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Roadmaps / Innovations / Video from 8D / Virtual Fam Trips / Support for hybrids / Sustainable development.

Industry roadmap in Singapore

The Singapore Association of Convention and Exhibition Organizers and Suppliers (SACEOS,) together with the Singapore Tourism Board (STB) and Enterprise Singapore (ESG), have launched the Events Industry Resilience Roadmap (IRR) which provides guidance on safety measures and best practice during the gradual return of business events during the COVID pandemic. The IRR presents three strategic goals:

1. Industry support in implementing best-in-class standards under the Safe Business Events Framework STB.
2. Creating business models with an emphasis on hybridization.
3. Designing career paths in a new way.

The IRR also provides guidelines for the SG SafeEvent standard; this is aimed at certifying that the event meets the requirements for security, compliance and wellbeing in the COVID-world.

Japan hosts Virtual Fam Trips

The Japan National Tourism Organization (JNTO) offers online Fam trips as part of the hosted buyers program operated by the Convention Bureau. "Meet Japan", to be held in virtual form on January 26 and February 4, 2021, is aimed at helping international associations and PCOs learn more about the congress cities in the country and to establish contact with local suppliers.

Kobe announces a support package for hybrid events

At the annual "Meet in Kobe" meeting, held this year in hybrid form, the Kobe Convention Bureau announced a new support package for hybrid meetings taking place in Kobe from October 2020. The package includes organizational and financial support of up to JPY 5 million (\$ 47,795) for international conventions and up to JPY 2 million (\$ 19,118) for national conventions.

Thailand presents its business plan for 2021

The Thailand Convention and Exhibition Bureau (TCEB) has unveiled its business plan for 2021, focusing on reviving Thailand's business event industry and strengthening the foundations of sustainability. Guided by the concept of "New Normal MICE - Sustainable Growth", the plan includes four strategies:

1. Promoting national meetings, incentives, conferences and exhibitions (MICE) industry.



2. Attracting international events.
3. Implementation of innovations.
4. Development of a robust MICE ecosystem.

Thailand is constantly focused on innovation

The Thailand Convention and Exhibition Bureau (TCEB) has launched the third edition of "Thailand MICE Startup". The competition, designed to boost Thailand's competitiveness after COVID-19, pairs start-ups and tech companies with event industry entrepreneurs to compete for the best innovations in the meeting industry. To date, there have been 23 candidates who need to form teams to develop innovations that can solve the problems faced by entrepreneurs organizing business events during the COVID-19 pandemic.

Tourism Australia inspires event planners with 8D

In order to inspire event planners, Tourism Australia has launched a new 8D campaign featuring six videos with some of Australia's most famous destinations. Unlike other marketing campaigns organized by tourism organizations around the world, Tourism Australia is the first to use 8D sound of the highest quality, allowing listeners to experience a three-dimensional effect through the headphones.

The recordings are available on the Business Event Australia website