

MICE Intelligence

VOLUME.02
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2019

Are You
Ready
to Serve?

SERVICE DESIGN

The Research

The Future of Space
Why and how to success
in personalization trends

The Intelligence

Taking a 360-Degree Look
at Service Design: Crafting
Service Design for the
(Extra) Ordinary Audience

People

Connecting the Dots of
Design with
'Satit Kalawantavanich'

Startup

BELLUGG Next Step...
Such Seed Strategy

Business Watch

Events as Experiences :
Seeing the experiences of
customers through

Innovation Think Tank

Crave a Creative Space
Seeking Solutions for
MICERS

//
**ALWAYS
DELIVER**

**MORE THAN
EXPECTED**
//

LARRY PAGE



DESIGN the DESIRE

In this ever-changing world, all businesses must keep up with trends and changes while staying ahead of competitors. Today, service design is another area that businesses must pay more attention to, especially for those in the MICE industry.

Service design is becoming a tool that will allow businesses to know their customers and create experiences for events that will attract and impress participants.

But how do we understand what the customer desire?

The answer to this question lies in CEM, or Customer Experience Management, which allows companies to manage this wealth of information through touch points that will let businesses understand what their customer desires. With technology that can gather information and see the customer journey from their point of view, MICERs can now analyze the behaviors of event attendees and create a good impression for next events.

I have heard this phrase, "Today we must change our role to become the innovator and creator instead of merely the manufacturer," and I am content that service design is a crucial part of the puzzle for MICERs to seek better strategies and increase their competitive edge to drive the MICE industry towards unlimited creativity in the future.

Jaruwan Suwannasart

Director of MICE Intelligence and
Innovation Department
Thailand Convention and Exhibition
Bureau (Public Organization)

MICE Intelligence

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Overview of MICE industry in Thailand, Q2 Fiscal Year 2019

MICE INTELLIGENCE

The magazine presenting analytical thoughts on the MICE industry

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OBSER- VATION

**Capture the movement of MICE
Tech & Trends from all over the world**

MICE Moves Forward

**MICE Businesses Continue Expanding to
Surpass Trillion USD by 2023**

According to Allied Market Research, a consultant and researcher under the Allied Analytics LLP, the future of the MICE industry is going strong. The firm estimated that MICE businesses worldwide generated a revenue of 752 billion USD (23.55 trillion baht) in 2016 and projected that in 2023 the number will reach 1.245 trillion USD (38.99 trillion baht) with a 7.5%

CAGR from 2017-2023 due to the rapidly-growing business tourism, events and conventions that are organized more frequently worldwide. With this expansion, it's time for MICERs in Thailand to grab a piece of the cake in this growing sector. Most importantly, don't forget to create new services and experiences to attract new customers while keeping existing ones.

Plastic to pay

**Indian School Launches Project to Let
Students Pay for Tuition with Plastic Waste**



As plastic waste has become a serious issue for countries worldwide, many are seeking a solution to this problem. Akshar School in India's Assam state has introduced a project that allows its students to bring plastic waste from home to pay to the school as tuition. The school's owners revealed that initially the tuition was free, but as they saw the social and environmental issues, such as burning plastic to keep warm in the winter which polluted the area, they have encouraged students to bring plastic waste to pay as tuition in order to solve this problem.

The MICE industry can take a page out of their book, for example, by asking event participants to bring plastic waste from home to win lucky draws or use as a discount for activities at the event.

Print on Your Own

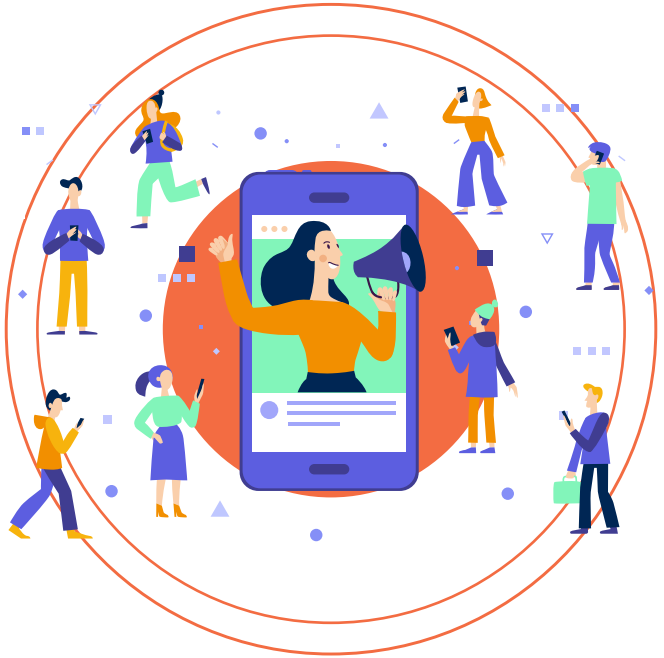
**New Solutions for Attendees to Print
Their Accreditation**

Businesses today are finding new innovations to facilitate customers and decrease the number of staff at the same time. EventsCase, a solutions provider for events, has introduced the "In Situ Support" system that comprises both software and hardware that allows event participants to print their own accreditation without the assistance of organizers. With this system, attendees are provided with an app kiosk, tablets, printers and 4G routers that connect all of the equipment. At the event, participants would just need to check their names on the tablet and order their own prints. This process decreases the time spent on queuing as well as the costs. Now, the accreditation is offered in several languages such as Mandarin, Russian, and Arabic. This new solution can help organizers increase the efficiency of event organization, and in Thailand, the Bizconnect application can help make event organization a breeze for both participants and organizers.

THE POWER OF INFLUENCERS

How Much Does Thais Trust Influencers?

A crucial part of today's online marketing scene is influencer marketing, the powerful elites in the online world. Consultant company Vero has released the results of a marketing research which reveal that in 2018, Thai millennials, (those born between 1980-1994) and Gen Z (born 1995 onwards) trust influencers almost as much as their own friends and family, saying reviews from influencers are sincere and trustworthy, while 59% decided to purchase a product or service because of an influencer's suggestion. The most popular channels to follow influencers are on Facebook, Instagram, and YouTube, while users tend to engage with content with photos and videos the most. For MICERs, influencers are a great choice if you want to reach these target audiences!



Photography: facebook.com/CircusRoncalli

HI! HOLOGRAPHY

3D Hologram Replaces Circus Animals

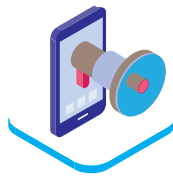
A variety of technologies have been used to spice up live events. At the Circus Roncalli in Germany, a 3D hologram is used to depict animals instead of real animals. Nevertheless, audiences were ecstatic with the amazing performances from lifelike animal holograms in beautiful colors. Most importantly, no animals have been trained or tortured in order to work at the circus.

Holograms are useful for all kinds of events, from allowing people who cannot travel to participate remotely and meet with other participants, or bringing back the dead to perform in front of live audiences like Amy Winehouse's world tour that will take place even though the star passed away in 2011. With hologram, fans will see Amy live onstage for two hours. Previously, Michael Jackson also performed at the 2014 Billboard Music Awards even though he passed away many years ago.

SOCIAL MEDIA TREND FOR 2019

7 Social Media Trends for 2019

All businesses today rely on social media and everyone must stay updated on the trends that can enhance the power of communication for businesses. These are the seven hottest trends that Digital Marketing Philippines ensured that will still be on point moving forward!



①

The Power of FACEBOOK LIVE

Since its launch in 2016, over 3,500 billion videos have been recorded via Facebook Live. Livestreaming is still going strong in the latter months of the year as brands seek to build trust and establish a relationship between customers and brands.



②

LIVE VIDEO Short and Clear

Brands should have a clear plan on the presentation of live videos that last only for a short while and find the best concept for this type of content.



③

CHATBOT Going Strong

Brands are now using chat applications and chatbot more than ever to carry out marketing activities, communicate with customers, and contact individual customers in real-time.



④

SOCIAL LISTENING Following Trends

This is becoming increasingly important as it allows brands to stay in touch with social trends and create new business opportunities.



⑤

EXPERIENCE IS A MUST

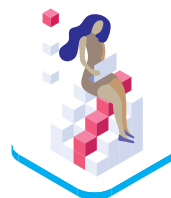
Marketers must constantly adapt their social media strategies to present content that can increase the engagement of customers.



⑥

Growth in SOCIAL TV

Social media platforms are developing more online videos as consumers are spending more time watching videos produced by brands and their favorite influencers.

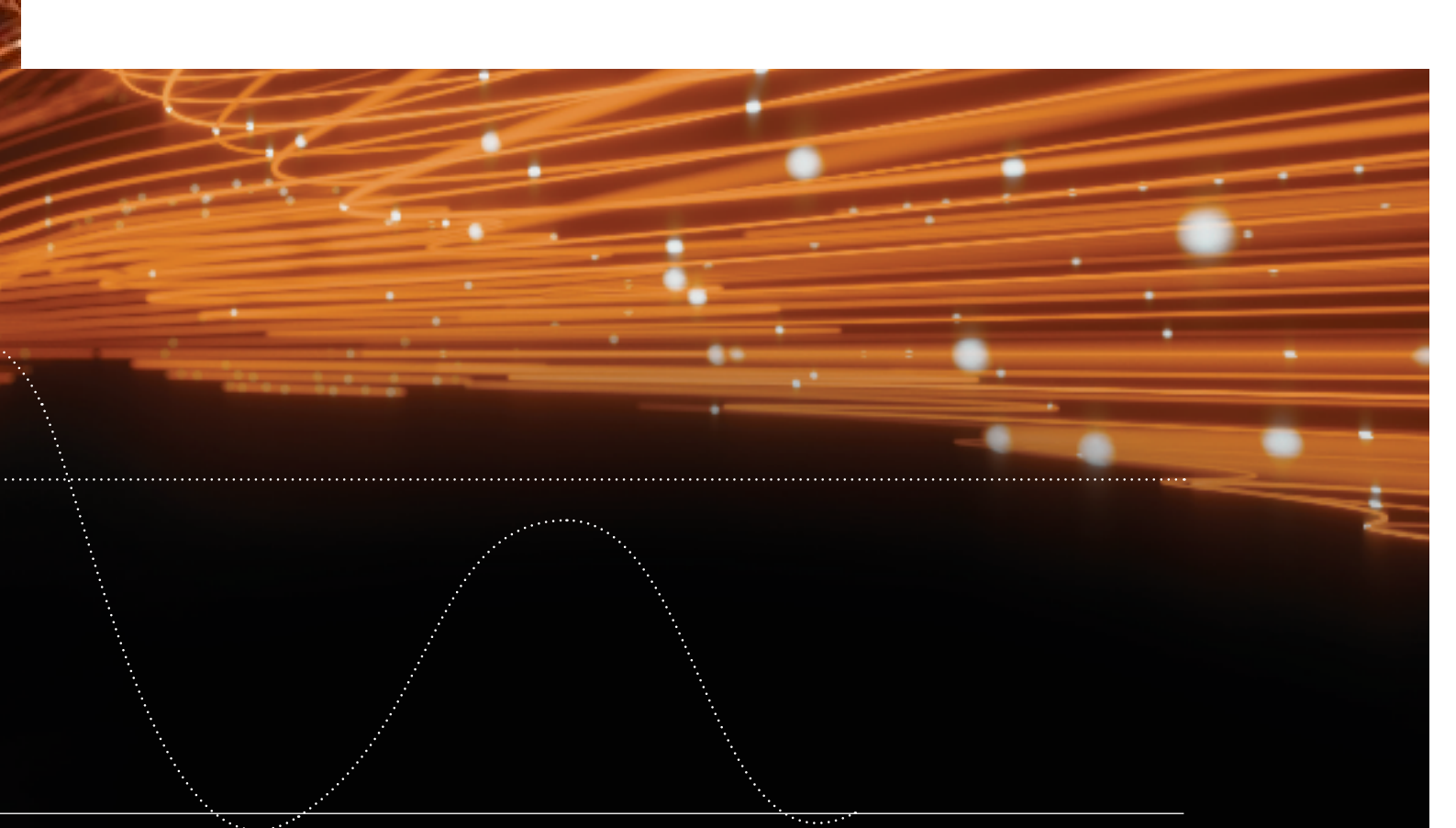


⑦

Finding a Balance Between PERSONALIZATION and PRIVACY

Brands that advertise on social media must be transparent about how they are utilizing the data from their customers.

Events as Experiences



Seeing the experiences of customers through Customer Journey Mapping to learn about what they truly desire.

Competition among businesses is growing ever more intense with each day. Apart from offering products and services to customers, ‘experiences’ are another element that ‘customers’ expect from brands and businesses, including those in the MICE industry.

For MICERs to cater to customers with what they truly desire, the ‘Customer Journey Map’ and the ‘Customer Experience Curve’ are useful tools that can be implemented.

These tools will help MICERs understand the bigger picture of the experience that ‘customers’ go through: all the good experience, highlights, or obstacles at each event. With this data, organizers can see the ‘pain points’ in order to find solutions to fix them and create a more memorable event for participants.

Customer Journey Mapping is not a difficult thing to do, and it is imperative that MICERs carry out this activity.

First of all, MICERs should start with the touchpoints, or the way participants interact with products or services. For events, some of the touchpoints include the event’s website, registration point, ticket booth, promotional events, transportation, hotel facilities, Wi-Fi, staff,

onsite activities, and food.

After the touchpoints have been determined, event organizers should talk to participants and gather information during and after the event in order to plot the Customer Experience Curve. Moreover, MICERs should draft the Experience Grid that records moments before, during, and after the event, including the connection of all touchpoints. This grid will allow organizers to draw the curve and see the customer journey with more clarity.

The grid would be divided into two parts: horizontally, the touchpoints would be plotted according to the time it happens at the event, while vertically, the level of satisfaction is recorded. Certain touchpoints are more important than others, while the length of the curve depends on the touchpoints and length of the event, as well as the importance of the touchpoint.

On the experience grid, organizers can now draw the experience curve by plotting the satisfactory level of event attendees towards experiences at the event. When the dots have been connected, organizers can see the parts that attendees enjoyed at the event.

Even at professionally-held events, there would be certain elements that participants are dissatisfied with, for example, at paid events, participants would complain about the registration fee. However, if event organizers are able to manage other areas well, such as the content, activities, and services at the event, these factors would likely compensate for the high entrance fees.

Another challenge for event organizers is ‘food’ as people’s preferences differ widely, and it is difficult to find food that everyone enjoys. Event attendees tend to remember bad food rather than delicious food served at events.

There are many ways to gather information for the customer journey, and with modern technology, it is convenient for both organizers and participants to use online systems and mobile applications to open channels for event attendees to express their opinions about the event. Moreover, this feedback will allow organizers to see, learn, and understand the customer experience, and use this information to make the following events a better experience for attendees.

SERVE DECISION

A hand holding a glowing blue and red light saber against a background of blue and purple light beams.

Are You
Ready
to Serve?

ICE GEN

Taking a 360-Degree Look at Service Design: Crafting Service Design for the (Extra) Ordinary Audience

We are living in a world where the 'customer' holds the power and the voice that trumps everything that has ever happened before. In the past... when customers are dissatisfied with products or services, most of the time they would stay silent. The most aggressive action would be telling their friends and relative, or quietly switching to other product and service providers.

Now... when customers are dissatisfied, they are ready to tell their side of the story and express their negative feelings towards the brand through a large circle of people on social media. In many cases, the mainstream media would pick up their stories and broadcast the mishap, turning it into a communication crisis for the brand.

For example, 'Hasen Syed,' the American businessperson dissatisfied with British Airway's handling of his father's missing luggage, bought a promoted tweet on Twitter to express his dissatisfaction and made a complaint about the airline's service by sending messages to followers of the British Airway's Twitter account. The message warned, "Don't fly @BritishAirways. Their customer service is horrendous." This incident became a huge story when huge British media outlets like The Guardian and the BBC publicized the story several years ago. Thus, British Airways was forced to issue an apology on Twitter for their slow handling of the lost luggage.



These days, we would see a lot of customers posting their complaints online. Though some of them posted on their personal Facebook profile, brands must realize that most people have hundreds of friends on social media, and a single post can reach hundreds of people or possibly more. In an era when mainstream media often magnify stories on social media, a crisis for the brand can easily happen with just one post.

As 'the modern customer' has immense power and various channels of communication, as well as the willingness to express their opinions, in a time when consumers have a vast array of products and services to choose from, it would not be an overstatement to say that the 'expectations' and 'needs' of consumers have reached new and unlimited heights.

Moreover, once they have received impressive services from a certain brand, they would expect even better products and services, as well as better experiences, or at least on the same level that they have received.

The Need for 'Service Design'

When we see this word, many might think that it comprise only designing services, however, its definition reaches much further. Today, there is no longer a barrier between the 'product' and the 'service.' Thus, when we buy a car, we no longer consider only the brand, price, or the specifications – we would also think about aftercare services, and the number of service centers. These are the main factors that we consider before making a decision. If the car is good, but the service is bad, many might decide to choose the brand with better services.

Meanwhile, when participants decide whether to join tradeshow, apart from updating new information in the industry and building new networks, they would also consider the services that they will receive from event organizers, including new experiences that they will get apart from joining the main activities. Thus, organizers must work harder than ever to seek new activities that will create the utmost satisfaction for event attendees. Service design is another solution that will help businesses serve customers, build a stronger customer base, and grow sustainably amidst fierce competition.

First of All, What is Service Design?

Service Design is offering services that cater to the demands of customers. The practice can be applied to existing services, or to create new services. Service design is not limited to designing services; it includes the development, improvement, and creation of innovation for designing products and experiences.

For service design to be done accurately and to best serve

customers, business owners must focus less on their own demands, as they need to create services with consideration to the desires of the customer as a priority, with the aim to create new experiences for customers and offer them the most efficient services.

With 'customers' being the target of service design, businesses would need to rely on information gathered from customers in order to analyze and craft the best services for their customers while considering the availability of their own resources. Most importantly, they should develop a prototype service to be experimented with a limited group of customers in order to determine the quality of their service and listen to feedback from users before implementing the services in a wider circle.





Why Do We Need Service Design?

Service design is looking at the big picture and analyzing all aspects of the service from the customer's perspective. Businesses must understand the needs, the experiences, and the expectations of customers while keeping in mind the resources available. Brands should also consider how to adapt to truly cater to the customer's desire.

There are altogether five benefits of service design:



Allowing brands to see their mistakes from the beginning

Service design allows brands to develop their services from the perspective of customers. Thus, brands must gather information about the needs, experiences, and opinions of customers from the beginning of the development stage to ensure that at the end, their products and services will serve the tastes, preferences, and desires of customers. If there are mistakes or processes that do not match the needs of the customers, brands will be aware of these issues from the start and will be able to fix these problems immediately. This will allow brands to save costs compared to fixing their problems after the product or service has been launched.



Bringing down barriers in the organization

Big organizations often face a common challenge: each department and its staff tend to consider and pay attention only to areas within their responsibility and think of issues from their own perspective. Service design would address this problem and help bring down barriers between staff in each department, encouraging them to exchange knowledge and work better together under a common goal to serve customers with what they need.



Creating a memorable experience for customers

If the customer journey is smooth, customers would have a memorable experience and find happiness in contacting the brand, which will inspire them to share information about their experience to others.

Today, every organization is striving to stand out from their competitors by offering superior experiences to customers, with every brand willing to spend to provide the best experiences. Thus, as emotions affect the decision-making process of customers, brands must pay more attention to their clients and map an efficient customer journey.



Adding value for customers and elevating businesses

Changes in the business world are happening as quickly as customers change their desires. With this, the life cycle of products and services has shortened significantly. Therefore, businesses must adapt to these sudden changes and never stop evolving. The challenge, on the other hand, is that sometimes customers do not even realize what they desire. A benefit of service design is that the practice takes into account both customers and brands by factoring the business' goals and resources to design its service in order to add value for their customers and elevate its services.



Strengthening organizations that pay attention to customers

Brands or organizations that are able to offer a memorable experience to customers must place real importance on their clients, which is the main idea of service design. Organizations that care for the feelings of customers will engage their customers in every stage of product and service development, including participation in the organization's activities.

Once businesses pay attention to their customers wholeheartedly, it is not too difficult to understand customers and provide memorable products, services, and experiences for them, which will inspire them to share these 'good experiences and knowledge' to others.



Offering New Experiences for Event Attendees with Festivalization

Events are no longer limited to what they used to be. MICERS are now able to offer participants an exciting and unique experience with festivalization. CQT Meetings & Events, and international meeting and event organizer, revealed that festivalization is the 'idea that gathers stakeholders in the inner and outer circle into the event with a common goal to take participants to a world that is full of creative and memorable experiences, building emotional engagement and encourage the sharing of experiences.'

This is another good example of service design to cater to the desires of target customers, as the heart of festivalization is to design events that will cater to the different needs of event attendees through various activities, from seminar, workshops, to business matching activities.

At the same time, organizers should encourage participation from attendees by creating an atmosphere and environment that allows participants to share, learn, and exchange knowledge and experiences with each other.

Organizing an event with various activities on offer also open up new opportunities for each participant to design their own journey within the event according to their needs and interests, allowing them to interact with others in an effective manner, as

A close-up photograph of a woman with blonde hair looking out of an airplane window. She is wearing a red top. The window frame is visible, and the view outside is a bright blue sky. The image is partially obscured by a dark purple and teal background.

The Solution for New Businesses

The heart of designing products and services to meet customers' expectations is to understand the customers' feelings and desires by determining their pain point or troublesome experiences. At the same time, businesses should offer a channel for customers to express what they want.

Many brands have developed new products and services to cater to customers as well as fix their issues.

they would meet likeminded people on their journey.

These advantages have urged many global organizations to hold events with the idea of festivalization in mind, with great success. For example, Google held its annual developer conference, Google I/O at Shoreline Amphitheater in California, USA, a venue traditionally reserved for world-class music festivals, which was a big difference to other Google events. Moreover, Google set a trend by offering exciting activities that stood out from other events such as tents, a bubble house, a car boot sale, food and beverages, as well as an activity zone similar to a music festival which offered merchandise sales, magic tricks, and rides for children.

Although festivalization can offer unique, exciting new activities that encourage higher participation, the 'cost' is high, presenting a challenge to organizers. With ineffective management, organizers may encounter issues that prevent the event from achieving its goal. Thus, before organizing this type of activity, organizers should seek to understand the desires of participants in order to design creative activities that match the needs of event attendees. This way, all parties will benefit from the event: participants will receive new experiences, while organizers will find that their event is meaningful and profitable.

A brand known for its leading service design is 'Virgin Atlantic' which is recognized as an airline that has a deep understanding of its customers and has always sought ways to make flights more fun for customers by offering memorable experiences such as the way stewards treat passengers and the animated inflight safety demonstration that stands out from other airlines with its fun storytelling and unique props (watch the video at https://www.youtube.com/watch?v=8XNxZh9_YN0)

Meanwhile, an excellent feature that demonstrates the airline's dedication to service design is the 'Upper Class Suite.' This zone offers full flat beds, shuttle limousines, in-flight massage services, and a wide range of meals. The airline also employed experts to design the atmosphere and lighting in the passenger area in order to offer the highest comfort to passengers in this class.

Apart from this British airline, an accommodation booking website like Airbnb is also a leader in service design. In 2018, Airbnb decided to transform the Airbnb platform to help users find homes and hosts of their dreams that match their needs with more ease. The site categorized accommodations with greater clarity, while offering definitions of the different types of properties in order to help hosts understand the differences between cottages and bungalows which benefited both users and hosts.

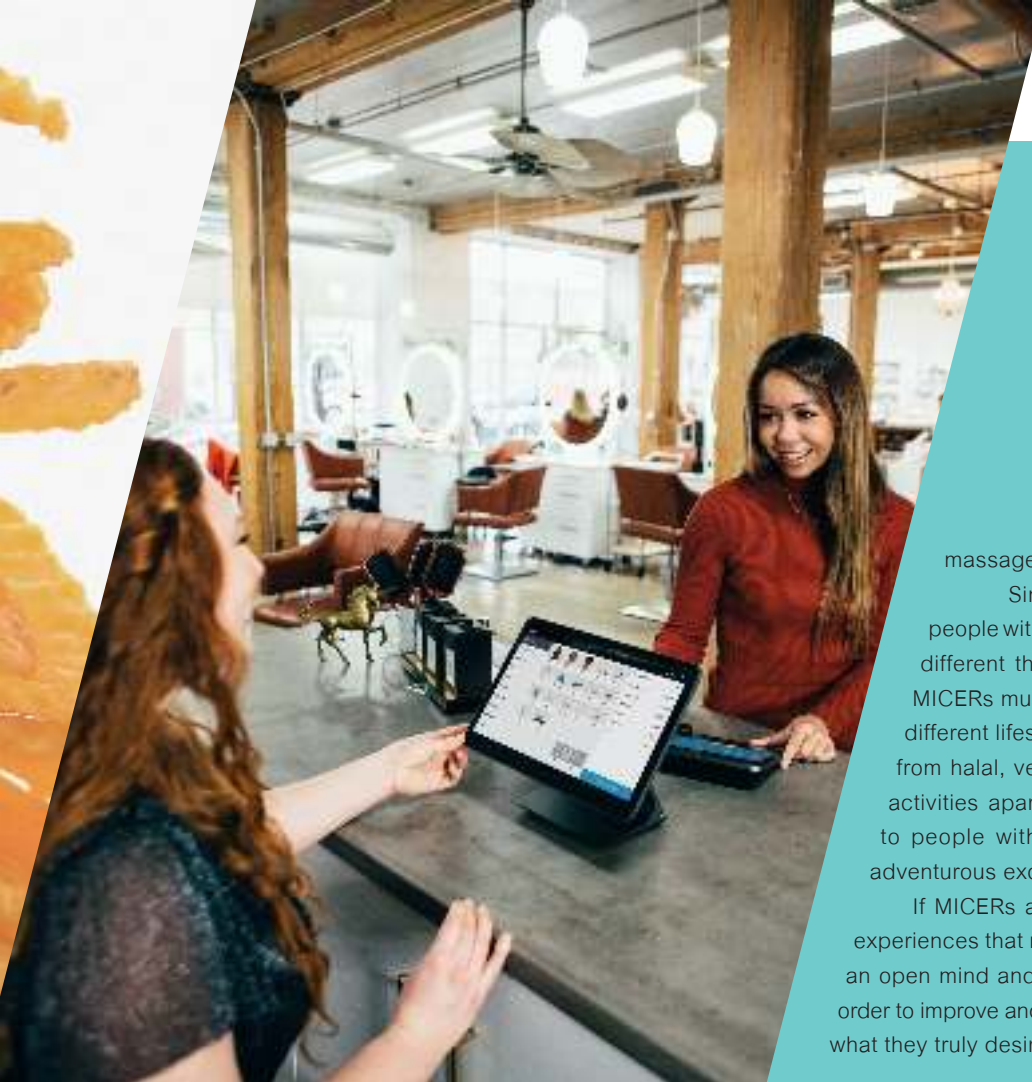
By adapting their design to offer a better user experience, Airbnb has developed their accommodations booking platform to become more user-friendly and fun for both browsing on the website and through their application.

In the food and beverage industry, Pepsi Co has developed new product and packaging designs to offer a better experience and more convenience for customers. The company created a new potato chip packaging to address the pain point of female customers by putting the potato chips on a plastic tray that lets customers reach the snack easier and quieter, while their hands would remain oil-free, allowing female customers to enjoy the snack without worrying about the mess.

For the tourism and MICE industry, offering unique added value to users is immensely important. Service design is a solution that can help those in the industry better cater to the needs of their customers by using their resources efficiently, as the goal of service design is to offer services that matches the expectations of customers while being compatible with the systems of the service provider.

For the tourism, accommodation, and MICE business operators, offering a good service and experience to customers would rely more on factors such as customer data, skills of the staff, and technology, rather than tools, equipment, location, or other raw materials. Service design also helps businesses offer more value-added services, for example, hotels may offer various services to customers from spa packages to different types of pillows to match the physique and sleeping posture of guests. Though guests may not know that they need these services, they are able to appreciate the hotel's attention to detail and may decide to use the services offered.

However, once hotels decline to offer these services to guests, or even mundane services like a morning call or an in-room



message session, guests would not be satisfied.

Similarly, as MICE events serve as a stage for people with similar interests, these people would also need different things due to their different preferences. Thus, MICERs must design services that will cater to people with different lifestyles, for example, those with food restrictions, from halal, vegetarian, to vegan, as well as offer additional activities apart from the event's main activities by catering to people with interests in culture, natural attractions, or adventurous excursions.

If MICERs are looking to provide products, services, and experiences that match the need of customers, they should keep an open mind and look through the perspective of customers in order to improve and develop their own services and offer customers what they truly desire.



The Perfect Formula for Festivalization



Design and plan for the event by focusing on participants to cater to their needs



Design a variety of activities to offer new experiences to each participant group



Use the right technology to help organizers understand participants better and encourage more engagements such as through online channels

Reference:
• <https://www.interaction-design.org/literature/article/the-principles-of-service-design-thinking-building-better-services> • <http://www.tcdc.or.th/projects/ServiceDesignThailand/> • <https://boagworld.com/digital-strategy/service-design/> • <https://contribute.fi/en/2018/02/26/why-do-we-need-service-design/> • https://www.researchgate.net/publication/282233687_Service_design_in_hotels_A_conceptual_review • <https://econsultancy.com/10-inspiring-examples-of-design-led-brands/> • <https://www.slideshare.net/luisenrique.espinosa/design-at-virgin-atlantic-airways>

Article on adding excitement to events with festivalization, MICE Intelligence Center, TCEB

PEOPLE

CONNECTING

THE--
DOTS

OF
DESIGN



“Whenever we sell ideas and local wisdom, we will gain attention from the world.”

-- SATIT KALAWANTAVANICH

A great thinker known as ‘Gae’ in the design and advertising industry, ‘Satit Kalawantavanich’ is the founder of Propaganda and the creator of Mr.P, a sassy boy who was made to initially portray foolishness but has instead set foot on the right path and is now recognized around the world.

After 25 years, Propaganda has transformed itself into a design and branding advisor, with its founder driving the design industry with his knowledge and expertise in ‘design’.

The Heart of Design is...

His life has always been connected to design. Since his days as a student, he has always been more involved in activities outside the classroom, from publishing, drawing cartoons, to other design-related activities. This tendency has fostered him to become a thinker, designer, and a doer, combined into an expert in design today.

“It took me a really long time to find the heart of design. I used to think it was all about making pretty things. When I was in school, the professors would often focus more on aesthetics rather than conceptual thinking. However, I have always been interested in physics and science, and that made me perceive the world in a weird combination of scientific and artistic points of view.”

“Design is more of a ‘process’ to solve a problem. The duty of a designer is not to solve the problem at hand, but it is to find a way to add value to existing challenges, or elevate the solution to another level. Thus, design is a door towards new possibilities. Then, I found that design is not about beauty, and it is not about solving problems or selling things. Instead, it is about finding the way forward, seeking new possibilities that the world has never seen

before, finding new markets, and fulfilling the emotions of people. Design can make everything in the world better, and make life more joyful.”

Designing with ‘Economics’ in Mind...

“I think it would be a nice surprise if Thai brands are driven by design,” said Satit, addressing the process of brand building in the world market. “Countries like China, Taiwan, and Korea have made design the heart of product development that drives every aspect of their brands. They are way ahead of us because they produce designers, and designers elevate products. They have a proactive marketing strategy, and they use all the tools they have to encourage customers to buy from them.”

He continued that today Thailand cannot rely on design to uphold the economy. Even though design has often come up, the concept is not understood by Thais. “I think the more we learn, the better, and we should value speed. It’s not only the speed of design, but also the adaptation to trends. We need to understand the world and the game that we’re playing, then use creativity to build new businesses that will utilize knowledge to find new opportunities.”

“The idea might not be there at first, but with this method, we will be able to break out of the mold and get something entirely new: an innovation.”

One Plus One Equals...

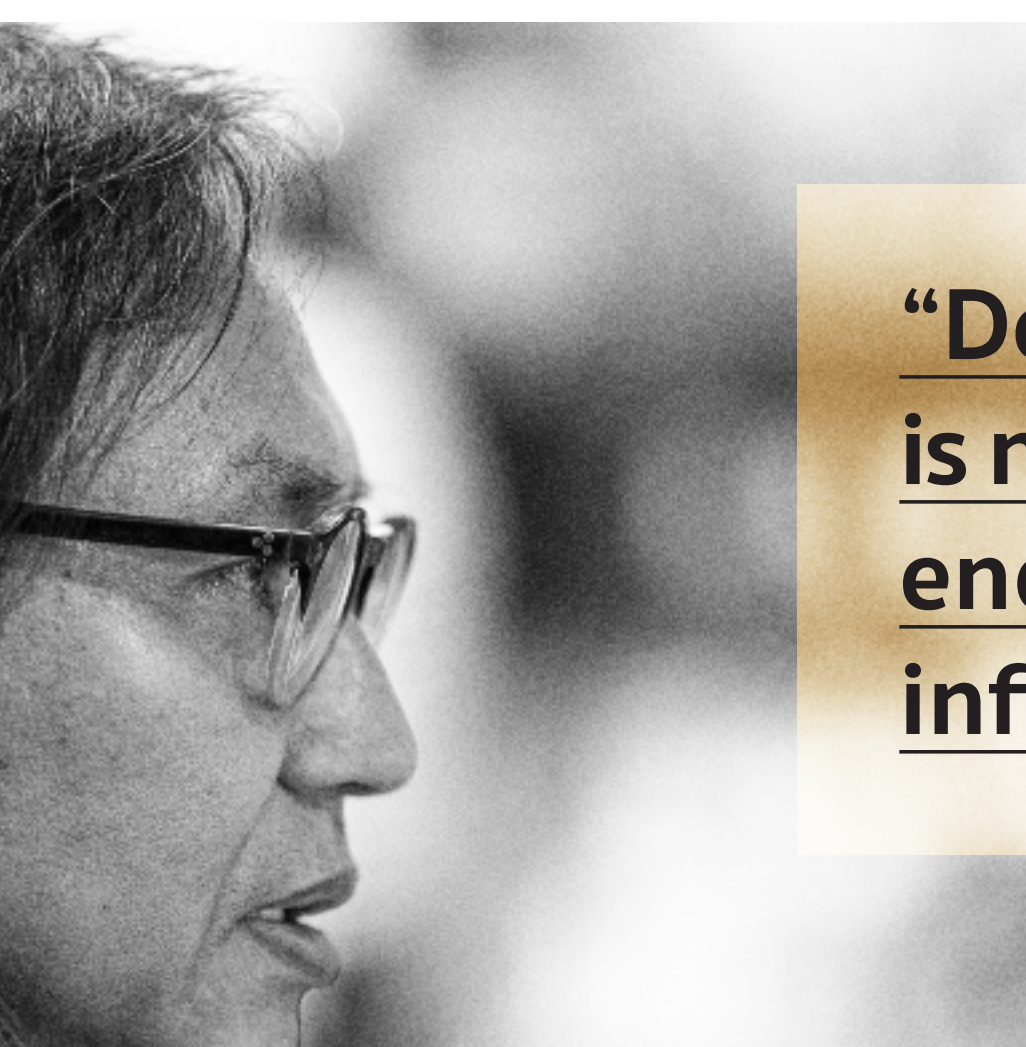
Apart from limitations, Satit also believes that one plus one does not equal two. This simple equation, when approached in a mathematical way, would have only one answer. For creative minds, the solution does not entirely depend on logic.

“Good ideas have no logic. Sometimes we lack the emotion or the instinct for ideas, and we would not believe that such an idea exists. Illogical thoughts permit innovation. For example, the Polaroid camera is borne out of the curiosity about why cameras cannot produce photographs instantaneously. With this idea, even though it was completely illogical, the Polaroid camera was invented. Therefore, one plus one can equal anything. You need to imagine something that doesn't exist, believe in that idea, and make it come true.”

“Another method for coming up with new ideas is connecting the dots, or linking together things that seemingly had no connection. For example, if we design a coffee mug, and we study all the coffee mugs in the world, we will never design anything new. However, we can ip it around and try to connect a coffee mug to a camera, or a microphone. The idea might not be there at rst, but with this method, we will be able to break out of the mold and get something entirely new: an innovation.”

Making the Right Mistakes

Satit revealed that the branding and founding of Propaganda and the sassy Mr.P was inspired by a foolishness of someone who wanted to sell design products without the money, knowledge, market, trend, or customers who wanted to by emotional design.



**“Design
is never-
ending and
infinite.”**



“If I was wise I would not have been bold enough to do it, because it was all wrong, from the demand, supply, to prot. I had a big dream and I saw it through. In the end, I realized that I made the right mistake, because the whole world was going in that direction that was driven by design. Once scientists, engineers, marketers, manufacturers, and business owners work with designers, we will truly have a winner.”

Creative Solutions for Every Industry

Propaganda has been a leader in design products for 25 years, going through easy and tough times, collecting databases over its years of operation, and one may wonder, is the essence of Propaganda only in its products?

“We can now manufacturer products, export them, carry out branding activities, and bring out the potential of designers. We know how to give back to the world. Growing Propaganda was an investment in knowledge and learning. With the brand, we have a new set of data that we created and gathered ourselves, and along the way, many countries wanted to learn from us, so for me what we are doing is meaningful to our nation.”

Today, Propaganda no longer focuses on manufacturing products, but has transformed into an advisor for design and branding, helping clients seek creative solutions, such as visual ambiance design for the real estate industry, and developing products that serve as a missing piece of a puzzle that can bring other elements together.

“We’re using our knowledge about design to develop industries as this process is the way we seek creative solutions. Designers and creators understand that challenges are the gold mine for ideas, so it is fun for those seeking solutions, especially now that we have the process of design thinking which is useful for everyone.”

Meanwhile, the MICE industry can use design to create new things without limitations. Designers should work with other stakeholders like a well-oiled machine in order to spark the energy to come up with new ideas in order to add value to businesses and elevate them to another level.

THE RESEARCH



--Space Matters

In the Digital Age, People Crave a Creative Space Seeking Solutions for MICERs

In the digital age, people have new ways of communicating over long distances such as with online channels and social media; however, these channels do not lessen our human nature that calls for physically meeting others. Thus, there is still a need for a 'space' or a 'place' for people of various backgrounds to meet, learn, and freely exchange perceptions and opinions.

The meaning of 'space' today and in the future is transforming into a radically different concept from the past. The use of spaces or places are now in the spotlight as it will dictate the relationship of users, whether they are office spaces, meeting spaces, or even the space of entire cities. The new generation is now looking for a 'space' that allows them to carry out several activities at the same time.

Therefore, the 'space of the future' is now an interesting topic that must be addressed.

The first point is that the space must encourage human interaction. No matter how far technology has evolved, human beings are social creatures that crave communication with others in many ways additional to online and social media channels. For personal and professional matters, we still need a 'space' to express our identity, to meet like-minded individuals, and to exchange opinions.

Hence, the space for the future must offer a relaxing atmosphere that lets users feel comfortable and encourage them to voice their ideas and make new acquaintances.

Spaces in cities, meanwhile, should consider the shifting working lifestyle of modern citizens which is now different from the past. Today, people can work from anywhere: working from home or outside the office has become the norm, and they no longer need to commute to work daily. People today have more need for 'working spaces' as well as residential space in urban areas.

A change that is already happening is the blur between 'spaces' and 'services' which will become one in the future. We will need more co-working spaces where various professions can utilize the same space, build new relationships, and serve as spaces to organize intriguing activities.

Another type of space is the 'coffee' or a coffee shop that has become a third place for freelancers, a space that will increase in popularity in the future. At coffee shops, locals will be able to drop by to use the services and seek new networks.

For MICERs, 'event spaces' must be carefully thought out in order to offer the perfect space to participants. However, there are

several factors to keep in mind when designing event spaces.

- Different spaces should be offered to different groups of people. For example, there should be a space for people who are looking to talk to each other, an open space for those looking to meet old friends or new acquaintances, and a rest area or coffee corner.

- The connection between spaces is also important in facilitating the user journey from one space to the other.

- Refrain from being too specific or too restrictive in designing spaces. Offer spaces that encourage human interaction without making users feel forced.

Whatever the 'space,' the key thing is that MICERs should offer users an atmosphere that allows greater interaction between participants, and this is the most important challenge for MICERs.

Source: Insights Summary London Innovation Immersion crafted for TCEB by Future London Academy

SERVICE DESIGNER...

Who How and Why

Amidst fierce competition, the 'service designer' is another role that is becoming more important for all businesses.

Contributor :

ธนภัฏฐา โททสี่เฒะ Service Design Solution Director
ผู้เชี่ยวชาญด้าน Service Design จาก The Contextual

The art of design can be split into many categories, from architecture, interior design, product design, to graphic design. However, what is 'service design' and why is it important?

To put it frankly, service design is the design that focuses on service.

The key difference is that all other types of designs would produce tangible results, from buildings, cars, to bedrooms, however, service may be harder to picture as it is not just one physical item.

Still, on a closer look, 'service' is more tangible than we may have thought. For example, the service provided at a hotel comprise the physical areas such as rooms that we can stay in away from home, activities such as the swimming pool and the business center, hotel staff who greet, serve, and clean up after guests, to the amenities provided that will enhance the stay.

These tangible things combine together to offer a service for guests and becomes an experience in itself.

Therefore, service design is designing the experience for customers and determining what they will encounter in order to offer them the best experience and the best service. The process of service design is similar to design thinking, with the user as the center, where the service designer would gather all information related to customers. The main tool for this process is called the customer journey that will allow businesses to see the experience of the customer in order to point out which experience is satisfactory or otherwise.

Gathering information from customers calls for professionalism. Businesses cannot walk up to customers and ask them what they need. Service design requires a method of data



Service designers have a greater understanding of the needs of customers and their desired experiences,

gathering that will ensure the quality of data, and the accuracy in analyzing that data. Companies need to spend time in order to understand customers and use that information to design a service that truly addresses their needs, instead of focusing on quick solutions, which many companies have been discovered to do. If done correctly, service design can save businesses a lot of time and prevent bad investments.

Why must modern businesses pay attention to service design?

Today, competition between businesses has shifted. Companies that have the most understanding for their customers' desires would likely gain more customers over time. For example, when choosing a bank, customers no longer consider merely savings interests, as they tend to be the same everywhere. However, they would focus on whether the bank has a user-friendly mobile application, a lounge, and other privileges. The service industry is also no longer the only industry that relies on service design, consumer products need it too. When choosing a refrigerator,

consumers would focus on other factors besides the quality and aesthetics of the product: they would also consider whether the company offer installation and after-care services. If companies can ensure customers that their service is superior to others, customers will choose them despite their prices being higher than other brands.

There are two types of service design:

1. Service design to x existing problems
2. Service design to establish a new service

The goals of service design are:

1. Increasing the efficiency of services
2. Creating a good impression for customers
3. Enhancing the image of the brand

The outcome of the design could be anything that offers a better service to customers, from signage to keep patients from getting lost in hospitals and interrupting staff to ask for directions, processes that help shoppers make decisions faster to increase sales, to designing new service areas for banks so that services can

be automated to serve the changing customer behaviors and demonstrate the bank's image as a leader in technology.

Service designers have a greater understanding of the needs of customers and their desired experiences, thus, service designers would complete their tasks before designers in other areas in order the determine what customers want, then pass on this information to other designers, who will work under the same principle to serve the customer who will receive this experience, whether it is at a shopping mall, restaurant, caf, spa, hotel, airplane, or a bank. In the past, service design might have played a very small part, but now every establishment would ght for customers, with the winners being those who can better understand customers and cater to their needs.

Thus, service designers determine the needs of customers and guide other designers to create the best overall experience that will impress customers.

STARTUP



BELLUGG Next Step...

SUCH SEED STRATEGY

Sometimes, ideas are not indicators of a successful business. Who would have ever thought that a luggage delivery service between airports and hotels that focuses on tourists who are determined to spend the most of their time to get the best experience from traveling would gain such great feedback from users? In the last three years, ‘Bellugg,’ a Thai startup, has slowly gained attention among startups in other industries.

‘Sipavich Dhumrongvaraporn’ (Et) and ‘Sithi Nerngchamnong’ (Oat), the two founders of Bellugg Group, revealed that, “Thailand is recognized as one of the top tourist destinations in the world. Businesses today are not just offering promotions and discounts for their products and services. For us, we pay attention to details and we offer an honest service. Believe it or not, this is the way to capture the hearts of consumers looking to enjoy their journey, as we have designed our service to truly serve our customers.”

The founders added that they have utilized data and digital tools for their logistics operation

that have the interest of individual customers in mind, allowing them to be able to travel more conveniently. Bellugg has carefully designed their business and has successfully created a memorable first impression for customers, reinforcing the belief that Thailand can offer first-class services. Many airlines and entrepreneurs have contacted Bellugg with the aim of acquiring their business model, but the founders have declined and have continued to run the business in their own way.

Today, apart from offering luggage delivery services from airport to airport and airport to hotel, they have expanded their services to shops, department stores, and popular shopping destinations in Thailand and in countries like Japan, Korea, Hong Kong, Taiwan, and Singapore. Bellugg has also set a target to become a leading logistics provider in Southeast Asia to ensure that their customer’s luggage arrives on time, with full transparency and uncomplicated methods. Moreover, the company has taken on MICE travelers as well as catering to niche groups, from transporting a



businessperson's expensive luggage, a world-class triathlete's bicycle, golf bags, to sailing boats!

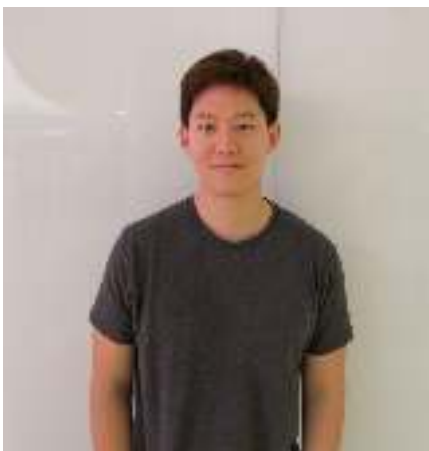
"Bellugg" targets Asian travelers as the company has studied their behaviors in order to deliver a unique strategy to serve customers. Services provided by the company include charging the luggage according to sizes and not weight, categorizing the luggage into small, medium, large, and oversized; wrapping each luggage in plastic to ensure its condition; employing a GPS tracking system for individual luggage to monitor its location; and taking care not to stack luggage in order to prevent damages. Meanwhile, their operation system can cater to the travel times of arrival and departure customers that can range from extremely early in the morning to very late at night. The company also offers a logistics operation with controlled delivery and 50,000 baht insurance to guarantee the safety of all luggage.

For its next step, Bellugg is targeting more Thai customers and to developing its own detail systems.

"Many have asked us why we position ourselves as a service provider for Asians. The answer is that we know Asians are more willing to pay for conveniences compared to Europeans or Americans. Moreover, we have a wide range of customers, from those staying in hotels that cost a few hundred baht to over ten thousand

baht per night, but we don't categorize them according to the amount they spend on hotels. In the past three years, we've learned that customers know what they want and how to spend their money, and they understand that with our service, they will be able to manage their time better. We also manage data with artificial intelligence systems, employ chatbots, and find people who speak our customer's language to talk to them, which really helps the business as people prefer speaking their own languages. These are the details that we pay attention to, while we also train our employees to best serve customers. Bellugg has the philosophy of focusing on the business and utilizing technology, drawing on our own experiences to avoid risks and mistakes. We are trying our very best to achieve the utmost customer satisfaction, and we also study the ways our parents do business in addition to modern business operations," said the two founders.

With more competition in the market and more challenges for businesses, little details can make businesses stand out among the crowd, especially for this startup that has created trust among customers with their unique identity. This way of doing business might lead to a new trend that is powerful and encourage sustainability for businesses in the future.



MICE

REVIEW

Overview of MICE industry in Thailand

Q

2

Fiscal Year 2019
(January – March 2019)

MICE Travelers

MICE Travelers (International)

Generating

travelers

361,338

increase

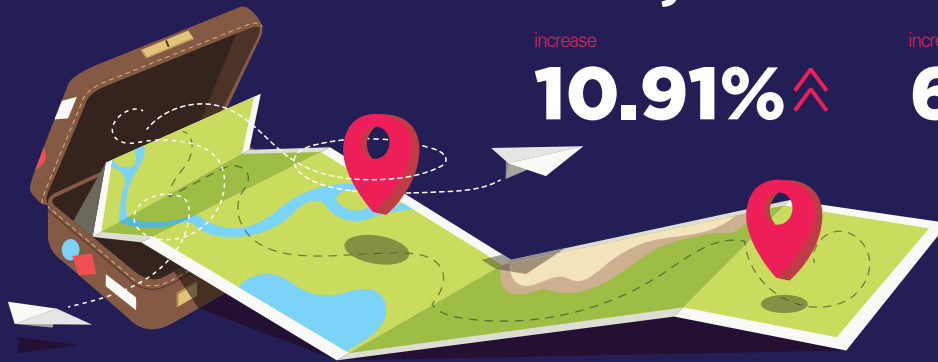
10.91% 

million baht

27,477

increase

6.74% 



Foreign MICE travelers
joining events in
Thailand by industry
(January – March 2019)

Type of traveler



MEETING

travelers

116,968

increase

15.21%



INCENTIVE

travelers

110,699

increase

10.73%



CONVENTION

travelers

84,516

increase

8.02%



EXHIBITION

travelers

49,155

increase

6.75%

10 Top 10 Foreign MICE Travelers Inbound to Thailand (January – March 2019)



Top 3 continents to visit Thailand were Asia, with 302,900 travelers, Oceania, with 18,299 travelers, and Europe, with 15,732 travelers.



The total number of foreign MICE travelers to Thailand in the first six months

travelers
615,091

MICE Travelers (Domestic)

Generating

travelers
7,752,864

million baht
28,069

Among all travelers, those joining exhibitions in Thailand (E) account for the highest number of travelers.

increase
8.81%

Domestic MICE travelers joining events in Thailand by industry (January – March 2019)



MEETING

travelers
400,636

increase
7.98%



INCENTIVE

travelers
65,375

increase
18.60%



CONVENTION

travelers
1,408,477

decrease
1.90% ↓



EXHIBITION

travelers
5,878,376

increase
3.30%



Bangkok remains the most popular city for MICE travelers, with 5,337,908 travelers, generating a total of 20,655 million baht.

MICE travelers

Generating

travelers
5,337,908

million baht
20,655

Overview of MICE industry in Thailand

MICE DOMESTIC CORPORATE MEETINGS

Overview of International Corporate Meetings

Travelers joined international corporate meetings

Meetings

Generating

travelers

400,636

4,705

million baht

789

Growth

7.98%

increase

90.25%

increase

57.49%

Bangkok saw the highest number of meeting attendees at 119,888 people

1



Bangkok

119,888

2



Khonkaen

97,718

3



Chiangmai

96,120

MICE INCENTIVE TRAVELS

Overview of Incentive Travel

Travelers joined incentive travels

incentive travels

Generating

travelers

65,375

times

705

million baht

395

Growth

18.60%

increase

3.37%

increase

182.14%

Bangkok was the most popular destination for MICE travelers in this category, with the highest number of travellers at 25,000 people, while the second most popular destination was Pattaya with 20,396 travelers.

Bangkok

25,000



Pattaya

20,396



MICE CONVENTION

Overview of non-corporate conventions in Thailand

Travelers joined non-corporate conventions in Thailand

travelers

1,048,477

Convention

2,098

Generating

million baht

2,798

A total of 1,007 Association Conferences (C-Association) were held, generating 1,101 million baht (a 12.46% increase)

The central region with Bangkok as the main destination saw the highest number of non-corporate conventions with 478,644 attendees. The second most popular destination was Pattaya, with 291,086 attendees, followed by Khonkaen, with 215,978 attendees.

MICE EXHIBITION

Travelers joined exhibitions in Thailand

Generating

travelers

5,878,376

with **35** exhibitions

million baht

24,087

increase

3.94%

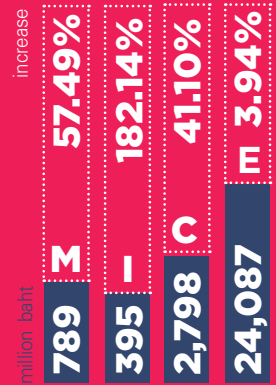
decrease

27.08%

Bangkok saw the highest number of attendees at 4,714,376 people, followed by Chiangmai and Phuket with 555,300 and 300,000 attendees respectively.

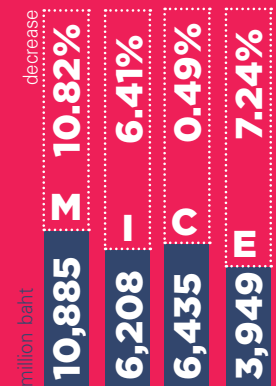
Overview of Income from MICE industry in Thailand

Q2 Fiscal Year 2019



Income generated from the domestic MICE industry by type of event (January – March 2019)

Income generated from the foreign MICE industry by type of event (January – March 2019)





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ตอมจกทุกโพลีฟอสโตลส์ธุรกิจอีเวนต์ในแบบของคุณ
ระบบจัดการอีเวนต์และลงทะเบียนใช้งาน
ที่ง่าย ครบ จบ ในแอปพลิเคชันเดียว

Organizer

Attendee



