



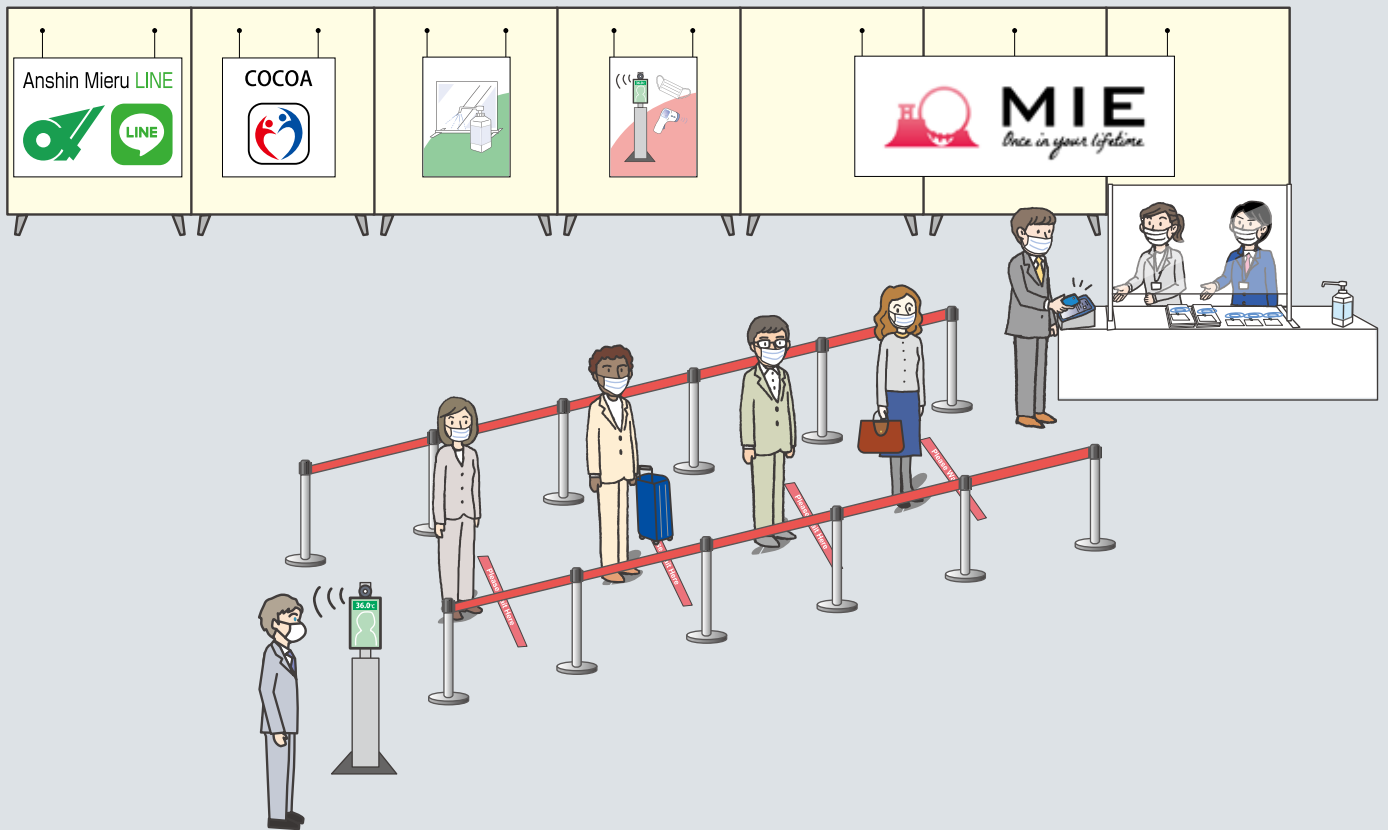
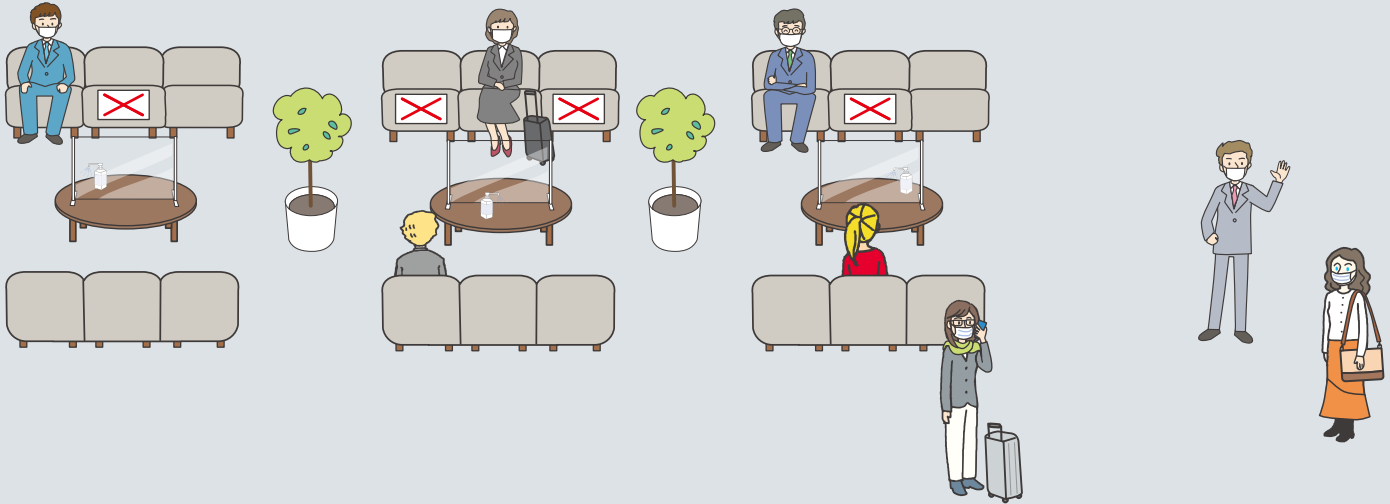
# Guidelines and Practical Examples

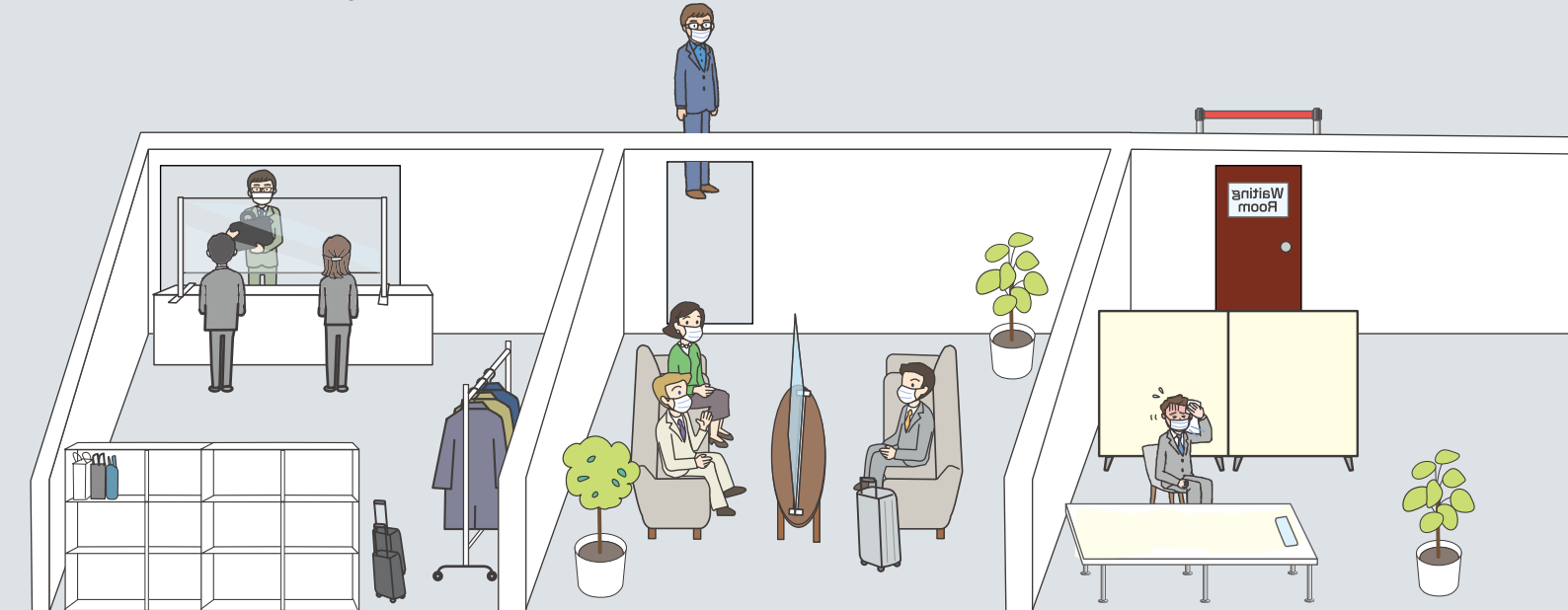
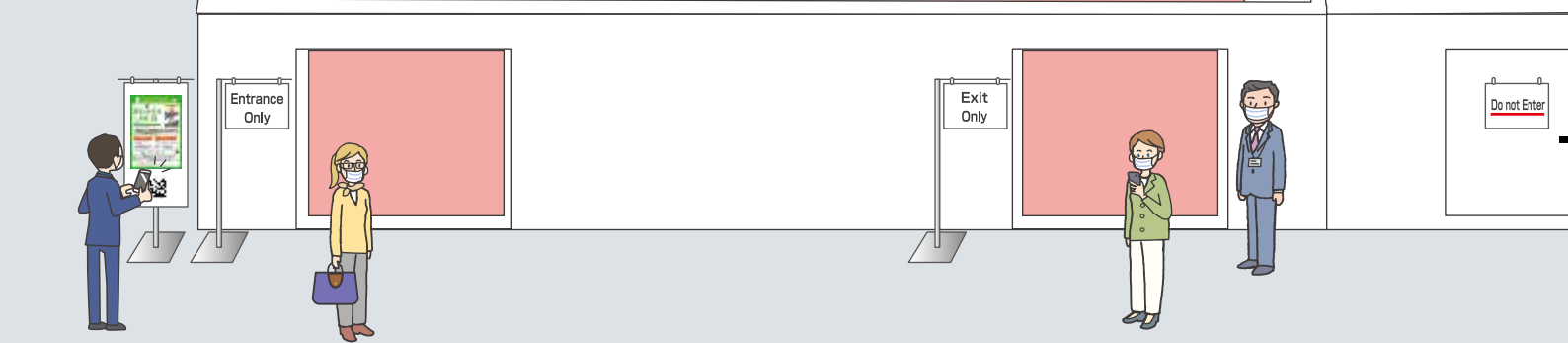
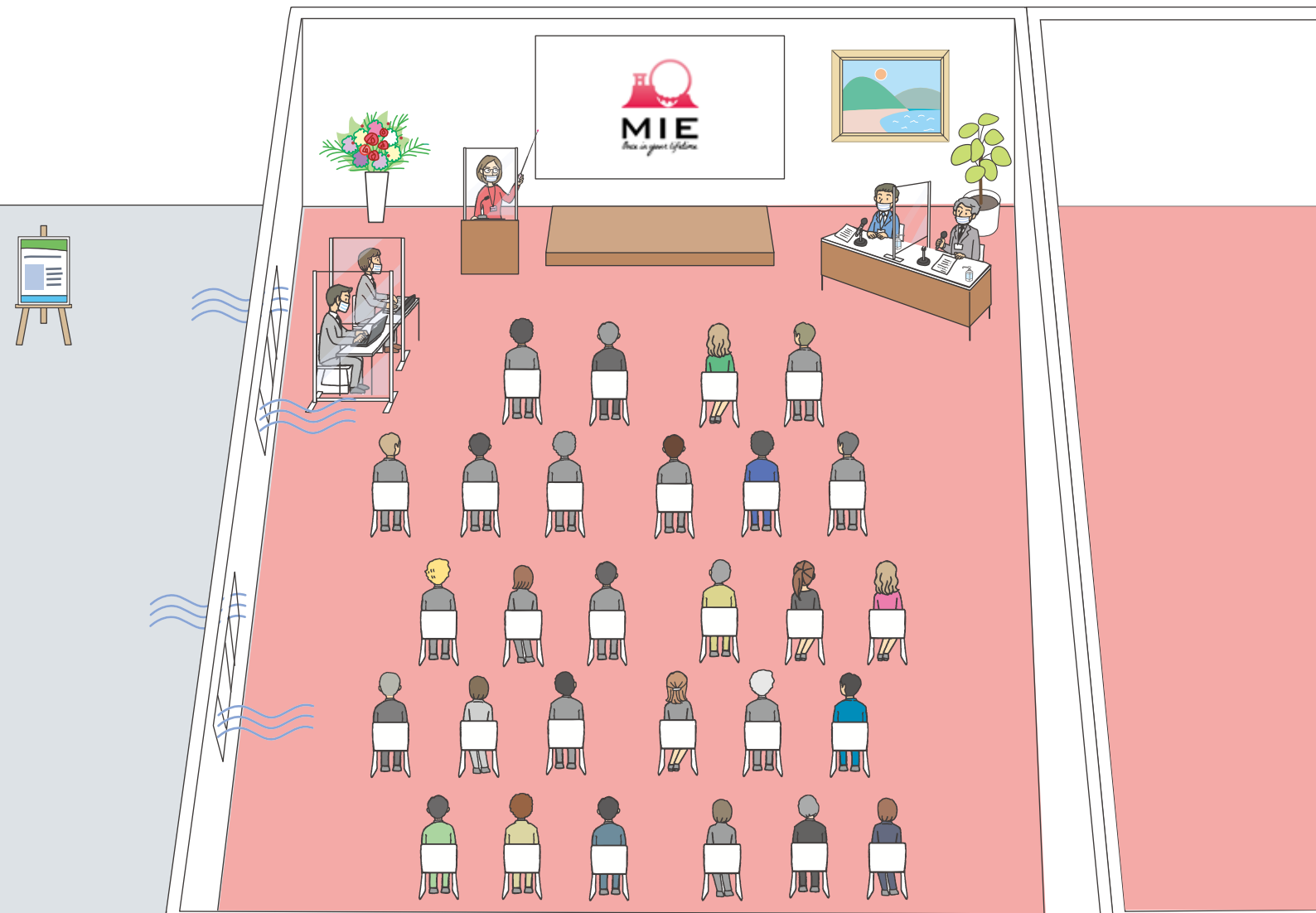
—for Safe MICE in Mie Prefecture—

Mie Prefectural Tourism Bureau

Summary









# MICE in New Normal Era

The spread of the new coronavirus infection has caused significant changes in MICE's format and participation patterns. These changes are expected to continue even after the pandemic.

## Effects of Holding MICE

- Organizers: Provide exchange opportunities as a host for participants coming from Japan and abroad
- Participants: Build networks with key persons and related parties in Japan and abroad
- Host places: Create opportunities for new initiatives and economic ripple effects in the region through exchanges with participants.

## MICE Attraction as a National Strategy

- Holding MICE has been considered as a growth strategy for nations and cities globally.
- Japan also set MICE as one of the pillars for realizing a tourism-oriented country.
- The Japan Tourism Agency created a brand concept in 2015, intending to build an all-Japan attracting-MICE structure with MICE-related parties.

## Holding MICE in New Normal Era

- The coronavirus pandemic has accelerated the use of ICT when holding MICE, environmental consideration at host places, and initiatives such as special experiences utilizing local features.
- The number of online conventions and participants in them is increasing while people reevaluate real face-to-face interaction.
- Requests increase to hold an event in conjunction with an online format, in an attractive location, and interaction between participants and the community.

## Use of Online conventions

- Online conventions (in a live style/on-demand format)
- In person conventions combined with online ones (in a hybrid format)
- Conventions Events dispersed by country or region (in a hub and spoke format)

Considering the advantages and disadvantages and choosing the most effective and budget-efficient method to achieve the conventions objectives are important.

### Advantages

- Participants: Reduce travel time and costs and in case of an on-demand style; furthermore, programs are available repeatedly at any time
- Organizers: More revenue with an increased number of participants, fewer venue expenses, and fewer invitation costs

### Disadvantages

- Participants: Communication limits, information management (risk of spreading academic data), and the time difference between overseas and Japan
- Organizers: Technical limits, risks relating to network environment and operation, increased costs such as for distribution and recording, response to advanced security management, consideration of the number of participants, and uncertainty of sponsorship income

## Infectious Disease Control Measures

- The government's "Basic Policies for Novel Coronavirus Disease Control"
- Announcements from Novel Coronavirus Response Headquarters
- Guidelines of MICE-relevant industry organizations
- Guidelines set by the respective industry organizations

# Why Mie

## Mie welcomes convention organizers to hold MICE in the prefecture!

### We Support Your MICE Holding!

Starting with hosting the G7 Ise-Shima Summit in 2016, Mie Prefecture has been actively attracting MICE events that will have a significant economic impact in the region. In the Basic Plan for Tourism Promotion in Mie Prefecture, brand value enhancement as a MICE destination was put forward as a measure to promote tourism attraction, aiming to host MICE such as international conventions and incentive travels.

Mie Prefectural Government mainly offers the following services to support organizers to hold MICE.

- Subsidy for Convention Organizers of International Conferences
- Proposals of a holding plan including conference halls, accommodations, reception venues (including unique venues distinctive to Mie), and excursions to meet organizers' needs
- One-stop service for local inquiries (including subsidies from cities and towns)

### For Greater Participant Satisfaction—We Will guide You through Mie's Food, Products, and Sightseeing!

- Adoption of host places' unique cuisine and products for meals, breaks, receptions, and souvenirs.
  - Improve participant satisfaction, increase positive perception of the MICE by the local community, and contribute to the local economy
- Pre-/post-convention excursions and companion programs that visit local sightseeing spots, companies, and traditional industries
  - These programs are effective in various ways, such as deepening participants' learning and triggering new initiatives between participants and the local community.
- For inquiries, please contact the Mie Prefecture MICE Promotion Office at the beginning of these guidelines and visit the following websites for your reference.

Mie Food Guide



Mie Brand



Mie's Traditional Craft



Visit Mie



### We will show You where to procure Infection Prevention Supplies!

- On the basis of preliminary site visits and the venue layout plan, simulate being at the entire venue and arrange for infection prevention in proper quantities in suitable locations.
- For inquiries, please contact the Mie Prefecture MICE Promotion Office at the beginning of these guidelines and visit the following websites for your reference (only in Japanese) .

“Procurement incentive systems for goods contributing to the prevention of infection from manufacturers in the prefecture”

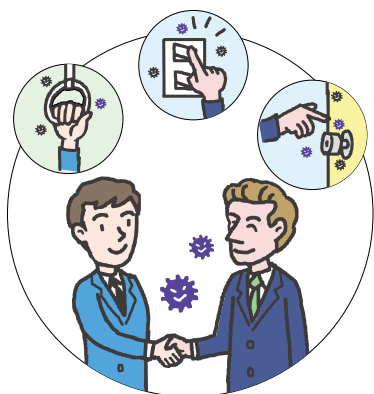
- The company contact information for each product, such as masks, disinfectants, and face shields, is listed in “5: List of Registrants.”



# Control Infection Risk at MICE

Since MICE gathers numerous participants within a specific area by its nature, it is necessary to eliminate infection routes by avoiding the risk of contact and droplet infections. It is also essential to prevent “three Cs” (crowded places, close-contact settings, and closed spaces) that increase the risk of infection spreading.

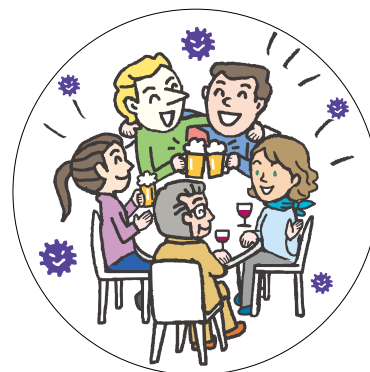
Regarding contact, besides identifying contact points such as items and doors shared with others and the frequency of contact, the following points require special attention. For droplets, check the ventilation situation at the venue and ensure social distancing.



Contact



Droplets



“Three Cs”

- Reception  
(Contact) Cash, credit card, ID, program, congress bag, etc.  
(Droplets) Queues during waiting, the distance between management staff and participants, etc.
- Cloakrooms  
(Contact) Cloakroom tags, checked luggage, etc.  
(Droplets) Queues during waiting, the distance between management staff and participants, etc.
- Public space  
(Contact) Tables, chairs, sofas, elevator buttons, escalator belts, handrails, toilets, etc.  
(Droplets) Distance when crowded by many participants, etc.
- Lecture (session) venue  
(Contact) Doors, tables, chairs, podiums, microphones, PCs, simultaneous interpretation receivers, etc.  
(Droplets) Queues at the entrance and exit, seating arrangement of audiences, the distance between speakers, the distance between speakers and participants, ventilation conditions, etc.
- Party and meal venue  
(Contact) Doors, tables, chairs, tongs, cutlery, glasses, etc.  
(Droplets) Table arrangement, seating arrangement, attractions (that involve occasions to speak loudly), the distance between participants when providing a standing meal, ventilation conditions, etc.
- Exhibition venue  
(Contact) Exhibition booths, exhibits, exhibitors' explanatory materials, etc.  
(Droplets) Distance between exhibitors and participants during business negotiations, the distance between exhibitors and participants during explanations at booths, booth layout, aisle width, etc.



# Deciding MICE Holding Policy

When deciding on a MICE holding policy, it is necessary to determine the division of roles and scope of responsibilities beforehand among organizers, operators, related facilities, etc. and share the information among the parties concerned.

- External factors: Requests and guidelines from the government, local governments, etc., depending on the spread of infection
- Internal factors: Participant demographics of MICE and conditions of countries or regions from which participants are expected to come, etc.

## Decision-making Process for Holding Policy

- Set criteria and process for judging whether to postpone or cancel the event or combine it with an online event.
- Anticipate how to secure staff for operation, deal with reduced use of facilities and cancellations, inform participants of changes in the event format in advance, and share them among the parties concerned.
- Share flexible measures among the parties concerned in case of changes in the infection situation in a region.

## Consideration of Venues and Holding Methods

- Select a venue  
Expansion of venue capacity, a combination of on-site and online hosting, reduced venue size, etc.
- Consider following the characteristics of the conference program and exhibition  
For the combined use of an online event, the program can be partially accessible online or on-demand for overseas participants only.

## Consideration of Methods suited to the Purpose of the Event

- Examine the best method for achieving the event's purpose, considering online advantages in the era of the “new normal.”
- Achieve the maximum effect by selecting a method that meets the respective objectives:  
Sharing information with more overseas researchers, increasing the training effectiveness by removing the obstacles for participants of the generation involved in childcare and nursing care to increase the training effectiveness, and stimulating interaction among participants.

## Utilization of ICT

- Gather up-to-date information by using examples of other events and operators.
- Selecting services suitable to achieve the objectives is necessary.
- Actively utilize products and technologies that contribute to controlling the spread of infectious diseases, such as unmanned reception, cashless payment, pre-registration for programs, and visitor counters.

## Overseas Participants

- Follow the latest information on entry restrictions and respond flexibly to invited speakers from overseas, for example, by switching to an online lecture.
- Consider travel expenses for organizers and visiting participants to minimize losses if they are unable to travel.



### 1 Implementation of Basic Infection Control Measures

- Wear a mask
- Secure social distancing
- Avoid “three Cs”(crowded place)(see p.6)
- Ventilation



### 2 Response to Participants

- Use the official website and social networking services to inform participants of measures to control infectious diseases and request their cooperation in installing apps of COVID-19 Contact-Confirming Application (COCOA) and “Anshin Mieru LINE”(onry in Japanese).
- Conduct pre-registration to grasp the number of participants in advance and manage the event by utilizing ICT such as advance payment of participation fees and electronic distribution of materials.

#### COVID-19 Contact-Confirming Application (COCOA)



Google Play



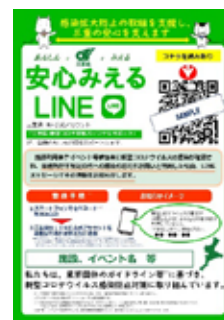
App Store

#### Anshin Mieru LINE

You can register this app as a friend by scanning the QR Code using the "Add friend" and "QR Code" function on the LINE app.



For more information on how to use and register the app, please refer to the Mie Prefecture's website on the new coronavirus infection prevention system "Anshin Mieru LINE."

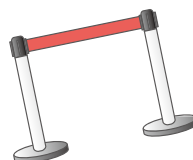
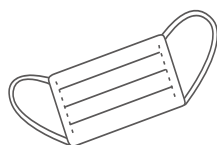


### 3 Response to Related Parties

- Discuss and share information on management policies and infectious disease control measures with management staff, sponsors, and related businesses to ensure smooth operation.
- In preparation for an outbreak, share the contact list of the authorized organizations, such as public health offices, medical institutions, and infection consultation services, as well as the response procedures.

### 4 Response in Venue

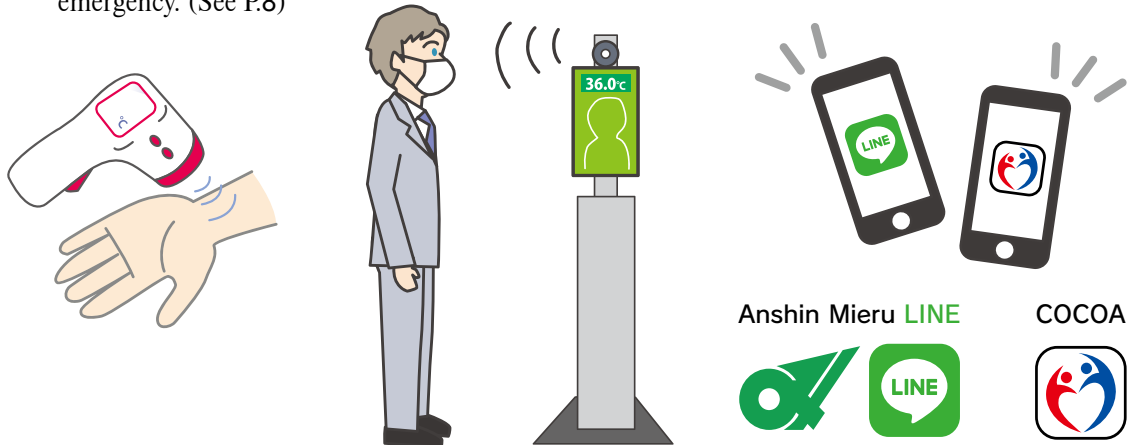
- Confirm the preparation and installation of infection control equipment (non-contact thermometers, alcohol disinfectants, foot markers, acrylic boards to prevent droplet infection, rope partitions, etc.) in the venue.





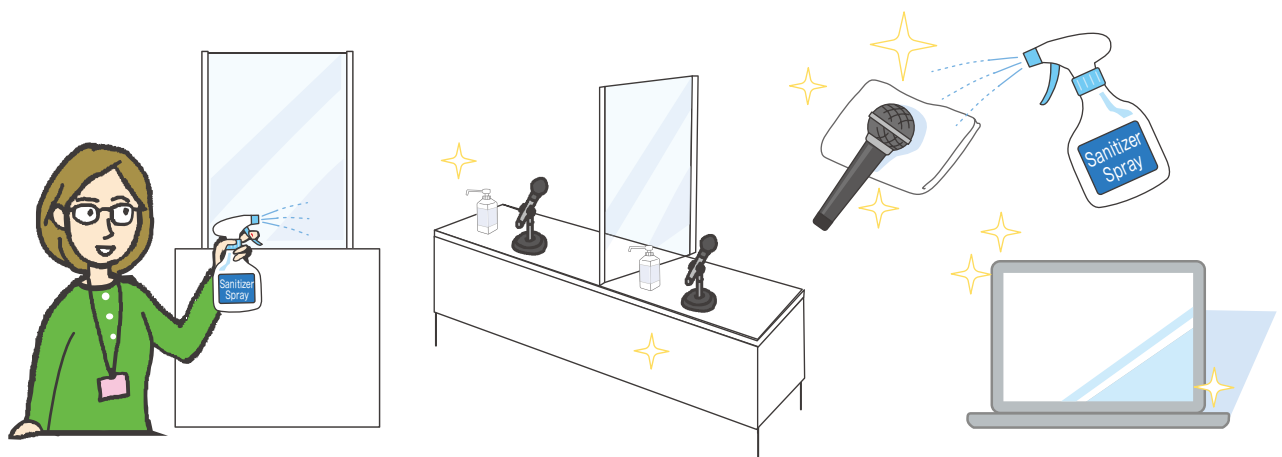
### 1 Reception

- Besides checking temperatures, participants who have not yet registered a contact confirmation apps will be encouraged to install “COCOA” and “Anshin Mieru LINE” for sharing information in case of emergency. (See P.8)



### 2 Lecture (Session) Venue

- Install acrylic panels to prevent droplet infection near the podiums used by speakers and moderators, and disinfect or replace used devices such as microphones and computers after every presentation.



### 3 Party and Meal Venue

- Avoid buffet-style as much as possible, and provide pre-packaged meals such as boxed lunches, which can be set up in advance or taken by each person.

### 4 Response to Emergencies

- In the event of a suspected infection, set up a waiting area for people with fever and seek advice on symptoms from medical examination and consultation centers of local public health office in the host city or town.

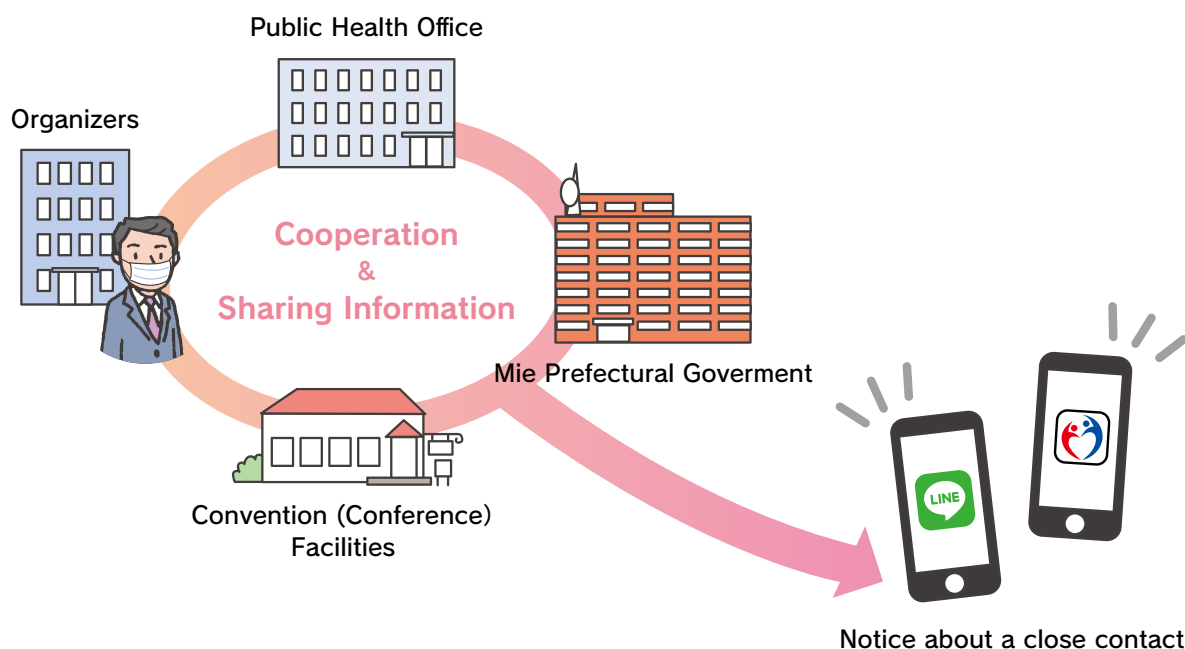
### 1 List Preparation and Management

- In preparation for the possibility of an infected person being recognized after the event, strictly manage personal information, including lists of people involved in the operation and participants (using participant lists in the system).



### 2 Notification to public institutions and related parties

- In case a participant reports being infected, promptly consult with the medical examination and consultation center of the local public health office in the host city or town, and take the required measures according to the instructions.



### Medical Examination and Consultation Center

Operating Hours: 9:00 to 21:00 (Everyday including weekends and public holidays)

Area	TEL	Area	TEL
Kuwana	0594 - 24 - 3619	Ise	0596 - 27 - 5140
Yokkaichi-Shi	059 - 352 - 0594	Iga	0595 - 24 - 8050
Suzuka	059 - 392 - 5010	Owase	0597 - 23 - 3456
Tsu	059 - 223 - 5345	Kumano	0597 - 89 - 6161
Matsusaka	0598 - 50 - 0518		

Guidelines and Practical Examples for Convention Organizers (Summary)  
Mie Prefectural Tourism Bureau

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