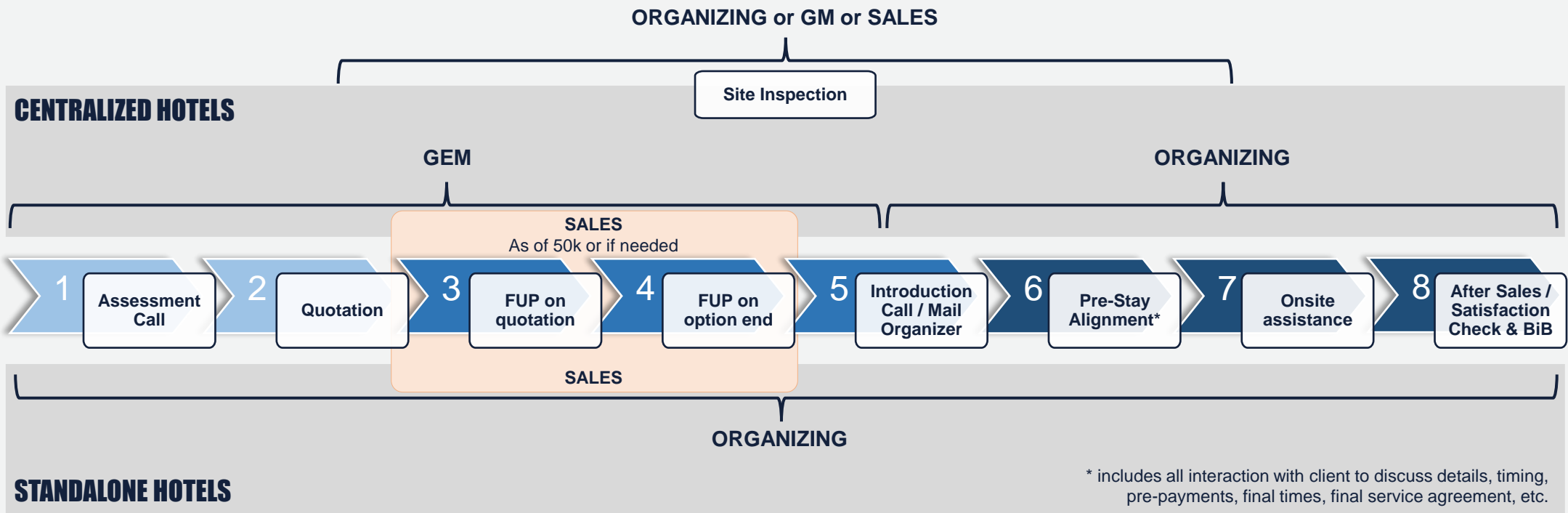




POINTS OF CONTACT FOR THE MICE CUSTOMER JOURNEY

MICE Operational Promise
January 2025

Navigating the complexities of our business requires a well-coordinated approach from three key perspectives: Account Handler, GEM, and Hotel. By ensuring seamless communication with our MICE stakeholders, we can significantly boost our conversion rates and drive success. Let's work together to make every interaction count!



GOLDEN RULES OF ENGAGEMENT

★ Transparency

All contact persons should **clearly explain** to the client why they are entering or exiting the process or handing over to another team member.

★ Competence

Avoid mentioning the need to consult with the revenue team to ensure your **competence** is not undermined.

★ Confidentiality

Do not reveal **internal decision-making processes** or discredit other stakeholders.

★ Documentation

Use **C4C** to document important information about the group and client. For Business Units that do not use C4C in hotels, use **TMS BF Speech Remarks**.

★ Coordination

It's not about the number of contacts; it's about ensuring everyone involved is **properly briefed** and **feels responsible**.