

ICES 2011 Conference
April 1-3, Seoul & Chuncheon, KOREA

“New Market Opportunities and Challenges for MICE Industry”

Important Dates

Submission of Abstracts: February 13, 2011

Submission of Completed Papers: February 25, 2011

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).

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).
 - Deadline for submission of refereed full papers and extended abstracts is February 13, 2010.
 - Authors of accepted abstracts/papers are required to submit the completed final papers by February 25, 2011.

- Once the submission is accepted, at least one of the authors must register for and present the paper at the Conference.

Possible topics suitable for presentation could include the following but not limited to:

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
- Any other topics that might be of interest to educators and practitioners in Convention, exhibition, meeting, and incentive travels.

Conference Proceeding and Publication Opportunities

Accepted full papers and poster abstracts will be published in the official Conference Proceedings (with an ISBN number).

For further enquiries, please contact:

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