

**Expanding your reach of business networks** is essential for professional success, business growth and making your mark in the industry. Our mission is to provide meeting and travel professionals the vehicle to drive these connections.

Connecting the right people, information and ideas have always been essential in providing successful meeting and travel programs. In today's complex, competitive and interconnected world, it is vital for success. Top business leaders know their networks are what create the difference.

MICE.com is looking to connect every supplier and buyer of services associated with MICE Meeting and Travel one person at a time. Through increased communication and collaboration, we will all become better at what we do best.

*In a world that thrives off relationships MICE.com gets you connected.*

- Connect, share and collaborate
- Search destinations and follow suppliers
- Request and review services
- Track and join trade shows
- Form and join local groups & events worldwide
- Stay current on industry news and trends
- Be a Thought Leader
- Market your business & engage with customers



## Connect and collaborate with relevant contacts

*Are you connected to the most influential people in your market, industry, region etc?*

Connect or become introduced to new contacts and forget about exchanging business cards. Evolve using MICE.com to stay ahead in an ever changing world ruled by technology.

After joining the MICE community you begin by creating a profile that showcases your experience, affiliations, professional accomplishments and industry achievements. This is your initial impression on companies, other users and potential customers.

Your profile will assist you in connecting to former colleagues, clients and partners. Establish more connections by simply inviting your contacts to join you on MICE.com.

Have a question? Participate in one of many groups listed on our peer exchange. Get the answers you need from the community you trust.

- Form and join groups worldwide
- Collaborate with other users on the latest industry trends
- Get feedback on business challenges, destinations and services
- Establish credibility in the industry and be viewed as an expert
- Be found for business opportunities and professional advancement

## Join MICE.com by Creating your Public Profile

**Add** people you know: You will see what your colleagues are sharing when you add them

**Follow** companies you love. This will keep you updated on their latest information

**Engage** and share knowledge. You will soon become a Thought Leader

- Share your experiences with suppliers
- Keep your message on target by sharing information relevant to the MICE industry
- Be engaging - communicate regularly
- Give great content that your network will share
- Build a strong network
- Don't try to sell people, allow your network to discover what you do
- Don't forget to thank people for promoting you

## Build your Company on MICE

Successful social media marketing is an understanding of where your customers are and engaging them through your presence on Mice.com.

Generate leads, post updates and engage with your customers.

**Marketing** – you are looking for channels to build traffic back to your business

**Senior Level** - you are an opinion leader with a robust knowledge base to share and raise awareness of your company

**Public Relations** – you want to know and respond to what the public is saying about your services



### Find Products & Services

Find products and services that fit your needs from our directory of companies reviewed by our community. We provide an extensive database of resources to help you execute a flawless MICE event.



### Follow

Stay in touch with your suppliers. When you elect to follow suppliers, you will be eligible to receive updates on exclusive deals, availability and information in your feed as it is posted.



### Request for Proposals

Submit Request for Proposals. Receive responses and manage your RFPs from your dashboard.



### Share

Share and collaborate with other users. Post advice, leads, links, feedback and more. Give knowledge that will show others you are a resourceful professional.



### Search Destinations

Search our directory of CVBs, DMCs and venues to find that perfect destination to host your next event.



### Supplier Reviews

Recommend, review, and get known. Submit supplier reviews on industry services and use this rating tool when searching for potential providers.



### News & Technology

Seek and gain knowledge. Stay current on meeting trends, emerging technologies and industry news important to you.



### Locate and Create Events

Create and follow events. Display events you are attending on your profile. Chat about and review events.