major events and bids for world events and has worked on the major events which marked the last 35 years. She is also an invited lecturer at three different international Universities where she lectures strategic meetings management, corporate diplomacy, destination branding and international protocol. She is recognized for her efficiency and professionalism and thinking outside the box.

Linda is absolutely passionate about associations and sits on a variety of international association boards herself. As a consultant to a variety of international Governments and Associations, she is considered one of Europe's most influential voices in the business travel industry and has received various awards from around the world. She also received the medal of honour for responsible entrepreneurship for her commitment to promoting culture and heritage and for CSR initiatives and was voted one of the world's top 100 PCOs for three consecutive years.

She is listed among the top 100 Women CEOs of ecommerce companies by WE magazine from the USA. In 2021 and 2022 she was also considered one of the top 50 Women Rocking the Web. She was the European Ambassador for the Sands COTAL Macao for five years and is the current ambassador for the City of Johannesburg in South...



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She sits on various Advisory Boards as well as Education Committees. She was the Chair of the International and European Association Congress for three years and was voted the Events Personality of the Year and received the Global Marketing Personality Award from WE Magazine in the USA.

She has also received numerous business awards and held two mandates as President of the Global Council for Women in Leadership. She is currently President of a Women Investor's Group which attracts investment and venture capital for companies founded by women. In 2022 she became the Global 100 Chair for Communication, Advocacy & Mediation Wing and has recently been appointed Secretary-General of the Observatory for the Future of Humanity.

She has been an activist for gender parity for over 40 years and sits on the board of both the Women's Chamber Portugal-India and Portugal-Holland as well as few Foundations. She has also been special advisor to various Ministers for Tourism, and Consultant to the Kingdom of Saudi Arabia. She sits on the Advisory Council for the Leader Magazine and the Venues of Excellence Certification Board. She is currently the Chair of the Women's Economic Forum in Portugal, Namibia, Angola and Dubai.

She is also listed in the Brainz CREA Global Awards — a prestigious list of top entrepreneurs, influential leaders, and innovators who have been recognized for their innovative ideas, resourcefulness, adaptability in business and contributions to sustainability. In July 22 Linda received an Honorary Doctorate (PhD) by RAI University in India in recognition for her exceptional dedication to improving the lives of others, through research, activism, education, public service, and philanthropy.

In 2023, she was voted Woman of the Decade by both the Women's Economic Forum UK and Global 100 Leaders. In 2025, she was awarded the title of Best CEO of the Year in the Communication sector at the European Awards Gala held in Madrid, Spain. In Portugal, she was honoured with the Mário Pereira Gonçalves Prestige Award by AHRESP – the Portuguese Hotel, Restaurant and Catering Association – a distinction that recognises individuals who have stood out most in the Tourism sector throughout their careers.

She considers her two daughters to be her greatest achievement.

