

CATEGORY DESCRIPTIONS

women
in MICE
VERSION 2.0

1 SMALL BUSINESS OWNER OF THE YEAR

Dynamite comes in small packages and this year we will recognise small businesses that are proactively driving exceptional development and performance initiatives within the MICE sector.

2 ENTERPRISE TEAM OF THE YEAR

The Top Women in MICE Awards will recognise the major industry players who continuously contribute towards putting South Africa on the map as a preferred world-class event host.

3 SERVICE PROVIDER REPRESENTATIVE OF THE YEAR

Service providers are the backbone of the events industry. We will recognise the critical role of phenomenal players who deliver superior customer service and actively ensure the success of an event through their unique contribution.

4 VENUE REPRESENTATIVE OF THE YEAR

We acknowledge the dedicated teams that ensure each requirement of an event hosted at their venue is met, down to the last detail.

5 CMP OF THE YEAR

Meetings and roundtables for high-level delegations take careful planning and hands-on management. We recognise the Certified Meeting Planners who are consistently performing ahead of the pack and exceeding expectations.

6 INCENTIVE PLANNER OF THE YEAR

Incentives are the fastest growing market within the MICE sector. We acknowledge exceptional incentive planners in the industry and recognise the ever-demanding role they fulfil within this continuously growing segment.

7 PCO OF THE YEAR

Understanding the importance of the role of our Professional Conference Organisers, the Top Women in MICE Awards will honour the most tenacious players who are setting the bar at world-class standards. Their undeniable contribution has a direct impact on the success of every conference.

8 CEM OF THE YEAR

From organisation to resourcefulness, the CEM of the Year possesses a unique skillset that we as the organisers of the Top Women in MICE Awards feel deserves acknowledgement.

9 MENTOR OF THE YEAR

Mentorship is at the heart of the Top Women in MICE Awards and we recognise the individuals driving change, empowerment and upliftment beyond their day-to-day roles. Paying it forward, by sharing professional knowledge and experience, is not only our duty but a privilege.

10 YOUNG ACHIEVER OF THE YEAR

This category will recognise an exceptionally driven young woman under the age of 30 who has already brought about significant change at this early stage of her career.

11 RISING STAR OF THE YEAR

The Top Women in MICE Awards will recognise a shining star who is quickly rising through the ranks and making waves. This talented individual will showcase the promise of an influential future female mover and shaker.

12 MALE SUPPORTER OF THE YEAR

In the spirit of recognising female excellence within the industry, the Top Women in MICE Awards will also acknowledge the male supporters who have helped them get to where they are.

13 INSPIRATION AWARD

The Inspiration Award serves to recognise a woman who, despite adversity and against all odds, has affirmed her position as a leader and agent of change. She exudes a positive outlook on life and supports her team and colleagues.

14 INDUSTRY CRUSADER

For the trailblazers and game changers who have established themselves as a force to be reckoned with, the Top Women in MICE Awards will recognise one remarkable woman who succeeds wherever she goes. She shatters glass ceilings and opens doors for future generations. This will be the Joan of Arc for the MICE industry.

15 LIFETIME ACHIEVEMENT

The Lifetime Achievement Award acknowledges the phenomenal contribution, influence and strategic direction offered by one iconic woman who has helped to shape the industry into what it is today. She has dedicated her career to change, embrace and improve the dynamics and future sustainability of the MICE industry.



"I need to listen well so that I hear what is not said." *Thuli Madonsela*

3
3SMEDIA

Meetings

THE MEETINGS & EVENT
PLANNER

THE EXHIBITION
PLANNER

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