Siam University, Thailand
International College
LCIC

Course: English for MICE & Events **Credits :** NON-CREDIT **Hours:** 45 hrs.

Course Description:

The English for MICE (Meetings, Incentives, Conferences, and Exhibitions) and Events course is designed to provide students with the language skills and knowledge needed to excel in the field of event management and the MICE industry. This course focuses on developing proficiency in English while covering essential terminology, communication strategies, and organizational skills specific to planning and executing successful events. Throughout the course, students will engage in practical exercises, and group projects to apply their language skills in realistic MICE and event scenarios. They will receive feedback on their performance to refine their communication abilities and build confidence in their event management English proficiency.

1. Course Objectives:

By the end of the course, students will have developed the language skills and knowledge necessary to communicate effectively in the event management industry. Through interactive lessons, practical simulations, and real-world event scenarios, students will enhance their ability to effectively communicate with clients, vendors, and participants, and successfully coordinate diverse events. They will be equipped to plan and execute successful events, collaborate with industry professionals, and pursue rewarding careers in the exciting world of MICE and event management.

2. Learning Outcome:

It is expected that, on completion of this course, the students will be able to:

1. use vocabulary with key terminology used in the MICE and events industry to develop a solid understanding of industry-specific language.
2. use necessary language skills and terminology in various MICE and events situations such as planning and organizing successful events, budgeting, venue selection, and scheduling.

3. use proper idioms and expressions in MICE and events marketing to create compelling proposals and develop marketing campaigns.
4. use proper language to effectively communicate with attendees and sponsors.
5. use language communication and negotiation skills to effectively communicate with clients, vendors, and stakeholders, and negotiate contracts, agreements, and partnerships in the MICE and events industry.
6. use industry-related phrases in managing event logistics and handling unforeseen challenges to coordinate event timelines, troubleshoot issues, and ensure smooth event operations.
7. identify the importance of cultural sensitivity in event management to manage diverse cultural expectations, cater to international attendees, and provide inclusive experiences.

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