

CATEGORY DESCRIPTIONS

Women in MICE

1 SERVICE PROVIDER REPRESENTATIVE OF THE YEAR

This award is given to the woman who has demonstrated the ability to deliver continued service provision and considers how offerings may have had to be diversified or be adapted, particularly in the face of adversity.

2 VENUE REPRESENTATIVE OF THE YEAR

An award for the woman who has ensured the highest standards of guest and staff well-being by moving swiftly to implement measures that not only meet all requirements but exceed them.

3 COLLABORATOR OF THE YEAR

Who has gone beyond the call of duty to bring cohesion to the MICE industry? She is a mover and shaker who has worked tirelessly to create alignment among a networked industry that is driving the industry forward.

4 INDUSTRY CONTRIBUTION OF THE YEAR

This award is given to the woman who has selflessly served the MICE industry by committing her time and efforts to roll out initiatives or establish resources that have been of significant value to how the industry operates.

5 INNOVATOR OF THE YEAR

An award given to an out-of-the-box forward-thinker who, through determination and perseverance to overcome all challenges, has created a process or product that eliminates as many obstacles as possible faced by the industry as a whole.

6 CERTIFICATION AND QUALIFICATION PROVIDER OF THE YEAR

The award for the association, institution or education provider working to deliver skills and training to bolster the MICE industry and bring structure to the designations servicing each link across the value chain.

7 MENTOR OF THE YEAR

The award given to a woman who is dedicated to uplifting, inspiring and paving the way forward for other individuals within her company or community. She leads consciously, confidently and with heart.

8 ENTERPRISE TEAM OF THE YEAR

An award given to the enterprise that has taken every single step possible to ensure they are able to retain, remunerate and safeguard the well-being of their teams, while still delivering an exceptional offering with superior service.

9 HEALTH AND SAFETY STANDARDS RECOGNITION AWARD

As we have seen during 2020, health and safety has become of paramount importance to the industry. This award goes to the woman who has been pivotal in setting the standard for safeguarding their operation.

10 LIFETIME ACHIEVEMENT AWARD

This top honour is given in recognition to the woman who has, over her career, consistently demonstrated and encompassed the qualities that the Women in MICE Awards stand for: leadership, passion, creativity, integrity, mentorship and relationship-building.



#WIM21

Meetings

THE MEETINGS & EVENT
PLANNER

THE EXHIBITION
PLANNER

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"Never ever accept 'because you are a woman' as a reason for doing or not doing anything."
Chimamanda Ngozi Adichie

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