DEVELOPMENT OF GLOBAL MICE CRITERIA
AGENDA (14:30-15:45)

14:30-14:45 Introduction
14:45-14:55 Working draft sharing
14:55-15:25 Group activity
15:25-15:45 Sharing group discussion
PURPOSE OF WORKSHOP

1. To raise awareness of the development of GSTC MICE Criteria
2. To get your input in MICE Criteria draft
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1.1 Development of the GSTC MICE Criteria  
1.2 ISEAL Standard-Setting Code  

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2.3 GSTC Criteria  

## 3 GSTC MICE Criteria
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3.2 Scope of the Criteria  
3.3 Objectives and Uses  
3.4 Outcomes  
3.5 Risks  

## 4 Standard-Setting Process
4.1 Approach to the GSTC MICE Criteria Development  
4.2 Criteria Development Process  
4.3 Stakeholder Mapping  
4.4 Guiding Principles  
4.5 MICE Criteria Development Process Management
LEAD AND COLLABORATION

- GSTC Team
- External experts
- Advisory Group
- GSTC MICE Working Group
- Key Stakeholders
- Public Engagement - Public consultation & Feasibility Assessment
- Disadvantaged Group Engagement
- GSTC International Standards Committee (ISC)
TECHNICAL TEAM

• Professor Burak Saka, Cappadocia University
• Professor Byeongcheol Lee, Kyonggi University
• Ms. Julia Spangler, Ecosystem Events
• Dr. Mihee Kang, Assurance Director
• Ms. Emi Kaiwa, Asia Pacific Manager
• Dr. Soyoung Lee, Project Manager
# ADVISORY GROUP

<table>
<thead>
<tr>
<th>Geographical Scope Scope</th>
<th>Name</th>
<th>Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Global</td>
<td>Sustainable Hospitality Alliance (SHA)</td>
<td>NGO</td>
</tr>
<tr>
<td>2 Europe</td>
<td>Visit Berlin</td>
<td>Public</td>
</tr>
<tr>
<td>3</td>
<td>Visit Oslo</td>
<td>Public</td>
</tr>
<tr>
<td>4 America</td>
<td>Green Key Global</td>
<td>Private (CB)</td>
</tr>
<tr>
<td>5 Asia</td>
<td>Osaka Convention Bureau</td>
<td>Public</td>
</tr>
<tr>
<td>6</td>
<td>Suwon convention &amp; Visitor Bureau</td>
<td>Public</td>
</tr>
<tr>
<td>7</td>
<td>Singapore Tourism Board</td>
<td>Public</td>
</tr>
<tr>
<td>8</td>
<td>Singapore Association of Convention &amp; Exhibition (SACEOS)</td>
<td>NGO</td>
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</tbody>
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SCOPE OF MICE CRITERIA

• **Venue:** A closed or open place, operated or owned by a person or institution, which is designated for events, exhibitions, meetings, and conferences.

• **Event organizer:** An individual professional, team, or organization who plans, organizes, or is contracted to organize, and manages events for individuals, businesses, organizations, and other clients. It is also known as an event planner.

• **Event/Exhibition:** A specific occasion for which people are convened for a limited time (usually days or weeks) for a specific purpose. The event/exhibition is owned by a person, body, committee or institution, which is responsible for its management.

GSTC has already Criteria for Hotels and Destinations (Attraction Criteria Development will be developed)

GSTC has no plan for Audio-visual and Food & Beverage.
DEVELOPMENT PROCESS

Identification and confirmation of Criteria development
Organizing technical team
Planning and public announcement
Study (1st draft)
Public consultation II
Draft revisions as needed
Feasibility assessment
Compiling and revision (2nd draft)
Public consultation I
Compiling and final draft
Consensus
Formal adoption
Publish

End of February 2024

5 April, 2023

~June 15th

Workshop during the Conference in Antalya (May 11)
GSTC Industry Criteria:
42 Criteria, 167(H)/182(TO) Indicators

Sustainability Management
- 13 Criteria
- Hotels: 48 Indicators
- TO: 50 indicators

Social & Economic
- 9 Criteria
- H/TO: 32 Indicators

Cultural
- 4 Criteria
- H: 14 Indicators
- TO: 17 Indicators

Environmental
- 16 Criteria
- H: 73 Indicators
- TO: 83 Indicators
TIME TO WORK

Choose **one** of the sub-sectors based on your priority:

- Venue
- Event Organizer
- Exhibition Services

Work on A, B, C, or D as the table indicates

* Appoint a person to take notes
* Focus on **INDICATORS**
WHAT TO SHARE

1. Your choice of sub-sector
2. CRITERIA newly suggesting
3. Max 5 INDICATORS
Share your discussion!