



M.I.C.E.
MANAGEMENT

Company Profile

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Company Overview

With more than **22 years of industry experience**, Michelle has cultivated a trusted network of exceptional partners and long-standing relationships, ensuring the consistent and successful delivery of high-impact events.

Based in **Cape Town, South Africa**, we bring deep local insight and specialist expertise in inbound business events, leveraging our collective knowledge to deliver outstanding outcomes.

As a **Professional Conference Organiser (PCO)**, we provide strategic leadership across every stage of your event — from initial planning and programme development through to on-the-ground delivery — across Africa.

African Partnerships

We collaborate with carefully selected local DMCs across the continent to deliver seamless, professionally executed business events. These partnerships enable us to combine global standards with local intelligence, while actively developing on-the-ground PCO expertise in each destination.

Together, we create **impactful events across Africa** that are locally informed, globally aligned, and flawlessly delivered.

We are M.I.C.E Management.



Meet Michelle

Founder & Managing Director

With over **22 years in the MICE industry**, Michelle began her career soon after graduating top of her class in Public Relations. She started as an Account Manager at a leading **incentive** house, gaining valuable international experience managing global incentive programs.

Throughout her career, she has collaborated with top **Destination Management Companies (DMC's)** and worked for **Professional Conference Organisers (PCO's)** where she gained her experience in the **large event / association conference** landscape. Her portfolio also spans numerous association partnerships across diverse industries.

A natural connector and passionate advocate for collaboration, Michelle believes success is built through **teamwork and strong relationships**.

She actively contributes to the industry as a member of the **Western Cape committee of SAACI (South African Association for the Conference Industry)**.













Mission

- ❖ To **cultivate extraordinary relationships** by streamlining the client experience with effortless professionalism and crystal-clear communication - complicated enough already, isn't it?
 - ❖ By harnessing our unique gifts and talents, we're **dedicated to enhancing every client interaction**, leaving a positive impact that resonates after our encounter.
 - ❖ We're not just in the business of success, we're in the business of **making a difference in the lives of the people** we encounter.
-

Vision

- ❖ Picture a company that is sought after—the ultimate go-to in the **M.I.C.E** (Meetings, Incentives, Conferences, and Events/Exhibitions) industry in Africa. We're not just about delivering excellent service; we're known for our steady partnerships.
- ❖ At our core, we're all about making your life easier. **Effortless collaborations**, service that sets the bar sky-high and a dedication to service-delivery for our clients that is legendary.
- ❖ We're raising the stakes, **setting a new standard of excellence**. We're not just shaping events; we're shaping the future of conferences and events in **Africa**, and we're doing it with style. **M.I.C.E Management-style**.

Our Values

-  | **Commitment to Excellence**  Excellence isn't just a goal, it's the driving force behind everything **M.I.C.E Management** does. We're fueled by a relentless drive to push boundaries, exceed expectations and craft exceptional experiences.
 -  | **Respect and Integrity**  The cornerstones of **M.I.C.E Management** culture. Guiding every interaction and decision with unwavering commitment to honesty, fairness and dignity for clients and suppliers alike. It's the right thing to do.
 -  | **Professionalism**  It's in our DNA. At the heart of **M.I.C.E Management** lies the epitome of professionalism, defined by our dedication to excellence, ethical conduct and the highest standards of performance.
 -  | **Loyal Relationships and Collaborations**  Team work makes the dream work! **M.I.C.E Management** values an environment where trust, mutual respect, and open communication thrive. Together, we forge true bonds, leveraging diverse perspectives and collective expertise to make magic happen, tackle challenges and celebrate wins together.
 -  | **Communication**  This is more than words; it's the lifeline that connects us, fosters understanding, and fuels collaboration. We are fluent in transparency, empathy and getting things done, because **M.I.C.E Management** understands that effective communication is the key to unlocking success.
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Why use a PCO?

Strategic Expertise



We align the conference with the organisation's goals for membership growth, revenue generation sponsor value optimisation, reputation and brand positioning and stakeholder engagement. An **experienced** PCO brings structure, governance, and long-term event strategy.

Financial Management & Budget Control



Conferences carry financial risk. A PCO provides realistic budgeting based on market benchmarks, supplier negotiation power, cash-flow management, transparent reporting and revenue forecasting. This **reduces financial exposure** and improves profitability.

Industry Relationships & Buying Power



Experienced PCOs have strong supplier networks, which means better rates and contract terms, access to premium venues and suppliers, reliable, vetted partners and faster problem resolution. Relationships often translate directly into **cost savings and smoother delivery**.

Compliance, Governance & Risk Mitigation



Compliance of protecting personal information, contract management, insurance oversight, abstract management, integrity and sponsor transparency, therefore **reduces legal risk**.

Sponsor & Exhibition Revenue Growth







PCOs understand commercial packaging, prospectus development, pricing strategy, exhibition floor optimisation, sponsor ROI measurement. This often results in **stronger sponsorship uptake** and **long-term partnerships**.

Delegate Experience & Professional Delivery



Seamless registration systems, professional communication, efficient speaker coordination, high-quality onsite execution and crisis management. A smooth delegate experience protects and **enhances the host organisation's reputation**.

Cont.

-  Time & Capacity Relief for Committees  Volunteer committees and academic boards typically have limited time, lack event management capacity and change leadership frequently. A PCO provides **continuity, project management discipline, and institutional memory.**
 -  Data, Reporting & Legacy Planning  PCOs provide post-event analytics, attendance insights, sponsor reports, strategic recommendations, multi-year growth planning. This turns a conference from a once-off event into a **long-term strategic asset.**
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A PCO reduces risk, increases revenue, protects reputation, allowing the host organisation to focus on content & stakeholder leadership — while professionals manage the complexity.

Overview of Services

PRE-EVENT

Bid Assistance

Budgeting, Financial and Risk Management

Destination Selection: Local / International

Venue and Supplier Selection

Site Inspections

Committee Meetings

- ✦ Calendar Schedule
- ✦ Support
- ✦ Administration

Event Plan / Timeline

Supplier Negotiation

Contracts

Branding and Artwork

Website Development & Content



PLANNING

Sponsorship and Exhibition Sales / Admin Support

- ✦ Prospectus
- ✦ Floor Plans
- ✦ Branding
- ✦ Exhibitor Manual
- ✦ Freight Forwarding

Marketing / Social Media Plan and Execution

Event Promotion: Local / International Travel

Programme Support / Admin Abstract Management

Speaker Travel Management

Online Registration & Payments

Admin and Communication

Audio Visual, IT, Interpretation Services

Social / Sponsored Events:

- ✦ Invitations / RSVP's
- ✦ Catering
- ✦ Décor
- ✦ Entertainment

Flights and Accommodation

Visa Documentation Assistance

Tours (local, pre- & post) and Airport Transfers

ON-SITE

Management of setup

- ✦ Venues
- ✦ Signage / Branding
- ✦ Plant Hire
- ✦ Registration Area
- ✦ Office and Equipment

Promotional / Sponsored Items

Stationery

Onsite Registration and Payments

Staffing:

- ✦ Medics
- ✦ Security
- ✦ Onsite Support



Experience

Throughout Michelle's esteemed career as a Project Manager/Director for **Association Conferences in the MICE industry**, she has had the privilege of working with exceptional individuals as part of the team in her Project Manager or Director role, on the array of events listed below.



Evidence 2025

The Golden Tulip Hotel
Cotonou, Benin
200 pax



Cape Town Consensus Meeting 2025

Cape Town International Convention Centre
Cape Town, South Africa
200 pax



Africa Clean Power Convening 2025

Mount Grace Hotel & Spa
Gauteng, South Africa
100 pax



World Congress on Conservation Agriculture 2024

Cape Town International Convention Centre
Cape Town, South Africa
500 pax



River Quarter Ground Breaking Event 2023

Zevenwacht
Cape Town, South Africa
150 pax



CIRP CMS 2023

Cape Town International Convention Centre
Cape Town, South Africa
300 pax



All Africa Expo and ISTMA World 2023

Cape Town International Convention Centre
Cape Town, South Africa
600 pax



International Maternal Newborn Health Conference 2023

Cape Town International Convention Centre
Cape Town, South Africa
1800 pax

Cont.



Western Cape Property Development Forum 2023

Cape Town International Convention Centre
Cape Town, South Africa
300 pax



UCT Obstetrics & Gynaecology Refresher Course 2019

UCT Kramer Law Building
Rondebosch, South Africa
300 pax



Sorghum in the 21st Century 2018

Century City Conference Centre
Cape Town, South Africa
450 pax



Cape Town Obstetrics & Gynaecology Update 2019

The Avenue
Cape Town, South Africa
110 pax



Royal College of O&G World Congress 2017

Cape Town International Convention Centre
Cape Town, South Africa
2300 pax



Global Evidence Summit 2017

Cape Town International Convention Centre
Cape Town, South Africa
1300pax



International Urogynaecology Association 2016

Cape Town International Convention Centre
Cape Town, South Africa
600 pax



ISGE & ESGE Conference 2016

Cape Town International Convention Centre
Cape Town, South Africa
1 000 pax

Cont.



South African Renal Conference 2016

Century City Conference Centre
Cape Town, South Africa
500 pax



Travel Health Africa 2016

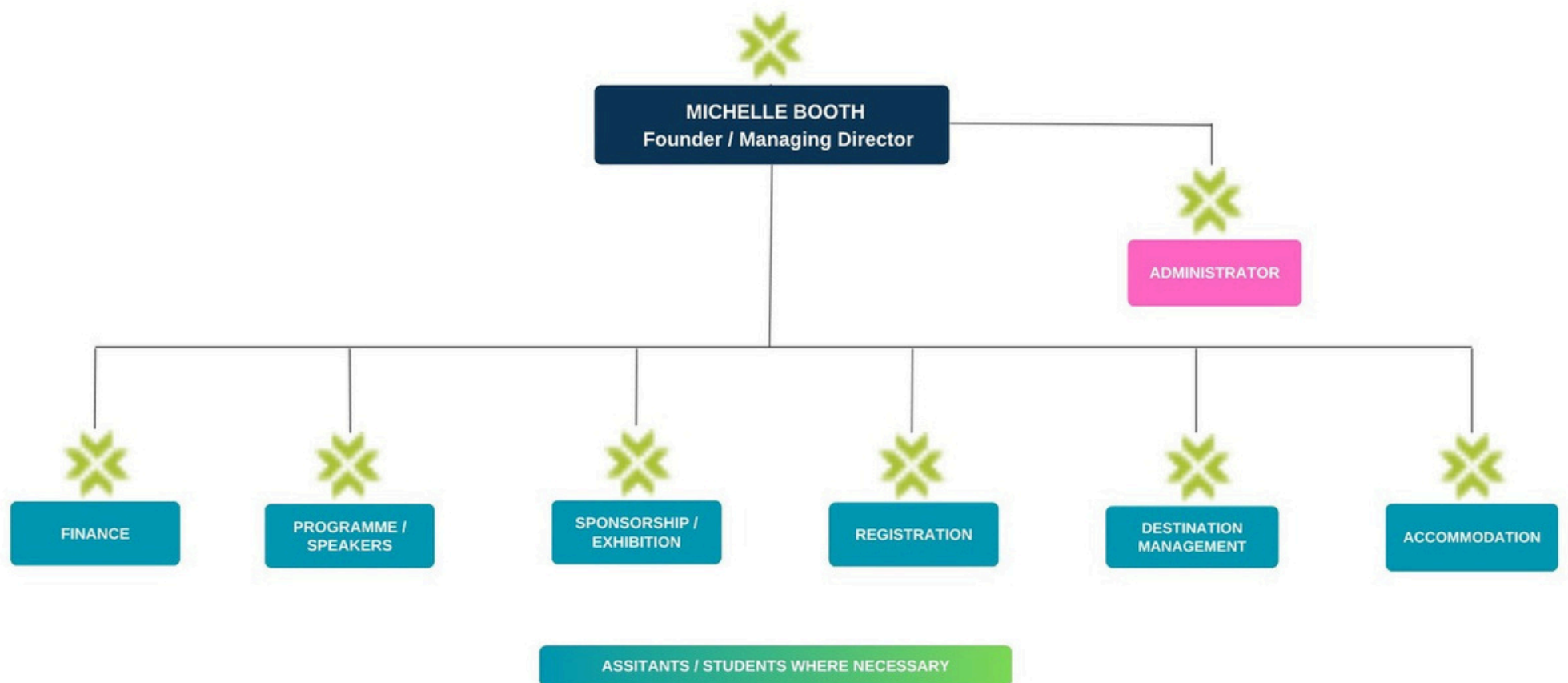
The Boardwalk Conference Centre
Port Elizabeth, South Africa
260 pax



World Congress of Nephrology 2015

Cape Town International Convention Centre
Cape Town, South Africa
5000 pax

M.I.C.E Management Structure



Testimonials



From the first call to the last departure, Michelle was in full control of all the delegates and speakers. Her advice and knowledge helped build a strong programme and the post farm visit was a smooth experience.

She has amazing relationships with all her suppliers and her 'can do' attitude made this a wonderful event to work on, with her.

✧ **9th World Congress on Conservation Agriculture 2024 (500 pax)**

EDMUND BEUKES
Charcoal Consulting



Holding a big event is a stressful undertaking for a company. Michelle and the team made the entire experience completely the opposite. She came in with a full understanding of what we wanted and presented the vision to our board of directors.

We were all so impressed with her professional and knowledgeable approach. During the planning, she was always calm and in control of every aspect, which took the stress away for us.

The event itself was spectacular without a single thing out of place. From permits to staff, furniture and food. Every detail was perfectly executed.

Michelle really did a phenomenal job, while always being calm and friendly. We will use her for any events we have in the future.

✧ **River Quarter Groundbreaking Event 2023 (150 pax)**

LINDI GREEN
VDMV Property Holdings



Having worked closely with Michelle and her team during the planning and execution of the first-ever International Maternal Newborn Health Conference 2023 (IMNHC 2023), I can attest to her abilities to lead a dynamic team of partners, vendors and clients in delivering outstanding work and her willingness to go above and beyond to ensure success.

In May 2023, more than 1,800 stakeholders from 100 countries gathered in Cape Town, South Africa with an important goal: to accelerate solutions to improve maternal and newborn survival and prevent stillbirths as countries strive to achieve the ambitions outlined in the United Nations Sustainable Development Goals. In preparation for this historic convening, AlignMNH worked directly with Michelle and the team she led on all logistics and overall direction of the conference.

Michelle's role in the pre-planning and on-the-ground execution was essential to the success of the conference, and we couldn't have done it without her outstanding leadership and expertise.

A true leader, Michelle rolls up her sleeves and dives into the trenches with her team and clients. She is incredibly creative, solutions-oriented, and hardworking, always rising to the occasion to support with changing deliverables, tight timelines and the unexpected, while continuing to deliver high-caliber services.

✧ **International Maternal Newborn Health Conference 2023 (1800 pax)**

CHARLENE REYNOLDS

Director of Strategic Partnerships Jhpiego, an affiliate of Johns Hopkins University AlignMNH, a global initiative working to save lives for women and children.



As a meticulous professional with an unwavering commitment to excellence, I've spent over three decades managing complex international programs for discerning high-end corporate clients. Throughout my career, I've consistently sought out Meetings, Conferencing and Event partners who also operate as specialist DMC's, are well-known, respected, and deeply connected within the destination and field of operation. Their network of reliable and trusted partners enables them to craft creative and professional proposals.

It's an individual who not only comprehends the destination but actively seeks innovative ways to showcase its full potential, steering clear of the ordinary. This person takes your vision and transforms it into reality. When challenges arise or last-minute changes occur, they skilfully leverage their relationships to navigate smoothly. Their professionalism, integrity, and respect remain unwavering as they represent both you and your clients.

Moreover, a top-tier partner operates in your best interest, managing stress and deadlines effortlessly. They communicate effectively, leaving no room for uncertainty. From proposal to reconciliation, they handle the entire program with absolute professionalism and transparency.

If this aligns with what you're seeking, allow me to highly recommend Michelle. I've had the privilege of working with her since 2012, and she embodies all these qualities. In fact, when I contemplated opening a company in Cape Town, she was my first choice to lead it.

- ✧ **Multichoice Board of Director's 2017**
- ✧ **NASPERS Global CEO's Easter Weekend 2012 (200 pax)**

MARA COETZEE

Owner, Red Carpet Travel



I have worked with Michelle for many years, on several large international events she organised.

I have always found Michelle to be competent and attentive, with a good eye for detail. Reliability is essential in this industry, and she is extremely dependable.

I hope to work with Michelle again in the future.

- ✧ **UCT Obstetrics & Gynaecology Refresher Course 2015 & 2019**
- ✧ **Royal College of Obstetrics & Gynaecology 2017**
- ✧ **International Urogynaecology Association 2016**

DR PETER DE JONG

MBChB, FRCOG, FCOG, Mmed, Cert Urogyn Obstetrician & Gynaecologist / Subspecialist Urogynaecologist

BEE Status

M.I.C.E Management is a Level 4 BEE Contributor and as much as possible, partners with country's empowerment programme.

Accreditation



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