



# WIN Meetings and Events

The Meetings, Incentives, Conference and Events/Exhibitions (MICE) market is an area that needs specialisation and many WIN Agency Partners provide this valuable service in addition to delivering their customers' travel needs.

## Definitions – what is MICE?

MICE summarises multiple types of events: meetings, conferences, incentive trips and exhibitions and is also referred to as SMMP (A Strategic Meetings Management Programme). MICE is an industry that is increasingly important to the travel sector – primarily to business travel but also to leisure agencies through group travel and incentive trips.

Due to the complexity of the MICE market, the needs of a client may not fall clearly into one category or another. Providing MICE solutions to clients requires additional expertise and a strong network of contacts to draw on.

## Why should a Corporate award its MICE business to a Travel Management Company within the WIN network?

Awarding a contract to an Agency Partner within WIN is a significant advantage when it comes to the implementation of a MICE programme.

Our Agency Partners, being primarily SME businesses, have the ability to focus on your business and deliver a tailored approach to reflect your needs. They also have greater buying power, access to local ticketing prices and a worldwide network of vetted partners to help deliver your meetings strategy.

## What WIN does for its Agency Partners

As with all other areas of our members' businesses, WIN works with its Agency Partners to provide business support.

In the UK, WIN works with its consortium partner to provide a MICE toolkit, delivering support and guidance in various areas of the MICE industry. International Agency Partners have access to preferred rates with technology providers, enabling them to deliver seamless event management and reporting. The WIN network also allows them to work with other WIN Agency Partners based on the ground in event destinations, delivering a smooth client experience.

**For further information, please contact us via:**  
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