

C4. Requirements Specific to MICE Certification

Introduction

- C4.1. The term MICE is an acronym for “Meetings, Incentives, Conferences/Conventions, and Events/Exhibitions”. In the context of GSTC MICE certification, it is applicable to venues, event organizers, and events & exhibitions.
- C4.2. The MICE Certification is awarded to the following three sub-sectors, which are defined as follows:
- C4.2.1. **Venue:** A closed or open place, operated or owned by a person or institution, which is designated or has the ability to host events and exhibitions.
- C4.2.2. **Event Organizer (EO):** An individual, team, business, or organization who organizes an event on behalf of an event owner or other clients. Job titles for event organizers vary greatly throughout the MICE industry and may include event planners, meeting planners, incentive planners, professional conference organizers, and others. They may or may not be the same entity as the event owner.
- C4.2.3. **Event/Exhibition (E/E):** A specific occasion for which people are convened for a limited duration (usually days or weeks) for a specific purpose. The Event/Exhibition is owned by a person, business, organization, committee, institution, or government entity, which is ultimately responsible for its management. This term encompasses all events in the MICE sector: meetings, incentives, conferences, and exhibitions.

Note: See the definition in the GSTC MICE Standard with Performance Indicators and SDGs For Venues, Event Organizers, and Events & Exhibitions version 1.0.

The Scope/Eligibility of MICE for Certification

- C4.3. The eligibility for each sub-sector of MICE certification is as follows:
- C4.3.1. For venue certification, the following shall be applied:
- C4.3.1.1. The management organization of the venue shall be a legal entity, either owning the venue or officially contracted or endorsed to manage it.

- C4.3.1.2. In cases where a venue with multiple facilities and multiple ownerships applies for certification, the venue shall be subject to a common sustainability management system covering all listed facilities, as agreed upon by the ownerships.
- C4.3.1.3. In cases where a venue has different business scopes eligible for the GSTC Certification, such as H/A, these shall be excluded from the MICE Certification, and this shall be clearly stated in the certification scope.
- C4.3.1.4. CBs shall ensure that the venue conducts due diligence on its suppliers and subcontractors by using an evaluation tool that incorporates the relevant clauses of the GSTC MICE Standard related to supplier engagement, contracting, and procurement. The evaluation process and its results shall be documented, including the following:
 - Communicating the requirements listed in an evaluation tool to the suppliers and subcontractors; and
 - Assessing suppliers' and subcontractors' compliance to ensure their sustainability performance.
- C4.3.1.5. In cases where the venue owns majority equity in a supplier or is under common ownership with that business and the supplier's products and services are promoted or used frequently by the venue, it shall follow Clause 8.7.1.1.
- C4.3.2. For event organizer certification, the following shall be applied:
 - C4.3.2.1. The event organizer shall be a legally registered entity that organizes and manages events and/or exhibitions.
 - C4.3.2.2. CBs shall evaluate how the event organizer selects and prioritizes suppliers.
 - C4.3.2.3. CBs shall ensure that the event organizer conducts due diligence on their suppliers and subcontractors by using an evaluation tool that incorporates the relevant clauses of

the GSTC MICE Standard related to supplier engagement, contracting, and procurement. The evaluation process and its results shall be documented, including the following:

- Communicating the requirements listed in an evaluation tool to the suppliers and subcontractors; and
- Assessing suppliers' and subcontractors' compliance to ensure their sustainability performance.

C4.3.2.4. In cases where the event organizer owns majority equity in a supplier or is under common ownership with that business and the supplier's products and services are promoted or used frequently by the event organizer, it shall follow Clause 8.7.1.1.

C4.3.3. For event/exhibition certification, the following shall be applied:

C4.3.3.1. An event or exhibition is eligible for the GSTC Certification when it is organized and managed by a GSTC-accredited event organizer. However, the certificate shall be canceled immediately in the case that the event organizer's certification expires or is revoked.

C4.3.3.2. The event or exhibition shall be a recurring activity that has been held at least three (3) times before applying for certification, and it shall have been consistently managed by the same host.

C4.3.3.3. CBs shall ensure that the host or contracted organization conducts due diligence on their suppliers and subcontractors by using an evaluation tool that incorporates the relevant clauses of the GSTC MICE Standard related to supplier engagement, contracting, and procurement. The evaluation process and its results shall be documented, including the following:

- Communicating the requirements listed in an evaluation tool to the suppliers and subcontractors; and

- Assessing suppliers' and subcontractors' compliance to ensure their sustainability performance.

Requirements for Preparing An Audit Plan Based On Risk Assessment

C4.4. For Venues

- C4.4.1. CBs shall document an analysis of the scope, characteristics, ownership structure, and/or any outsourced businesses of a venue to ensure the audit plan is appropriately tailored to the client's specific context.
- C4.4.2. This analysis shall include the following:
 - C4.4.2.1. Identification of the typical annual participant volume for the past three years.
 - C4.4.2.2. Identification of the types of events or exhibitions the venue hosted in the past three years.
 - C4.4.2.3. Evaluation of outsourced services that directly impact the visitors' experience.
- C4.4.3. CBs shall establish and apply sampling procedures for the venue audits.
 - C4.4.3.1. CBs shall include onsite observation of at least one live event organized by the applicant, when feasible.
- C4.4.4. If the certification is for multi-site certification, CBs shall follow the requirements outlined in Section 14 (Multi-site Certification) of this Manual.
- C4.4.5. The venue will be categorized as either low-risk or high-risk, as outlined in Clause 8.13 (Risk Assessment) of this Manual.
- C4.4.6. The venue that complies with the following will be categorized as extremely low-risk:
 - C4.4.6.1. Five (5) or fewer permanent staff;
 - C4.4.6.2. Three (3) or fewer meeting/event rooms with a maximum occupancy of twenty (20) people per room;
 - C4.4.6.3. Locally owned but not belonging to a multi-site organization;

C4.4.6.4. Location is not in a sensitive area defined in Clause 8.13.4;
and

C4.4.6.5. With access to the internet and/or broadband for using
information and communication technology when
participating in remote audits, when appropriate.

C4.4.6.6. When the location is inside a GSTC-certified hotel or
attraction.

C4.5. For event organizers

C4.5.1. CBs shall be aware of the scope, characteristics, ownership structure,
and outsourced businesses to ensure the audit plan is adapted to
each client's context.

C4.5.2. CBs shall establish and apply sampling procedures for the event
organizer's audits.

C4.5.3. If the certification is for multi-site certification, CBs shall follow the
requirements outlined in Section 14 (Multi-site Certification) of this
Manual.

C4.5.4. Event organizers will be categorized as either low-risk or high-risk, as
outlined in Clause 8.13 (Risk Assessment) of this Manual.

C4.5.5. Event organizers complying with the following will be categorized as
extremely low-risk:

C4.5.5.1. Five (5) or fewer permanent staff;

C4.5.5.2. Organizing up to twenty-four (24) events a year with a
maximum of one hundred (100) participants per event;

C4.5.5.3. Locally owned but not belonging to a multi-site
organization;

C4.5.5.4. No events organized by them in sensitive areas defined in
Clause 8.13.4 of this Manual; and

C4.5.5.5. With access to the internet and/or broadband for using
information and communication technology when
participating in remote audits, when appropriate.

C4.6. For events/exhibitions

- C4.6.1. CBs shall be aware of the scope, characteristics, the host's ownership structure, and outsourced businesses to ensure the audit plan is adapted to each client's context.
- C4.6.2. CBs shall establish and apply sampling procedures for auditing events or exhibitions.
- C4.6.3. The event or exhibition will be classified as either low-risk or high-risk based on its location, as outlined in Clause 8.13.4 of this Manual.
- C4.6.4. CBs shall conduct event-specific risk assessments considering crowd management, emergency preparedness, and environmental impact.
- C4.6.5. The event or exhibition complying with the following will be categorized as extremely low-risk:
 - C4.6.5.1. The event or exhibition is not held in a sensitive area outlined in Clause 8.13.4 of this Manual; and
 - C4.6.5.2. The cumulative maximum number of participants/visitors per event or exhibition per day is one hundred (100).
- C4.6.6. CBs shall obtain evidence that the event organizer's management system, which was previously evaluated, also applies to the event or exhibition to be certified. Nonetheless, CBs shall not solely depend on evidence from prior evaluations; instead, they shall conduct audits based on event- or exhibition-specific indicators.

Note: Locally owned refers to a venue or event organizer that is owned by a person or organization registered legally in the local area. See the definition in the Glossary.

Audit Duration Requirements

- C4.7. For venues
 - C4.7.1. Audit duration shall be more than one (1) labor day. Exceptions are allowed for extremely low-risk cases. The CB shall provide justification if the audit duration is less than one (1) labor day.
- C4.8. For event organizers
 - C4.8.1. The audit duration shall be a minimum of two (2) labor days.

C4.8.1.1. The audit shall be conducted for the event organizer's management system and the actual event(s) organized and managed by the event organizer.

C4.8.1.2. For the extremely low-risk cases, the audit duration can be less than two (2) labor days. In these cases, the CB shall provide justification if the audit duration is less than two (2) labor days.

C4.9. For events/exhibitions

C4.9.1. The audit duration shall be a minimum of two (2) labor days.

C4.9.1.1. The audit shall be conducted for the management system of the event organizer and the actual implementation of the event or exhibition in the field for which certification is sought.

C4.9.1.2. For the extremely low-risk cases, the audit duration can be less than two (2) labor days. In these cases, the CB shall provide justification if the audit duration is less than two (2) labor days.

Surveillance Audit for Venues, Event Organizers, and Events/Exhibitions

C4.10. CBs shall document the surveillance audit plan and procedure.

C4.11. CBs shall conduct annual head office surveillance audits.

C4.11.1. In the case of events or exhibitions, surveillance audits shall be conducted at the head office and the event or exhibition.

C4.12. The surveillance audit of the head office will be conducted onsite, remotely, or in a hybrid format, as determined by the CB's risk assessment.

Communication between the CB and the client

C4.13. The CB shall communicate the pertinent certification requirements for venues, event organizers, or events/exhibitions to the client.