Theme: Forecasting Ahead: Africa’s MICE Industry Post 2020

#GMS2020GoesVirtual
Disruption is the present normal

The one subject driving conversations among meeting and event planners and organisers today, is disruption. In just a matter of weeks, the global landscape has changed enormously. Professionals in the business events industry, as well as our clients, now face the pressing need to make tough decisions quickly.

Since the onset of the pandemic, hundreds of events have either been cancelled or postponed all over the world. In this unusual scenario, event organisers are required to reconsider their options and to balance two priorities. On the one hand, it is crucial to uphold the health and safety of staff, sponsors, and attendees; and on the other, it is necessary to mitigate the economic impact of the disruption.

Businesses and Professionals in the Meetings & Events industry have to innovate and pivot to be able to meet financial obligations – or at the very least to minimise the losses caused by disruption.
#GMS2020

#GMS2020 intends to achieve the following:

- **Focus** on analyzing the current global trends and opportunities in the Meetings & Business Events industry.

- **Address** the emerging challenges in the industry and propose responses.

- **Showcase** innovative and sustainable products and solutions that are relevant in driving forward Africa's MICE industry.

- **Provide** a learning and networking environment that allows attendees to build new skills and businesses partnerships that will be critical in positioning for the new normal.

- **Share** experiences and best practices from different markets and identify working solutions for the African market.
#GMS2020 Theme

**Theme**: Forecasting Ahead: Africa’s MICE Industry Post 2020

**Sustainability**: Sustainability and Green Innovations in the Meetings & Events Industry

**Technology**: Leveraging Technology to enable MICE businesses pivot and stir-up a restart

**People**: The Human Factor in the recovery of the Business Events industry
The Global M.I.C.E Summit is an annual conference and expo that brings together leading experts and industry stakeholders in the Meetings & Business Events Industry (Meetings, Incentive Travel, Conferences & Exhibitions). The summit focuses on analyzing global trends and opportunities in the Meetings & Business Events industry. The event showcases innovative and sustainable products and solutions that are driving forward Africa's MICE industry.

Over the years, the Global M.I.C.E Summit has emerged as the leading learning and knowledge-exchange platform for the Business Events & Meetings Industry in East and Central Africa. For the 3rd year running, Zuri Events will be hosting the Global M.I.C.E Summit on 9th September 2020.
Who should attend GMS 2020

Delegates who attend GMS are:

- Professional Conference Organisers
- Meeting & Event Planners
- Destination Management/Marketing Companies
- Event Suppliers
- Tourism Agencies
- Hotels and Convention Centers
- Industry Associations
- Travel Agents and Tour Operators

Target

The Global MICE Summit will host 200 professionals, investors and industry experts drawn from 20 countries.
In a feedback poll conducted during GMS 2019, 95% of the attendees indicated that they had made at least one (1) new connection during the Summit, whereas 68% reported that they had transacted actual business with a fellow attendee during the Summit period.

Delegates from the past 2 Summits have reported formation of new business collaborations and partnerships among attendees, launching of new product lines/services as a result of ideas shared at the Summit and a more global perspective / mindset as a result of interactions made at the Global MICE Summit.

Delegates attending GMS 2020 can expect to:

- Identify the emerging and growing trends in the Global MICE industry
- Identify opportunities for investment and expansion within the industry amidst the crisis brought about by the COVID19 pandemic
- Gain access to thought-leaders and industry champions in the Meetings & Events industry
- Build linkages, collaborations and partnerships for business growth and development
- Network with like-minded industry colleagues, professionals and entrepreneurs
- Access a vibrant learning and knowledge-sharing platform

To register as a delegate, register here – https://www.globalmicesummit.com/delegate-registration
The GMS Virtual Expo will bring together innovators for the MICE industry, virtual solution providers, meeting planners, event venues, and stakeholders in the MICE industry. GMS 2020 Summit and Expo aims to be a vibrant and safe environment for learning and business networking for companies and individuals in the MICE industry to interact as we pivot our businesses beyond COVID19.

Take advantage of the power of business-to-business networking through our first Virtual GMS Expo. All types of businesses in the MICE industry are invited to exhibit. Keep your business, products and services in front of hundreds from the comfort of your home or virtual office.

Virtual Exhibitor Booth: $95

To participate in the GMS Virtual Expo, buy your virtual booth here https://www.globalmicesummit.com/exhibitor-registration
Highlights from the GMS 2020 Virtual Expo

- Showcase your business to the world at GMS 2020 Summit & Virtual Expo.
- Become a Sponsor Exhibitor starting at $95.
- The GMS 2020 Summit & Virtual Expo is open to all players in the Meetings & Events industry.
- Schedule and gain access to Live 1-1 Video Chats with some of the top companies in the MICE industry as they showcase their products and services.
- VIP Virtual Tables - Chat Video Meeting on your own VIP Tables at only $95

Register: https://www.globalmicesummit.com/exhibitor-registration
GMS 2018

Venue: Intercontinental Hotel, Nairobi
Dates: 29th & 30th November, 2018
Attendees: 150 delegates
Nationalities: 6 Countries
Speakers: 18 Speakers

A Look at Past Events

GMS 2019

Venue: Trademark Hotel, Nairobi
Dates: 11-13th September, 2019
Attendees: 200 delegates
Nationalities: 17 Countries
Speakers: 28 Speakers

Theme: Promoting Africa as a Business Events Destination.

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Past Sponsors & Partners

Sustainability Partners

Industry Partners

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Highlights of past Events

Coffee Farm Excursion

In 2018, delegates attending the Global MICE Summit partnered with Cooks Well Jikos to plant 20 kilograms of Acacia Xanthophloea using catapults at the National Museums of Kenya.

The Africa MICE Awards

Catapult Seedball planting

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