

■ CALL FOR PAPERS ■

International Convention & Expo Summit 2011

"New Market Opportunities and Challenges for MICE Industry"

Seoul and Chuncheon, Korea

April 1-3, 2011

www.ices2011.com

The 2011 International Convention & Expo Summit (ICES) will be held in Seoul and Chuncheon, KOREA from 1st to 3rd of April, 2011.

Annually held each year either in Hong Kong or Singapore, the ICES 2011 will be held for the first time in Korea. Hence, the ICES 2011 will be the first Summit hosted and organized by Hallym University of Graduate Studies in Seoul, KOREA, in partnership with The Hong Kong Polytechnic University and the University of Nevada, Las Vegas (Singapore Campus).

The ICES 2011, under the theme of "New Market Opportunities and Challenges for MICE Industry" including medical tourism and other aspects of emerging tourism, will provide you with great opportunities for industry-academic exchange with academics, researchers, industry practitioners and representatives of professional industry associations in the MICE field.

○ WHO SHOULD ATTEND?

The International Convention & Expo Summit is a comprehensive education and research-oriented meeting for the convention and exposition industry. Befitting the global nature of the industry, contributions are invited from around the world from:

- Educators in the field of convention, events, exhibition, tourism and hospitality;
- Industry practitioners in convention, events, exhibition, tourism and hospitality;
- Students in convention, events, exhibition, tourism and hospitality;
- Industry consultants;
- Government organizations involved in managing and marketing conventions, exhibitions, events and tourism;

- Representatives of professional industry associations; and
- Others interested in the field.

○ POTENTIAL PAPER TOPICS

The theme of ICES 2011 is "New Market Opportunities and Challenges for MICE Industry". Papers dealing with a broad range of topics related to research and education in the convention and exposition field in particular, but also those of related fields such as incentive travel and events would be considered for presentation at the Summit. Potential topics included, but not limited to, are:

1) Greening and Effective Managing of MICE

- Innovations and Green Growth in MICE
- Present Challenges and Future Opportunities in Incentive Travels
- Green Meetings, Events, and Expos
- Effective Meetings, Events and Expos: Problems and Solutions

2) Education and training in MICE

- Developing effective curriculum
- Learning and teaching in MICE
- Student field trips as experiential learning
- Work Integrated Education in MICE

3) Marketing Research in MICE

- Participants decision making in MICE
- New emerging tools in Marketing
- Impact of social media and IT technologies in MICE industry

4) Emerging Issues

- Issues and challenges in medical tourism: Perspectives from both demand and supply sides
- Thoughts on relationship between gaming industry and MICE: Creating win-win strategies
- Leisure and destination marketing in relation to MICE
- Corporate Social Responsibility in Tourism and MICE

○ SUBMISSION GUIDELINES

Please read the submission guidelines carefully before submitting your abstract(s). The Paper Review Committee will conduct a double-blind review.

- Full papers and abstracts for proposed paper presentations, panel

presentation proposal or workshops should be submitted to the Summit Chair Dr. Eunjoo Yoon by email: ejyoon517@hallym.ac.kr

- Extended abstracts should be limited to 3 pages (typed, single-spaced).
- Full papers should be limited to 12 pages (typed, single-spaced).
- All papers need to be prepared in Microsoft Word.
- Final papers have to adhere to the following specification. [Specification & Instructions for Final Papers](#)
- Deadline for submission of refereed full papers and extended abstracts is 18 December, 2010.
- Authors of accepted abstracts/papers are required to submit the completed final papers by 11 February, 2011.

For all accepted presentations, at least one (1) of the authors MUST register for the Summit and make presentation.

○ PUBLICATION PLAN

Accepted papers will be available at the Summit as professionally published conference proceedings (including ISBN number). Selected papers from the conference proceedings will be considered further for publications in Journal of Convention & Event Tourism and other reputable journals in the field.

○ Important Dates for ICES 2011

- Abstract submission due: 18 December, 2010
- Final paper submission due: 11 February, 2011
- Paper author registration due: 20 February 2011
- International Convention and Exhibition Summit 2011: 1-3 April 2011

○ CONTACT DETAILS

To submit papers or for more information, please contact:

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○ CO-ORGANIZED BY;

