



Co-funded by
the European Union



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

Project number: 2023-1-IT02-KA220-HED-000159041



WELCOME TO

MICE.N.E. 2nd NEWSLETTER



What has happened since our last newsletter?



The partners have been very busy over the last few months undertaking research on educational courses available in the European countries of the partnership and holding validation workshops with stakeholders to assess the draft version of the Curriculum on MICE Management.

The programme offers an in-depth study of the MICE industry, focusing on strategic planning, operational management, sustainable practices, and technological integration in event management. It aims to develop skilled professionals equipped to handle the complex challenges of the MICE sector.





The curriculum will:

- Develop MICE related Knowledge and Cognitive Skills
- Enhance Operational and Technical Skills by advancing hands-on skills
- Foster Behavioural and Professional Development and commit to continuous learning, preparing students to thrive in a dynamic global MICE environment.

What now?

The next step will see all partner universities involved in developing learning materials that include narrative branching scenarios based on their field of expertise.



The MICE Management HE Curriculum

The definitive version of the “MICE.N.E. Mice Next Evolution” Curriculum will consist of 16 modules, 8 of them in the form of microlearning pills:

1. An overview of the MICE Ecosystem
2. Identification of organisational structures
3. Market definitions and analysis
4. International and EU regulations and policy making
5. Strategic planning and development
6. Design and operational management
7. Human resources and career development
8. Mice marketing and communication
9. Event interactions
10. Supply chain management and logistics
11. Budgeting and financial management
12. Entrepreneurship and innovation
13. Technology development and emerging business opportunities
14. Sustainability and ethics
15. Project management and inter-collaborative partnerships
16. Feedback Management and process Redesign



Visit our website and join our Social spaces

