

AFECA Asia MICE Youth Challenge 2025

INFORMATION SHEET

1. Objectives

The main objectives of the challenge are:

- To provide the students an opportunity to develop their creativity and present fresh and unique ideas for the industry.
- To make use of what they learn in school for industry experience by conceptualizing business- testing and organizing a MICE event.

2. The Challenge: Proposal

- The participating team is to conceptualize, business-test and organize one of the following components of MICE: **M** (meeting), **I** (incentive travel), **C** (conference) or **E** (exhibition) and to showcase the distinctive features and facilities of your country/area to convince that their destination is the **BEST** to host their created event.
- The selected component of MICE must be one that is **novel** (original and fresh, especially in conception and style).
- The team is to submit a complete business plan that covers the following key considerations:
 - Concept of the proposed component
 - Relevance of the proposed component within the industry
 - Commercial viability of the proposed component
 - Justify why their country/region is the best choice to hold this event
 - Considerations on sustainability
 - All other business considerations

3. Participants

- Undergraduate students majoring in MICE or Business Events, Business Management, Hospitality and Tourism related fields.
- All participants in the team must be from the same education institute. Maximum Four (4) persons, Minimum Three (3) per participating team.
- Maximum Three (3) participating teams per country/region.
- Only registrations made through the respective country/region AFECA Association Members will be accepted.

4. Participating Fee (*to be paid only when the registration is approved*)

- USD360.00 per participating team.
- Fee includes Admission to the Youth Challenge and Certificate for Participation.

5. Presentation Duration

- 6 minutes presentation
- 2 minutes Q & A session

6. Panel of Judges

- The panel of Judges are made up of some of the top MICE leaders in the world.

7. The Challenge: Key Milestones

Follow these deadlines to be part of the exciting *Youth Challenge*!

- Registration Deadline: (*Registration Form enclosed*)
 - Form A 13th June 2025
 - Form B 4th July 2025
- Submission of Official Proposals:
 - PDF Format 8th August 2025
 - PPT Format 9th September 2025
- Presentation 6th November 2025

8. Submission of Proposals

Proposals are to be submitted according to the above-mentioned submission deadlines to

afecaamicevc@afeca.asia

(All proposals submitted will be final. No amendment by the participants will be entertained).

Attention: AFECA Secretariat – AFECA Asia MICE Youth Challenge 2025

9. Proposed Submission Contents

9.1 Submission of Event Proposal should be done in 2 formats:

- PDF format (minimum 10 pages to maximum 30 pages) to be given to the judges prior to the event
- PPT format to be used during presentation on the day of the event

9.2 Proposed outline of event proposal to be submitted:

9.2.1 Event Concept

- Provide a brief description or outline about the component / event.
- Explain how the component / event achieves the main objectives.
- Detailed Program

9.2.2 Why is your country/area the best choice to hold this event?

- Landscape Analysis:
 - Conduct research on the Unique Selling Point (USP) of your respective country/region
 - Explore the distinctive differences among the respective other Asian countries/regions
- Reason for selecting - Promote Your Country/Region as MICE Destination

9.2.3 Event Budget

- Proposed revenue streams
- Estimated project budget

9.2.4 Marketing

- How do you plan to market the component/event to your target audience?

9.2.5 Project Team & Logistics

- Introduce the Project Team
- Venue & Hotel Accommodation selection
- List of other logistics required for the event

9.2.6 References

- List of websites/ references

9.2.7 Submission of Supporting Documents

Any supporting spread sheets or documents should be neatly named and organized in folders, and the entire submission sent as a Zip file. Should the submission exceed 5MB in size, please use a download link to submit the file.

Kindly note that all proposals regardless of formats have to be saved in the same manner as follows:

<Country/Area>_<Team Name> <Represented Organization> – AFECAAMICEYC2025 Proposal.pdf **AND**
<Country/Area>_<Team Name> <Represented Organization> – AFECAAMICEYC2025 Proposal.ppt

10. Judging Criteria (Weighting)

10.1 Relevance to the Stated Objective (25%)

Proposed component/event judged on its conceptual plans and the relevance of proposal.

10.2 Marketing Strategy (20%)

Students assessed persuasiveness and feasibility of the marketing plan for proposed idea.

10.3 Business Viability (15%)

Proposal assessed on commercial relevance and business viability.

10.4 Creativity (10%)

The proposal assessed on creativity and feasibility of the plan.

10.5 Engagement & Communication (20%)

The team will be assessed on their sufficiency of stage presence (i.e. eye contact, vocal range) and the interest appeal to each individual (i.e. judges)

10.6 Considerations on sustainability (10%)

Team will be assessed based on their idea, execution and relevance.

11. Prizes for AFECA Asia MICE Youth Challenge 2025 winners

Categories	Prizes
Champion (Team)	Trophy for the Winning Team, Framed Certificate for the Winning Team Members and Cash Prize of USD1,000.00
1 st Runner Up (Team)	Trophy for the Winning Team, Framed Certificate for the Winning Team Members and Cash Prize of USD800.00
2 nd Runner Up (Team)	Trophy for the Winning Team, Framed Certificate for the Winning Team Members and Cash Prize of USD500.00
Special Recognition Awards (Team)	3 Awards - Trophy and Framed Certificate for the Winning Team
The Best Presenter Awards (Individual)	2 Awards - Trophy and Framed Certificate for the Individual Winner
The Most Knowledgeable Awards (Individual)	2 Awards - Trophy and Framed Certificate for the Individual Winner
The Best Sustainability Idea Award (Team)	1 Award - Trophy and Framed Certificate for the Winning Team
The Best PowerPoint Presentation Award (Team)	1 Award - Trophy and Framed Certificate for the Winning Team
The Best Theme Attire Award (Team)	1 Award - Trophy and Framed Certificate for the Winning Team
The Most Popular Award (Team)	1 Award - Trophy and Framed Certificate for the Winning Team

The judges' decision will be final, and no further correspondence will be entertained.

- Champion, 1st Runner-Up and 2nd Runner-Up (Team)**
 Based on the judging criteria, the Winning Teams will be selected after the PowerPoint presentations by each participating team. Only one **(1) team** will emerge as the **Champion, 1st Runner-Up and 2nd Runner-up** respectively.
- Special Recognition Awards (Team)**
 To acknowledge and recognize the special effort put in by the teams, **three (3)** Special Recognition Awards will be presented.
- The Best Presenter Awards (Individual)**
 To acknowledge and recognize the special effort put in by the teams, **two (2)** Best Presenter Awards will be presented.
- The Most Knowledgeable Awards (Individual)**
 The outstanding participant that performs well during the Q & A session will be given the Most Knowledgeable Award. There will be **two (2)** Most Knowledgeable Awards.
- The Best Sustainable Idea Awards (Individual)**
 To acknowledge the special effort put in by the team to showcase the best idea, execution and relevance. Only **one (1)** will be given out.
- The Best PowerPoint Presentation Award (Team)**
 The teams will be judged on their PowerPoint presentation. Only **one (1)** award will be given to the team that showcases the Best PowerPoint slides.

- **The Best Theme Attire Award (Team)**

A special Best Theme Attire Award will be presented to the team with the best attire that represents their presentation theme well. There will be **one (1)** team award for the best theme attire.

- **The Most Popular Award (Team)**

The audience will be given an opportunity to vote for the Most Popular Team of the day. There will **one (1)** award for the Most Popular Team.

12 Publicity Before the Event

- Social media – This can be done through various social media platforms such as eDM, Facebook, WeChat etc. The main objective is to generate awareness and interest in the *Youth Challenge*.
- Associations - Association members of AFECA can help to disseminate the information to respective local institutions to communicate with institutions and students more effectively.
- All Participating Teams are welcome to promote their participation in their social media.