Modern Meetings, Incentives, Conference and Events (MICE) Techniques

Media Skills & Public Relations (PR)

Course Overview

Modern Meetings, Incentives, Conference and Events (MICE) Techniques: a 5-day professional training course from LTC Consultants, delivered in-classroom across...

What You Will Achieve

- Explain the core principles and current good practice in Modern Meetings, Incentives, Conference and Events Techniques
- Apply practical tools and techniques for Modern Meetings, Incentives, Conference and Events Techniques in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Modern Meetings, Incentives, Conference and Events Techniques in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Marketing, communications, PR and sales professionals, and managers responsible for brand, reputation or revenue growth.

Course Outline

1. Foundations of Modern Meetings, Incentives, Conference and Events Techniques: principles, terminology and context
2. The business case: why Modern Meetings, Incentives, Conference and Events Techniques matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
9 to 13 Nov 2026	Kampala	**$1,395**
23 to 27 Nov 2026	Durban	**$1,395**
7 to 11 Dec 2026	Accra	**$1,650**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.