



ASEAN MICE VENUE STANDARD

CERTIFICATION
MANUAL

Category : Event Venue



ASEAN
MICE Venue Standard
category
Event Venue

September 2021

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I. ASEAN
MICE Venue Standard
category
Event Venue

Chapter 1

Foreword

MICE or Meeting, Incentive, Convention and Exhibition is one of growing sectors in ASEAN Countries. The vision statement of ASEAN Tourism Strategic Plan 2016-2025 is

By 2025, ASEAN will be a quality tourism destination offering a unique, diverse ASEAN experience, and will be committed to responsible, sustainable, inclusive and balanced tourism development, so as to contribute significantly to the socio-economic well-being of ASEAN people.

The impact of MICE is more than the number of visitors or an amount of spending by these visitors in ASEAN countries. These visitors are known to be one of high spenders as well as spending more before and/or after the MICE activities. By average, they also stay at a destination longer than many other types of visitors. MICE visitors therefore contribute to significant growth of tourism and relevant sectors as well as the revenue of the country.

By introducing ASEAN MICE Venue Standard, this will allow all member states to have guidelines to make their property competitive and are able to join hands in providing quality MICE venues to the visitors, making ASEAN a competitive MICE region.

Chapter 2

Introduction

MICE venues are undoubtedly one of the vital factors for a destination to be selected for MICE activity. The ten ASEAN Member Countries, namely: Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Viet Nam, have considered these ASEAN MICE Venue Standard (AMVS) as a reference to develop and enhance the capacity and competitiveness of MICE entrepreneurs and owners of venues in serving both the organizers and visitors in a professional way.

The ASEAN MICE Venue Standard (AMVS) refers to meeting room, exhibition venue and event venue. In this manual, the focus will be Event Venue category and in this category there will be 3 major criteria. The major criteria for AMVS of this category will be 1. Physical 2. Technology and 3. Service. These indicators focus on the standard of physical aspects, venue management and people working within venues so that together they can meet the requirements of MICE travelers in a competitive way.

Chapter 3

Terms & Definitions

Terms and Definitions

The terms and definitions applied in the standard are as below.

3.1 MICE

MICE refers to meeting, incentive, convention, exhibition and business events industry. This also refers to service providers and clients in MICE industry.

3.2 MICE Venue Categories

MICE venue categories refer to Meeting Room, Exhibition Venue and Event Venue. In other words, they are physical spaces designed and provided for MICE activities with purposes for meetings, exhibitions, and business events/events related to those business events.

3.3 Event

Events organized related to meeting, incentive, convention, exhibition, business events and social/networking functions related to business events. This includes events such as indoor/outdoor Business Events, group meetings, team building activities, wedding parties, or dinner / lunch functions, Etc.

3.4 Event Venue

A venue (outside of hotels, conventions centres, and exhibition centres – Unconventional Venues or Venue proposed to hold the Special events (so-called Special Event Venue)) that can be used for organizing Event. However, this AMVS Event Venue does not apply to venues for mega events, such as sporting events or public concerts, unless the venue is used for MICE / Business Events. Event Venue can be categorized into 2 settings as follows:

3.4.1 **Indoor Venue:** for events that take place inside the building

3.4.2 **Outdoor Venue:** for events that take place outside the building.

3.5 Sign

Equipment designed to convey meanings for examples, area for specific activities, directions and emergency signs.

3.6 PA System

Shorthand for ‘Public Address System.’ A device that amplifies sound in one large area through speakers so that messages can be shared.

3.7 Floor Plan

The blueprint or layout of the event space, including electrical outlets, entrance, exits, stage and other amenities and how the event will be set out within the space.

3.8 Loading area

A space in the parking area designated for temporary parking for drop-off/pick-up materials.

3.9 Environmental Sustainability

Revised 5 October 2021

A consideration of venue on the practice of environmental sustainability. This includes policy and activities that promote staff of the venue as well as organizers and participants to make the event environmentally sustainable.

3.10 Surrounding Community

Surrounding community refers to residents, communities and stakeholders live and stay adjacent to or closed to the venue. Venue, being a host to events, should consider social, economic and environmental impacts on the surrounding community.

Chapter 4 Requirements & Scoring

The table below illustrates different types of Event Venue and the criteria. When venues apply for certification, they must choose **one** applicable type of setting only. This means if their Event Venue is in:

- Event Venue – Indoor (indicated as “I), there will be 24 indicators
- Event Venue – Outdoor (indicated as “O”), there will be 26 indicators

Physical (P)			
Criteria	Requirements & Scoring	Settings	
		I	O
<p>P01 Venue Conditions Within the venue, the followings can be made possible to set-up:</p> <ul style="list-style-type: none"> • Stage • Registration/Check-in area • Food Service Area • Mobile Restrooms 	<p>3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirements 0 Complete less than 2 requirements</p>	✓	✓
<p>P02 Accessibility The venue can be accessed by:</p> <ul style="list-style-type: none"> • Road(s) • Public transportation service(s) • Other mode of transports such as air or water 	<p>3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements</p>	✓	✓
<p>P03 Parking & Loading Area</p> <ul style="list-style-type: none"> • There is a parking space for participants/delegates within walking distance to the venue. • There are adequate signs and lights both in the parking and walkways. • There is a loading area for set-up vehicles. 	<p>3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements</p>	✓	✓
<p>P04 Food Preparation Area</p> <ul style="list-style-type: none"> • There is a set-up area in providing food service for participants. • The area is well organized, clean and well-kept. • Sufficient area for food preparation with basic amenities. • In case needed, a list of suppliers on food services can be provided. 	<p>3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirements 0 Complete less than 2 requirements</p>	✓	✓

Physical (P)			
Criteria	Requirements & Scoring	Settings	
		I	O
<p>P05 Sign and Signage of the Venue</p> <p>Indoor Venue</p> <ul style="list-style-type: none"> • Main entrance sign is permanently installed. • Signs and signages are permanently installed, organized and well-kept. • Display in English message(s) 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	✓	
<p>Outdoor Venue</p> <ul style="list-style-type: none"> • Main entrance sign is permanently or temporarily installed. • Signs and signages are permanently or temporarily installed, organized and well-kept. • Display in English message(s) 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements		✓
<p>P06 Restrooms amenities & facilities</p> <ul style="list-style-type: none"> • Comply with ASEAN Public Toilet Standard • Amenities & facilities can be either permanent or set-up. • Appropriate space for each unit. • Provision of adequate facilities for disabled and elderly. • Provision of adequate units/cubicles for ladies and men. • Sufficient amenities provisions such as tissue, soap, etc. 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirements 0 Complete less than 2 requirements	✓	✓
<p>P07 Waste Handling</p> <ul style="list-style-type: none"> • There is a policy on waste handling complying to the local law. • There is basic equipment in handling waste such as garbage bins. • There is a training for staff for waste handling 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	✓	✓
<p>P08 Water & Sanitary System</p> <ul style="list-style-type: none"> • Water distribution points are in good condition. • The condition of wastewater drain meets the requirements of local standard. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	✓	✓

Physical (P)			
Criteria	Requirements & Scoring	Settings	
		I	O
<ul style="list-style-type: none"> Annual inspection or maintenance documents are present 			
<p>P09 First Aid Facilities</p> <ul style="list-style-type: none"> First-aid facility is available and is in compliance with the local law. There is a full-time or temporary nurse / qualified staff available during the event, and/or venue to provide Medical Centre and Public Hospital list to organizer to engage on standby for any circumstances. There is an evidence of training for staff on first aid 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	✓	✓
<p>P10 Fire protection</p>	3 The fire protection is in compliance with the local law. 0 The fire protection is not in compliance with the local law.	✓	✓
<p>P11 Insurance Policy</p>	3 The insurance policy is active, clearly stated in the issued contract, and is in accordance with the local law. 0 The insurance policy is either inactive, or not clearly stated in the contract, or is not in accordance with the local law.	✓	✓
<p>P12 Traffic Management during Events</p> <ul style="list-style-type: none"> There is systematic traffic management plan. There is dedicated staff responsible for traffic management. There is a policy to inform surrounding residents on the event venue traffic. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	✓	✓
<p>P13 Safety Equipment</p> <ul style="list-style-type: none"> There are CCTV cameras and controlling room, with staff present for the entire time. Adequate number of CCTV or other security devices in the entire areas of the event venue 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 1-2 requirement 0 Unable to meet any of the requirements	✓	✓

Physical (P)			
Criteria	Requirements & Scoring	Settings	
		I	O
<ul style="list-style-type: none"> • Staff monitoring the CCTV is well-trained. • The venue has a policy on CCTV playback. 			
<p>P14 Emergency, Safety and Security Indoor Venue</p> <ul style="list-style-type: none"> • Emergency equipment and fire exits must be in compliance to local law. • Fire exit signs are present in permanent and well-kept conditions. • There is a clearly visible sign board containing a fire-fighting and fire escape instruction. • There is a sufficient number of security guards for the entire event venue as well as around the venue, in compliance with the local law. • Annual inspection or maintenance documents are present. • There is an evidence of an annual fire drill practice. • There is a concrete policy on safety and security in case of the natural disaster & manmade threat. • There is a concrete evidence of safety and security training for staff in handling natural disaster, manmade threat, and other safety and security issues. 	<p>3 Complete all requirements 2 Complete 6-7 requirements 1 Complete 4-5 requirements 0 Complete less than 4 requirements</p>	✓	
<p>Outdoor Venue</p> <ul style="list-style-type: none"> • Emergency equipment and fire exits must be in compliance to local law. • Fire exit signs are present in either permanent or set-up condition, and can be easily seen. • There is a clearly visible sign board containing a fire-fighting and fire escape instruction. • There is a sufficient number of security guards for the entire event venue as well as around the venue, in compliance with the local law. • Annual inspection or maintenance documents are present. 	<p>3 Complete all requirements 2 Complete 6-7 requirements 1 Complete 4-5 requirements 0 Complete less than 4 requirements</p>		✓

Physical (P)			
Criteria	Requirements & Scoring	Settings	
		I	O
<ul style="list-style-type: none"> • There is an evidence of an annual fire drill practice. • There is a concrete policy on safety and security in case of the natural disaster & manmade threat. • There is a concrete evidence of safety and security training for staff in handling natural disaster, manmade threat, and other safety and security issues. 			
<p>P15 Crowd Management & Evacuation Procedures</p> <ul style="list-style-type: none"> • Layout for the venue is available. • Emergency evacuation plan is developed. • There is an evidence of training for staff on crowd management & evacuation procedures • Evacuation route must be in compliance to local law. • There is an announcement on safety and evacuation at the beginning of an event 	<p>3 Complete all requirements 2 Complete 4 requirements 1 Complete 3 requirement 0 Complete less than 3 requirements</p>	✓	✓

Technology (T)			
Criteria	Requirements & Scoring	Settings	
		I	O
<p>T01 Electrical System</p> <ul style="list-style-type: none"> • There is a layout showing power service locations. • There is an electrical safety equipment in compliance to local law. • There are qualified staff on duty during the event. • Annual inspection or maintenance documents are present. 	<p>3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirements 0 Complete less than 2 requirements</p>	✓	✓
<p>T02 Power Generator Installation</p> <ul style="list-style-type: none"> • Power generators can be organized in case needed. • There is a space appropriate for temporary power generators to be installed. • Annual inspection or maintenance documents are present. 	<p>3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements</p>	✓	✓

Service (S)			
Criteria	Requirements & Scoring	Settings	
		I	O
<p>S01 Advanced-booking service</p> <ul style="list-style-type: none"> • There is comprehensive information on the floorplan of venue online and on request. • There is comprehensive information on the availability of venue online or upon request. • There is a staff in handling client's queries • The staff is knowledgeable and is able to provide advice on venue & booking details. • There are variety of payment methods. 	3 Complete all requirements 2 Complete 4 requirements 1 Complete 3 requirements 0 Complete less than 3 requirements	✓	✓
<p>S02 Staff personality & respect for differences of participants</p> <p>Staff are</p> <ul style="list-style-type: none"> • Professionally dressed • Neat and tidy • Aware of differences in races, religions, cultures, genders and ages 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	✓	✓
<p>S03 Foreign language skills of staff</p> <ul style="list-style-type: none"> • Most staff can communicate in English or Chinese as the case may be. • Some of the staff can communicate in third language. • There are regular schedules of language training programs for staff both full-time and temporary on an annual basis. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	✓	✓
<p>S04 Coordination & cooperation with external agencies (e.g., hospital, police station, and fire station)</p> <ul style="list-style-type: none"> • There is a key contact person during the event for external coordination & cooperation. • There is a list of contact persons, including the telephone number and email addresses of relevant external agencies. • There is a systematic procedure in coordinating with external agencies. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	✓	✓

Service (S)			
Criteria	Requirements & Scoring	Settings	
		I	O
<p>S05 Complaints & service evaluation of the organizers and participants</p> <ul style="list-style-type: none"> • There are appropriate channels in receiving complaints and feedback from both organizers and participants. • There is a system in handling complaints and feedback. • There is a human resource policy to reward staff in order to prevent problems and complaints. 	<p>3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements</p>	✓	✓
<p>S06 Sound/Noise Management</p> <ul style="list-style-type: none"> • There is a policy for sound/noise management in compliance to the local law / practice. • Staff is trained and is able to act according to the policy. • There is a policy to inform surrounding residents in case there is sound/noise that may affect them. 	<p>3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements</p>	✓	✓
<p>S07 Consideration for environment and surrounding community</p> <ul style="list-style-type: none"> • There is a policy on environmental sustainability and surrounding community consideration. • Venue organizes activities to support environmental sustainability and the surrounding community on a regular basis. • There is an evidence of training and communication policy on environment and surrounding community to staff of the venue. 	<p>3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements</p>	✓	✓
<p>S08 – Environmental Policy (e.g., energy conservation, alternative energy, and garbage and waste management, etc.)</p> <ul style="list-style-type: none"> • The environmental policy is clearly determined in writing. • There is an operational plan of the environmental policy. • There is a dissemination of the 	<p>3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements</p>		✓

Service (S)			
Criteria	Requirements & Scoring	Settings	
		I	O
environmental policy both inside and outside the organization.			
S09 – Environmental Practice <ul style="list-style-type: none"> • Records of environmental practices are available • There are performance reports available • There are follow-up performance reports at least once a year 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements		✓

II. ASEAN MICE Venue Standard

Audit & Certification Manual *for category* Event Venue

Chapter 5

Foreword

This document is devoted as a manual of audit and certification of ASEAN MICE Venue Standard (AMVS). It includes a discussion of the auditing principles and guidelines as well as certification procedures so that a venue can be awarded ASEAN MICE Venue Standard (category Event Venue).

The major criteria and requirements contained within this manual are based upon the ASEAN Member States (AMS)-approved ASEAN MICE Venue Standard (AMVS). The audit and the certification will allow MICE venues within ASEAN region to develop their capabilities to attract more businesses and to gain opportunities as a MICE region with venue of equivalent and competitive standard.

Chapter 6

Introduction

The formulation of the ASEAN MICE Venue Standard (AMVS) and Certification Body is essential in ensuring the successful implementation of the AMVS. This manual provides a comprehensive description of the assessment process, the parties responsible for managing and conducting such process as well as the benefits that MICE venues can expect to receive when they have been successfully certified as AMVS. Towards this end, this manual aims to equip assessors with the knowledge and skills in making accurate assessments of MICE venues as well as the systematic implementation and management of the AMVS.

Chapter 7

Scope

This manual comprises of:

- A structure and role of the certification body responsible for the implementation of the ASEAN MICE Venue Standard (AMVS)
- An assessment guide as a reference and standard operating procedure in making ASEAN MICE Venue Standard (AMVS) assessment

Chapter 8

Terms & Definitions

The terms and definitions in this manual are as follows:

8.1 ASEAN Member States (AMS)

ASEAN Member States or AMS refers to member countries of the Association of the Southeast Asia Nations. This refers to Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Viet Nam.

8.2 ASEAN MICE Venue Standard (AMVS)

ASEAN MICE Venue Standard cover 3 categories, namely (1) Meeting Room (2) Exhibition Venue, and (3) Event Venue. ASEAN MICE Venue Standard (category Event Venue) cover 2 settings: Indoor Venue (Type “I”) and Outdoor Venue (Type “O”).

8.3 The National Assessment Committee

The National Assessment Committee refers to a certification body that executes the Assessment Guidelines in inspecting, auditing and assessing ASEAN MICE Venues. The National Assessment Committee can be referred to as an Auditor.

8.4 Government Tourism Organisation

A governmental institution that plans and manages tourism development and promotion at a national level or equivalent.

8.5 Assessment Guidelines

Assessment guidelines refer to a scorecard for members of the National Assessment Committee in inspecting, auditing and assessing ASEAN MICE Venues.

Chapter 9

Proposed Certification Body

The proposed certification body will facilitate the implementation of the ASEAN MICE Venue Standard (AMVS) in each respective AMS. Three (3) categories of organisations are proposed to form the certification body, which are

- Government Tourism Organization (National Level) or Equivalent
- Government Tourism Organization (Provincial or Local Level) or Equivalent
- Non-Government or Association connected to MICE businesses

The responsibilities of each organisation in the Certification Body are shown in Table 9.1.

Table 9.1: Responsibilities of Organisations within the Certification Body

Organisations	Responsibility
Gov. Tourism Organization (National Level) or Equivalent	<ul style="list-style-type: none"> • Set up National Assessment Committee for the ASEAN MICE Venue Standard (AMVS) at a national level • Act as a Chairperson to head the National Assessment Committee. This includes chairing and participating in the screening of applications, inspection, auditing, preparation of assessment report, and concluding the final result of the audit.
Government Tourism Organization (Provincial or Local Level) or Equivalent	<ul style="list-style-type: none"> • Act as a member in the National Assessment Committee. This includes participating in the screening of applications, inspection, auditing and preparation of assessment report.
Non-Government or Association connected to MICE businesses	<ul style="list-style-type: none"> • Act as a member in the National Assessment Committee. This includes participating in the screening of applications, inspection, auditing and preparation of assessment report.

In this regard, ASEAN Member States are responsible to approve and endorse assessment reports and issue certification and logo to successful MICE Venues.

The proposed organisation structure of the Certification Body or the National Assessment Committee for ASEAN MICE Venue Standard (AMVS) is as follows (Figure 9.1). The Certification Body, upon approving the assessment report will bring it to the ASEAN Member States Meeting for endorsement (Figure 9.2).



Figure 9.1: Organisation Structure of the National Assessment Committee for ASEAN MICE Venue Standard (AMVS) within the AMVS Certification Body of each AMS

Examples of agencies which could be included in National Assessment Committee for ASEAN MICE Venue Standard (AMVS) within the AMVS Certification Body of each AMS are shown in table 9.2. Due to the varying structures of government in each respective ASEAN country, the responsible agencies may differ from country to country.

However, it is important that the selection of the members in the National Assessment Committee must not lead to a conflict of interest with the applicants / MICE venue operators undergoing the audit for AMVS.

Table 9.2: Examples of agencies which could be included in the National Assessment Committee for ASEAN MICE Venue Standard (AMVS) within the AMVS Certification Body of each AMS

<i>Government Tourism Organization (National)</i>	<i>Government Tourism Organization (Provincial or Local)</i>	<i>Non-Government or Association connected to MICE businesses</i>
<ul style="list-style-type: none"> • Ministry of Tourism • Tourism Board • Tourism Promotion Board • MICE Board 	<ul style="list-style-type: none"> • Provincial or local authorities working in supporting or promoting tourism and/or MICE sector 	<ul style="list-style-type: none"> • Non-government organizations or associations connected to the MICE businesses

9.1 The Start of AMVS Assessment & Audit

The start of the AMVS assessment & audit will follow the process shown in Figure 9.2 below.

Figure 9.2: The Start of AMVS Assessment & Audit

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9.2 The Implementation of Assessment & Audit

The assessment & audit can be implemented as in Figure 9.3 as below.

Remote Inspection

Figure 9.3: The Implementation of Assessment & Audit

9.3 Prerequisite Entry Requirement

Before an assessment is conducted, the National Assessment Committee for AMVS should ensure that all applicants meet the prerequisite entry requirements. If unable to do so, the MICE venues are immediately disqualified from applying for the AMVS.

A list of prerequisite entry requirements is shown in Table 9.3 below.

Table 9.3: Prerequisite Entry Requirements and Actions by the National Assessment Committee

Prerequisite	Action
<ul style="list-style-type: none">• The entity/setting providing a compound to MICE venues must be registered properly according to the local law.	<ul style="list-style-type: none">• Photocopy the certificate/relevant documents and attach it with the application form
<ul style="list-style-type: none">• The MICE venue going under certification must operate for at least 6 months.	<ul style="list-style-type: none">• Photocopy the certificate/relevant documents and attach it with the application form

Chapter 10

Steps of AMVS Assessment & Audit

The AMVS assessment is a key component in identifying potential MICE venues that qualify for the ASEAN MICE Venue Standard. There are 3 steps.

STEP 1: Awareness Programme & Screening Process

Before implementing the certification programme, the government tourism organisation will organise seminar, forum, meeting, etc. to create awareness and inform MICE venues about AMVS.

The National Assessment Committee will then conduct a screening process to identify MICE venues that qualify for certification based on the AMVS.

The applicant must be clear on what ‘setting’ they apply for certification. In other words, there must be a clear selection on the choice of setting (event venue, indoor / outdoor). The National Assessment Committee must screen the application to ensure that the choice is appropriate and applicable for certification.

STEP 2: Assessment

Assessment will be carried out by the National Assessment Committee. On-site inspections, document reviews and interviews will be conducted during the assessment. Assessments are based on the AMVS and the date of assessment will be made known to the MICE venue operators beforehand.

The National Assessment Committee shall finish an assessment report which will include a list of successful MICE venue operators for certification and submit to the Government Tourism Organisation at the national level.

The duration of step 1 and 2 should be not more than 3-4 weeks or as the case may be.

In order to receive the AMVS, MICE venues must score at least 75% of the full score.

STEP 3: Approval

The Government Tourism Organisation at the national level will present the assessment report and list of successful MICE venues at the ASEAN Member States (AMS) meeting for approval. Once endorsed, the ASEAN Member States will issue the ASEAN MICE Venue Standard certificate and plaque to the successful MICE venues.

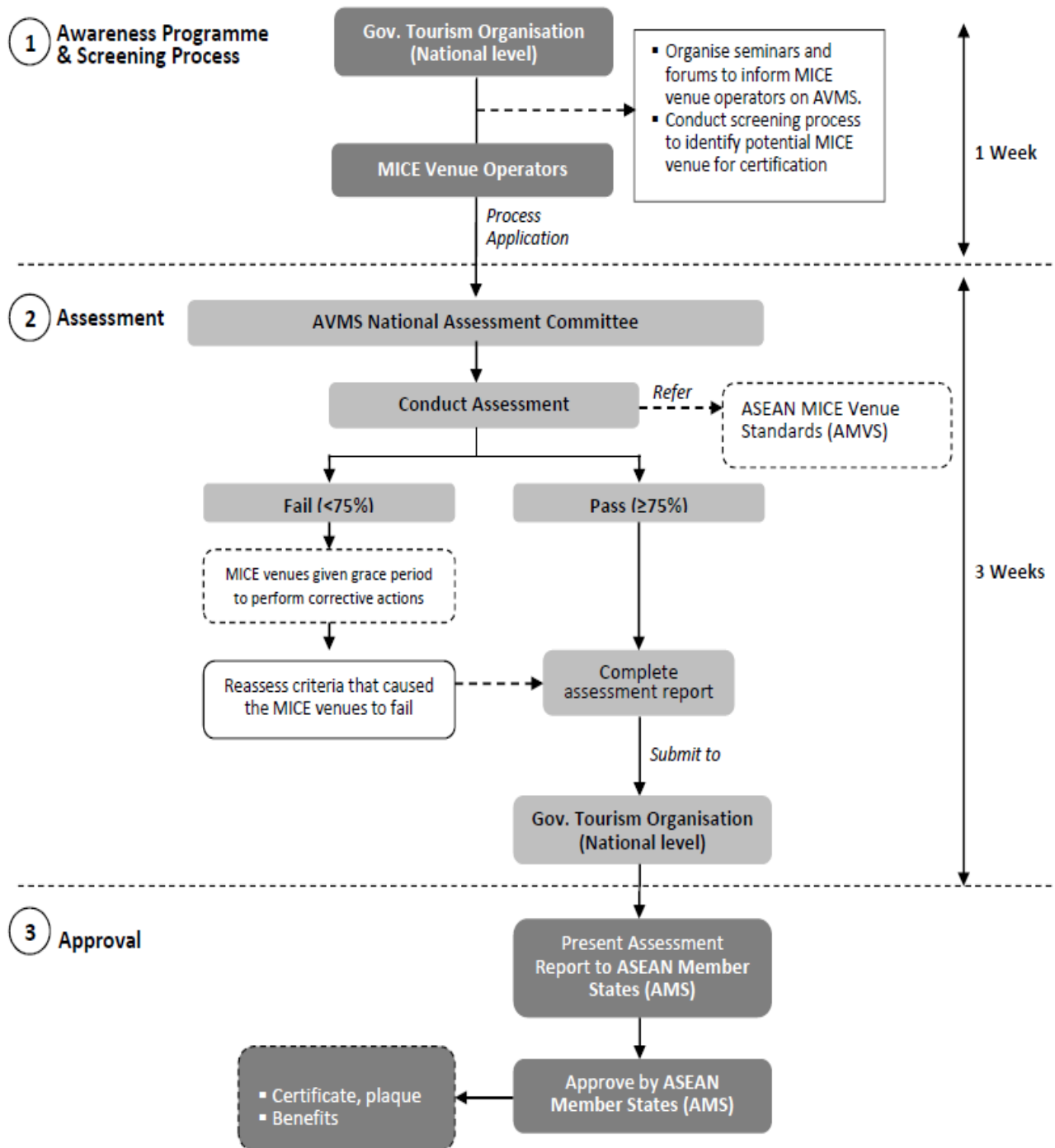


Figure 10.1: A Flowchart of the Proposed Audit Process for AMVS

10.1 Unsuccessful MICE Venues in Assessment

For MICE venues that fail the assessment, the National Assessment Committee will issue a corrective action form and comments to the affected MICE venues which specifies the corrective measures required to be carried out.

MICE venues are given 1 to 6 months depending on the time needed to perform corrective actions. Upon completion of the required corrective measures, the applicant is required to resubmit the Corrective Action Form to the AMVS National Assessment Committee to conduct reassessment. Reassessment will then be conducted ONLY on the criteria that did not meet the Standard during the initial assessment. Figure 10.2 below shows the reassessment process.

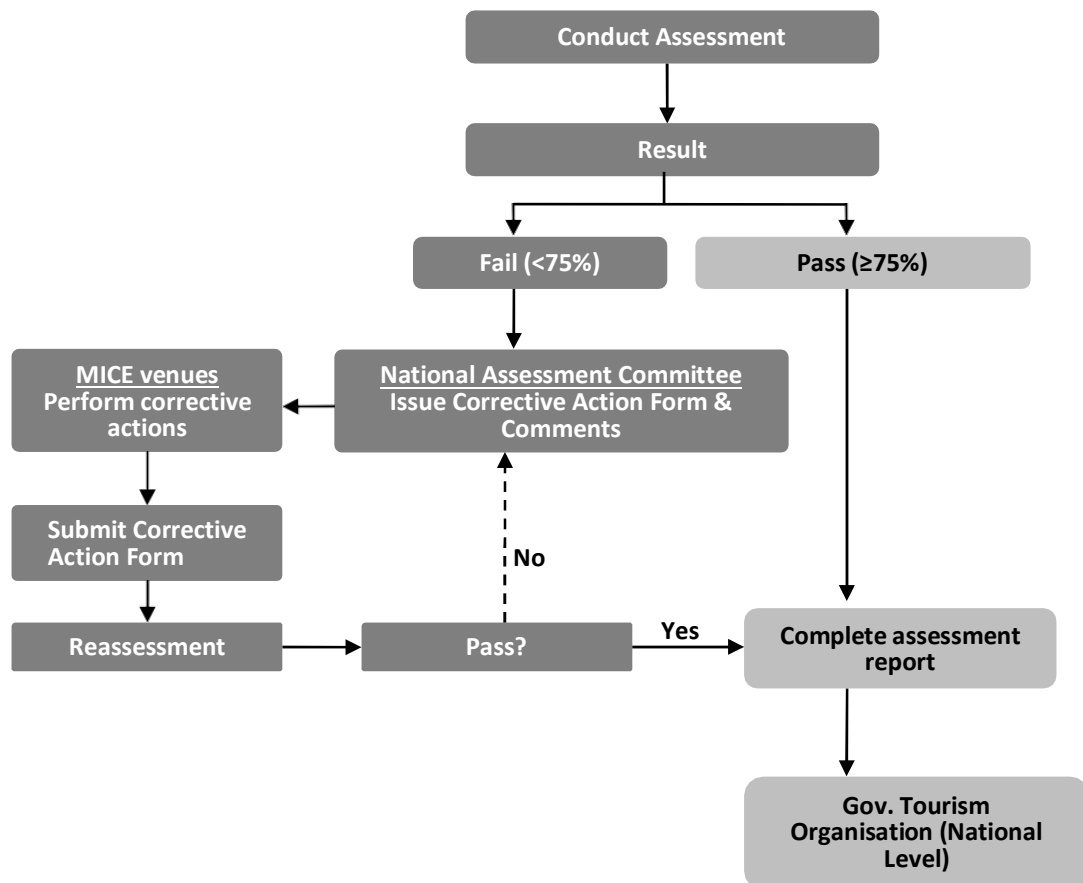


Figure 10.2: Reassessment Process for Unsuccessful MICE Venue Operators

10.2 Successful MICE Venues

For MICE venues that successfully pass the assessment will receive the ASEAN MICE Venue Standard certificate and plaque issued by the ASEAN Member States.

The ASEAN MICE Venue Standard Plaque is crafted from gold-coloured metal, attached to a piece of beige-coloured wood. The plaque measures 20.5 cm x 15.5 cm. with the border of beige-coloured wood of 2 cm.

Chapter 11

Validation Period

The proposed validity period for the AMVS is 3 years. Certified MICE venues will be reassessed every 3 years to renew their certificates. This will enable the government tourism organisation to update and monitor the performance of certified MICE venues to ensure that they maintain their quality and standard as specified in AMVS.

Chapter 12

Benefits & Privileges

The proposed benefits and privileges of being certified as an AMVS are mostly related to better access to marketing and promotional programmes carried out by the related government agencies. Essentially, certified MICE venues will benefit from the branding of AMVS which is an international recognition. The detailed benefits of certification, though they may vary between ASEAN countries, are as follows:

- Issued with an ASEAN MICE Venue Standard certificate, logo and plaque to be displayed on the premises
- Will be promoted in the ASEAN Organisation Official website (www.asean.org)
- Will be promoted at ASEAN and international tourism events, festivals and forums
- Priority listing on National Tourism Organisation's websites and brochures
- Priority given to participate in national and international tourism fairs organised by National Tourism Organisations.

Chapter 13

Certification Logo

The certification logo for the ASEAN MICE Venue Standard is as below:



Figure 13: ASEAN MICE Venue Standard (Category Exhibition Venue)
20xx – 20xx

The ASEAN MICE Venue Standard logo uses the standard ASEAN Tourism Standards logo for all certifications. The connotations of the logo are as below:

1. Flower resembling to a lotus means a legendary plant, inducing luxurious enjoyment, peace and beauty, and a recognition of award and standardization of ASEAN Tourism Services
2. Petals enfolding ASEAN logo signify resilience of Member Countries
3. Different shades of green colour mean protection of environment, fertility, growth, increase of production in tourism industry (Source: ASEAN Tourism Standards Book, 2007)

Chapter 14

ASEAN MICE Venue Assessment Guidelines

ASEAN MICE Venue Assessment Guidelines refer to the scorecard that the members of the National Assessment Committee will use in ‘assessing’ MICE venues. The Assessment Guidelines follow the major criteria of the ASEAN MICE Venue Standard with an identification of methods of assessment and evidence. Table 14.1 summarizes the methods of assessment and evidence used in assessing MICE venues.

Table 14.1 Methods of Assessment & Evidence

Methods of Evidence	Assessment
Interview	Interview records
Document Review	Related documents
Inspection	Photographs and/or written comments

The AMVS Assessment Guidelines can be found in table 14.2. The guidelines are

Table 14.2: The AMVS Assessment Guidelines

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
✓	✓	P01 Venue Conditions Within the venue, the followings can be made possible to set-up: <ul style="list-style-type: none"> • Stage • Registration/Check-in area • Food Service Area • Mobile Restrooms 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirements 0 Complete less than 2 requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments 		
✓	✓	P02 Accessibility The venue can be accessed by: <ul style="list-style-type: none"> • Road(s) • Public transportation service(s) • Other mode of transports such as air or water 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
✓	✓	P03 Parking & Loading Area <ul style="list-style-type: none"> There is a parking space for participants/delegates within walking distance to the venue. There are adequate signs and lights both in the parking and walkways. There is a loading area for set-up vehicles. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments 		
✓	✓	P04 Food Preparation Area <ul style="list-style-type: none"> There is a set-up area in providing food service for participants. The area is well organized, clean and well-kept. Sufficient area for food preparation with basic amenities. In case needed, a list of suppliers on food services can be provided. 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirements 0 Complete less than 2 requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments 		
✓		P05 Sign and Signage of the Venue Indoor Venue <ul style="list-style-type: none"> Main entrance sign is permanently installed. Signs and signages are permanently installed, organized and well-kept Display in English message(s) 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments 		
	✓	Outdoor Venue <ul style="list-style-type: none"> Main entrance sign is permanently or temporarily installed Signs and signages are permanently or temporarily installed, organized and well-kept 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<ul style="list-style-type: none"> Display in English message(s) 				
✓	✓	<p>P06 Restrooms amenities & facilities</p> <ul style="list-style-type: none"> Comply with ASEAN Public Toilet Standard Amenities & Facilities can be either permanent or set-up. Appropriate space for each unit. Provision of adequate facilities for disabled and elderly. Provision of adequate units/cubicles for ladies and men. Sufficient amenities provisions such as tissue, soap, etc. 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirements 0 Complete less than 2 requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		
✓	✓	<p>P07 Waste Handling</p> <ul style="list-style-type: none"> There is a policy on waste handling complying to the local law. There is basic equipment in handling waste such as garbage bins. There is a training for staff for waste handling. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		
✓	✓	<p>P08 Water & Sanitary System</p> <ul style="list-style-type: none"> Water distribution points are in good condition. The condition of wastewater drain meets the requirements of local standard. Annual inspection or maintenance documents are present. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
✓	✓	P09 First Aid Facilities <ul style="list-style-type: none"> First-aid facility is available and is in compliance with the local law. There is a full-time or temporary nurse / qualified staff available during the event, and/or venue to provide Medical Centre and Public Hospital list to organizer to engage on standby for any circumstances. There is an evidence of training for staff on first aid. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		
✓	✓	P10 Fire protection	3 The fire protection is in compliance with the local law. 0 The fire protection is not in compliance with the local law.	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		
✓	✓	P11 Insurance Policy	3 The insurance policy is active, clearly stated in the issued contract, and is in accordance with the local law. 0 The insurance policy is either inactive, or not clearly stated in the contract, or is not in accordance with the local law.	<ul style="list-style-type: none"> Document review Related documents 		
✓	✓	P12 Traffic Management during Events <ul style="list-style-type: none"> There is systematic traffic management plan. There is dedicated staff responsible for traffic management. There is a policy to inform 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		surrounding residents on the event venue traffic.				
✓	✓	P13 Safety Equipment <ul style="list-style-type: none"> • There are CCTV cameras and controlling room, with staff present for the entire time. • Adequate number of CCTV or other security devices in the entire areas of the event venue • Staff monitoring the CCTV is well-trained. • The venue has a policy on CCTV playback. 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 1-2 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		
✓		P14 Emergency, Safety and Security Indoor Venue <ul style="list-style-type: none"> • Emergency equipment and fire exits must be in compliance to local law. • Fire exit signs are present in permanent and well-kept conditions. • There is a clearly visible sign board containing a fire-fighting and fire escape instruction. • There is a sufficient number of security guards for the entire event venue as well as around the venue, in compliance with the local law. • Annual inspection or maintenance documents 	3 Complete all requirements 2 Complete 6-7 requirements 1 Complete 4-5 requirements 0 Complete less than 4 requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<p>are present.</p> <ul style="list-style-type: none"> • There is an evidence of an annual fire drill practice. • There is a concrete policy on safety and security in case of the natural disaster & manmade threat. • There is a concrete evidence of safety and security training for staff in handling natural disaster, manmade threat, and other safety and security issues. 				
	✓	<p>Outdoor Venue</p> <ul style="list-style-type: none"> • Emergency equipment and fire exits must be in compliance to local law. • Fire exit signs are present in either permanent or set-up condition, and can be easily seen. • There is a clearly visible sign board containing a fire-fighting and fire escape instruction. • There is a sufficient number of security guards for the entire event venue as well as around the venue, in compliance with the local law. • Annual inspection or 	<p>3 Complete all requirements 2 Complete 6-7 requirements 1 Complete 4-5 requirements 0 Complete less than 4 requirements</p>	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<p>maintenance documents are present.</p> <ul style="list-style-type: none"> • There is an evidence of an annual fire drill practice. • There is a concrete policy on safety and security in case of the natural disaster & manmade threat. • There is a concrete evidence of safety and security training for staff in handling natural disaster, manmade threat, and other safety and security issues. 				
✓	✓	<p>P15 Crowd Management & Evacuation Procedures</p> <ul style="list-style-type: none"> • Layout for the venue is available. • Emergency evacuation plan is developed. • There is an evidence of training for staff on crowd management & evacuation procedures • Evacuation route must be in compliance to local law. • There is an announcement on safety and evacuation at the beginning of an event. 	<p>3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirement 0 Complete less than 2 requirements</p>	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		
15	15	Total				

Technology (T)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
✓	✓	T01 Electrical System <ul style="list-style-type: none"> • There is a layout showing power service locations. • There is an electrical safety equipment in compliance to local law. • There are qualified staff on duty during the event. • Annual inspection or maintenance documents are present. 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirements 0 Complete less than 2 requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		
✓	✓	T02 Power Generator Installation <ul style="list-style-type: none"> • Power generators can be organized in case needed. • There is a space appropriate for temporary power generators to be installed. • Annual inspection or maintenance documents are present. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		
2	2	Total				

Service (S)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					

Service (S)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
✓	✓	S01 Advanced-booking service <ul style="list-style-type: none"> • There is comprehensive information on the floorplan of venue online and on request. • There is comprehensive information on the availability of venue online or upon request. • There is a staff in handling client's queries. • The staff is knowledgeable and is able to provide advice on venue & booking details. • There are variety of payment methods. 	3 Complete all requirements 2 Complete 4 requirements 1 Complete 3 requirements 0 Complete less than 3 requirements	<ul style="list-style-type: none"> • Inspection & Interview • Photograph and/or written comments & interview records 		
✓	✓	S02 Staff personality & respect for differences of participants Staff are <ul style="list-style-type: none"> • Professionally dressed • Neat and tidy • Aware of differences in races, religions, cultures, genders and ages 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments • Interview 		
✓	✓	S03 Foreign language skills of staff <ul style="list-style-type: none"> • Most staff can communicate in English or Chinese as the case may be. • Some of the staff can communicate in third language. • There are regular schedules of language training programs for staff both full-time and temporary on an annual basis. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		

Service (S)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
✓	✓	<p>S04 Coordination & cooperation with external agencies (e.g., hospital, police station, and fire station)</p> <ul style="list-style-type: none"> • There is a key contact person during the event for external coordination & cooperation. • There is a list of contact persons, including the telephone number and email addresses of relevant external agencies. • There is a systematic procedure in coordinating with external agencies. 	<p>3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements</p>	<ul style="list-style-type: none"> • Interview & Document Review • Interview records & Related documents 		
✓	✓	<p>S05 Complaints & service evaluation of the organizers and participants</p> <ul style="list-style-type: none"> • There are appropriate channels in receiving complaints and feedback from both organizers and participants. • There is a system in handling complaints and feedback. • There is a human resource policy to reward staff in order to prevent problems and complaints. 	<p>3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements</p>	<ul style="list-style-type: none"> • Interview & Document Review • Interview records & Related documents 		
✓	✓	<p>S06 Sound/Noise Management</p> <ul style="list-style-type: none"> • There is a policy for sound/noise management in compliance to the local law / practice. • Staff is trained and is able 	<p>3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any</p>	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		

Service (S)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<p>to act according to the policy.</p> <ul style="list-style-type: none"> There is a policy to inform surrounding residents in case there is sound/noise that may affect them. 	of the requirements			
✓	✓	<p>S07 Consideration for environment and surrounding community</p> <ul style="list-style-type: none"> There is a policy on environmental sustainability and surrounding community consideration. Venue organizes activities to support environmental sustainability and the surrounding community on a regular basis. There is an evidence of training and communication policy on environment and surrounding community to staff of the venue. 	<p>3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements</p>	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		
	✓	<p>S08 – Environmental Policy (e.g., energy conservation, alternative energy, and garbage and waste management, etc.)</p> <ul style="list-style-type: none"> The environmental policy is clearly determined in writing. There is an operational plan of the environmental policy. There is a dissemination of the environmental policy both inside and outside the organization. 	<p>3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements</p>	<ul style="list-style-type: none"> Document Review Related documents 		

Service (S)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
	✓	S09 – Environmental Practice <ul style="list-style-type: none"> Records of environmental practices Performance report Follow-up performance report at least once a year 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Interview & Document Review Interview records & Related Documents 		
7	9	Total				
24	26	Grand Total				

Remarks:

The full score and passing score of Event Venue in each MICE Venue setting is as below.

MICE Venue Setting	Total number of indicators	Full Score	Passing Score
Event Venue - Indoor	24	72	54
Event Venue - Outdoor	26	78	58.50

Chapter 15

Auditing Procedures

The National Assessment Committee in assessing and auditing MICE venues will require to comply with the procedures as follows.

Procedure 1: Application Check & Audit Preparation

- After receiving the application package (an application form and the self-assessment report), the committee meets to review if the application is complete and meets the pre-requisite entry requirements. The committee also agrees on the date & time for an audit.
- Advise to the applicant on the date & time of audit in written format, signed by the Chairman of the National Assessment Committee.
- In case this is a reassessment application, the review of the corrective action forms will be done at this stage.

Procedure 2: An Audit

- At the MICE venue, the committee starts the auditing process by reiterating the purpose of the visit and the audit procedures.
- The committee will discuss the application package with all necessary details with the applicant.
- The committee needs to sign on Members of National Assessment Committee Audit Attendance on the date and time of an audit.

Procedure 3: An Assessment

- The committee will conduct an assessment by an interview, an inspection or a document review as stipulated in the AMVS Assessment Guidelines of this manual. The committee should refer to the Audit Form in the appendix of this manual.
- The committee will need to collect an evidence which can be interview records (as well as names and positions of the interviewees), photographs or written comments and related documents.
- The committee will score with the lowest score of 0 (zero) and the highest score of 3 (three).
- If this is a reassessment, the committee will reassess only issues which are required to.
- An assessment must end with a discussion of the result, particularly major criteria gaining low scores. The committee may ask and discuss with the applicant at this stage to clarify the issues. The Chairman of the National Assessment Committee must conclude the visit and inform the timeline of communicating the result to the applicant. At this stage, the Chairman, after the consensus of the committee, will issue An On-Site Audit Report & Corrective Action Form to the applicant.

Procedure 4: An Audit Report

- After the assessment is over, the committee must meet to conclude the score. If the applicant scores more than 75%, the MICE venue will be proposed for certification. If not, the corrective action form and comment will be filled and sent to the applicant. The applicant should be advised of the process of a reassessment.

- The audit report will comprise of
 - A final scorecard, with an average score of each major criteria from all members of the National Assessment Committee
 - Records reviewed/people interviewed/photographs
 - Information on what was addressed and what was found
 - Corrective statement (if any)
 - Statement of confidentiality of the report
 - Summary of any obstacles encountered during the on-site Audit.
- At this stage, the committee has to prepare the Audit Report to be submitted to the Government Tourism Organization (National Level) or equivalent for an endorsement of a qualified applicant to be awarded AMVS.
- After the venue is certified, it is suggested that the National Assessment Committee may consider conducting at least one interim audit to ensure a compliance of the certified venue to the AMVS.

Chapter 16

Code of Conduct of the National Assessment Committee

The committee members must adhere to the following Code of Conduct Rules:

- Keep confidentiality on all the information acquired pre, during and post Audit
- Refrain from communicating opinions or results throughout the assessment
- Seek to maintain good professional relationships with stakeholders to promote free flow of information and be respectful throughout the entire Audit process
- Accept NO GIFTS in any form from Auditee Organizations or affiliates.

Chapter 17

Suspension and Withdrawal of Certification

17.1 Suspension of certification

In case the certified entity does not conduct in accordance with the procedure for assessment and certification of AMVS and does not correct the non-conformities and/or does not follow the regulations within the specified period of the validation of the AMVS, the inspection body or the National Assessment Committee shall prepare the report to propose Government Tourism Organizations for initially considering the suspension of the certification and inform the certified entity to implement corrective and preventive action.

The certified entity shall implement corrective and preventive action effectively and shall be audited for follow up by the inspection body within 180 days. If the corrective action is not undertaken within 180 days, the certification shall be withdrawn.

17.2 Withdrawal of certification

In case the certified entity falls in one or more of the following cases: 1) Not conform to the regulations that Government Tourism Organization determines and have a severe effect on the certification; 2) Not conform to the essence of AMVS that is certified; 3) Not conform to AMVS that is certified after the certification is suspended two times within 180 days; and 4) Having the complaint that the National Assessment Committee and/or the Government Tourism Organization has considered that it might damage the certification. The Government Tourism Organization will proceed in endorsing a withdrawal of the certification to the AMS for the final approval so that the MICE venue shall return the certificate and the plaque to the Government Tourism Organization immediately.

Chapter 18

Appeal and Complaint

18.1 Appeal

- 1) The applicant of AMVS can appeal within 30 days from the date that the Government Tourism Organization sends the letter of informing the consideration result or the implementation for notification. The appeal shall be submitted to the Government Tourism Organization in writing. If the appeal is delivered by mail, it shall be registered.
- 2) The Government Tourism Organization shall appoint the appeal panel on a case-by-case basis to consider the appeal and inform the appellant of the result of consideration within 60 days from the date that the Government Tourism Organization receives the appeal.
- 3) During the consideration of the appeal which has not been terminated, the former result of the consideration is still effective.
- 4) The appeal panel's consideration result shall be deemed terminated.
- 5) The appellant shall be responsible for all cost of considering the appeal, except for the case that the appeal is effective.

18.2 Complaint

For submitting the complaints, the complainant shall submit the complaint in writing, which can be verified and have enough evidences to support the complaint, to the inspection body or the National Assessment Committee. In case the complainant submits the complaint to the inspection body, the inspection body shall inform the Government Tourism Organization in writing within 10 days from the date of complaint receipt. When the Government Tourism Organization receives the complaint, the Government Tourism Organization will consider the information received and might request additional evidences for considering whether it is the complaint or not and then officially notify the complainant of the consideration result.

In case of the complaint, the Government Tourism Organization will inform the relevant persons to analyze the cause, implement the corrective and preventive actions, and inform the outcome of the implementation to the complainant in writing.

Chapter 19

Cancellation of Certification

The Government Tourism Organization shall cancel the certification of AMVS if it is one of the following cases:

- 19.1 The certified entity informs of the cancellation of certification in writing.
- 19.2 The certified entity terminates the certified business.
- 19.3 The certified entity is bankrupt.

Appendix 1

AMVS Application Form



AMVS Application Form

Event Venue Category

1. Details of Applicant

Name of applicant (Name of organization)

Website:

The Event Venue undergoing AMVS certification is within:

Event Venue - Indoor (23 Indicators)

Event Venue - Outdoor (25 Indicators)

2. Address of the MICE Venue

.....
.....
.....

Province..... Postal code.....Tel.....Fax.....

Email address

3. Details of the Event Venue undergoing the AMVS audit

Name of the Event Venue.....

Building Floor Number of Years in OperationYears

Size of the Venue (Width x Length)Meters

The Height measured from the floor to the lowest part of the room structure of the Event Venue
(in case of indoor setting)..... Meters

The minimum weight support Kilograms per Square Meter

4. No. of venue employees Working day & time

5. In this certification, we would like to audit in the language

- English Others, please specify

6. Contact person

1) Name Position

Tel.....Fax.....

Mobile phone E-mail address

2) Name Position

Tel.....Fax.....

Mobile phone E-mail address

7. We certify that this application including the Self-Assessment attached are true and up-to-date.
8. We will comply with the procedures and content of the AMVS Audit & Certification Manual.

Authorized Signature
(.....)
...../...../

Authorized Signature
(.....)
...../...../

Remarks

1. Authorized Signature is the person who has the name appeared in the commercial registered document of business.
2. If signed by authorized representative, please attach letter of Power of Attorney.

Please attach these specified documents for consideration:

1. Head office and other location maps
2. A copy of affidavit of partnership and company registry office not exceeding 6 months

For Government Tourism Organization or National Assessment Committee's officer only

Document required for application:

- Complete
- Require additional documents.....

Date of Application Review

Self-Assessment Report of MICE Venue Application for ASEAN

MICE Venue Standard

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
✓	✓	P01 Venue Conditions Within the venue, the followings can be made possible to set-up: <ul style="list-style-type: none"> • Stage • Registration/Check-in area • Food Service Area • Mobile Restrooms 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirements 0 Complete less than 2 requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments 		
✓	✓	P02 Accessibility The venue can be accessed by: <ul style="list-style-type: none"> • Road(s) • Public transportation service(s) • Other mode of transports such as air or water 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments 		
✓	✓	P03 Parking & Loading Area <ul style="list-style-type: none"> • There is a parking space for participants/delegates within walking distance to the venue. • There are adequate signs and lights both in the parking and walkways. • There is a loading area for set-up vehicles. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments 		
✓	✓	P04 Food Preparation Area <ul style="list-style-type: none"> • There is a set-up area in providing food service for participants. • The area is well organized, clean and well-kept. • Sufficient area for food preparation with basic amenities. 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirements 0 Complete less than 2 requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<ul style="list-style-type: none"> In case needed, a list of suppliers on food services can be provided. 				
✓		<p>P05 Sign and Signage of the Venue</p> <p>Indoor Venue</p> <ul style="list-style-type: none"> Main entrance sign is permanently installed Signs and signages are permanently installed, organized and well-kept Display in English message(s) 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments 		
	✓	<p>Outdoor Venue</p> <ul style="list-style-type: none"> Main entrance sign is permanently or temporarily installed Signs and signages are permanently or temporarily installed, organized and well-kept. Display in English message(s) 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments 		
✓	✓	<p>P06 Restrooms amenities & facilities</p> <ul style="list-style-type: none"> Comply with ASEAN Public Toilet Standard Amenities & Facilities can be either permanent or set-up. Appropriate space for each unit. Provision of adequate facilities for disabled and elderly. Provision of adequate units/cubicles for ladies and men. Sufficient amenities provisions such as tissue, soap, etc. 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirements 0 Complete less than 2 requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
✓	✓	P07 Waste Handling <ul style="list-style-type: none"> There is a policy on waste handling complying to the local law. There is basic equipment in handling waste such as garbage bins. There is a training for staff for waste handling. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		
✓	✓	P08 Water & Sanitary System <ul style="list-style-type: none"> Water distribution points are in good condition. The condition of wastewater drain meets the requirements of local standard. Annual inspection or maintenance documents are present. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		
✓	✓	P09 First Aid Facilities <ul style="list-style-type: none"> First-aid facility is available and is in compliance with the local law. There is a full-time or temporary nurse / qualified staff available during the event, and/or venue to provide Medical Centre and Public Hospital list to organizer to engage on standby for any circumstances. There is an evidence of training for staff on first aid. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		
✓	✓	P10 Fire protection	3 The fire protection is in compliance with the local law.	<ul style="list-style-type: none"> Inspection Photographs and/or written 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
			0 The fire protection is not in compliance with the local law.	comments & Related documents		
✓	✓	P11 Insurance Policy	3 The insurance policy is active, clearly stated in the issued contract, and is in accordance with the local law. 0 The insurance policy is either inactive, or not clearly stated in the contract, or is not in accordance with the local law.	<ul style="list-style-type: none"> • Document review • Related documents 		
✓	✓	P12 Traffic Management during Events <ul style="list-style-type: none"> • There is systematic traffic management plan. • There is dedicated staff responsible for traffic management. • There is a policy to inform surrounding residents on the event venue traffic. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		
✓	✓	P13 Safety Equipment <ul style="list-style-type: none"> • There are CCTV cameras and controlling room, with staff present for the entire time. • Adequate number of CCTV or other security devices in the entire areas of the event venue • Staff monitoring the CCTV is well-trained. • The venue has a policy on CCTV playback. 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 1-2 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		
✓		P14 Emergency, Safety and Security Indoor Venue <ul style="list-style-type: none"> • Emergency equipment 	3 Complete all requirements 2 Complete 6-7 requirements 1	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<p>and fire exits must be in compliance to local law.</p> <ul style="list-style-type: none"> • Fire exit signs are present in permanent and well-kept conditions. • There is a clearly visible sign board containing a fire-fighting and fire escape instruction. • There is a sufficient number of security guards for the entire event venue as well as around the venue, in compliance with the local law. • Annual inspection or maintenance documents are present. • There is an evidence of an annual fire drill practice. • There is a concrete policy on safety and security in case of the natural disaster & manmade threat. • There is a concrete evidence of safety and security training for staff in handling natural disaster, manmade threat, and other safety and security issues. 	<p>Complete 4-5 requirements 0 Complete less than 4 requirements</p>	<p>Related documents</p>		
	✓	<p>Outdoor Venue</p> <ul style="list-style-type: none"> • Emergency equipment 	<p>3 Complete all requirements</p>	<ul style="list-style-type: none"> • Inspection • Photographs and/or written 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<p>and fire exits must be in compliance to local law.</p> <ul style="list-style-type: none"> • Fire exit signs are present in either permanent or set-up condition, and can be easily seen. • There is a clearly visible sign board containing a fire-fighting and fire escape instruction. • There is a sufficient number of security guards for the entire event venue as well as around the venue, in compliance with the local law. • Annual inspection or maintenance documents are present. • There is an evidence of an annual fire drill practice. • There is a concrete policy on safety and security in case of the natural disaster & manmade threat. • There is a concrete evidence of safety and security training for staff in handling natural disaster, manmade threat, and other safety and security issues. 	<p>2 Complete 6-7 requirements 1 Complete 4-5 requirements 0 Complete less than 4 requirements</p>	<p>comments & Related documents</p>		
✓	✓	P15 Crowd Management & Evacuation Procedures	3 Complete all requirements	<ul style="list-style-type: none"> • Inspection • Photographs 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<ul style="list-style-type: none"> Layout for the venue is available. Emergency evacuation plan is developed. There is an evidence of training for staff on crowd management & evacuation procedures Evacuation route must be in compliance to local law. There is an announcement on safety and evacuation at the beginning of an event. 	2 Complete 3 requirements 1 Complete 2 requirement 0 Complete less than 2 requirements	and/or written comments & Related documents		
15	15	Total				

Technology (T)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
✓	✓	T01 Electrical System <ul style="list-style-type: none"> There is a layout showing power service locations. There is an electrical safety equipment in compliance to local law. There are qualified staff on duty during the event. Annual inspection or maintenance documents are present. 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirements 0 Complete less than 2 requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		
✓	✓	T02 Power Generator Installation <ul style="list-style-type: none"> Power generators can be organized in case needed. 	3 Complete all requirements 2 Complete 2 requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & 		

Technology (T)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<ul style="list-style-type: none"> • There is a space appropriate for temporary power generators to be installed. • Annual inspection or maintenance documents are present. 	1 Complete 1 requirement 0 Unable to meet any of the requirements	Related documents		
2	2	Total				

Service (S)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
✓	✓	S01 Advanced-booking service <ul style="list-style-type: none"> • There is comprehensive information on the floorplan of venue online and on request. • There is comprehensive information on the availability of venue online or upon request. • There is a staff in handling client's queries. • The staff is knowledgeable and is able to provide advice on venue & booking details. • There are variety of payment methods. 	3 Complete all requirements 2 Complete 4 requirements 1 Complete 3 requirements 0 Complete less than 3 requirements	<ul style="list-style-type: none"> • Inspection & Interview • Photograph and/or written • comments & interview records 		
✓	✓	S02 Staff personality & respect for differences of participants Staff are <ul style="list-style-type: none"> • Professionally dressed 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments • Interview 		

Service (S)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<ul style="list-style-type: none"> • Neat and tidy • Aware of differences in races, religions, cultures, genders and ages 	requirement 0 Unable to meet any of the requirements			
✓	✓	S03 Foreign language skills of staff <ul style="list-style-type: none"> • Most staff can communicate in English or Chinese as the case may be. • Some of the staff can communicate in third language. • There are regular schedules of language training programs for staff both full-time and temporary on an annual basis. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		
✓	✓	S04 Coordination & cooperation with external agencies (e.g., hospital, police station, and fire station) <ul style="list-style-type: none"> • There is a key contact person during the event for external coordination & cooperation. • There is a list of contact persons, including the telephone number and email addresses of relevant external agencies. • There is a systematic procedure in coordinating with external agencies. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Interview & Document Review • Interview records & Related documents 		
✓	✓	S05 Complaints & service evaluation of the organizers and participants <ul style="list-style-type: none"> • There are appropriate 	3 Complete all requirements 2 Complete 2 requirements	<ul style="list-style-type: none"> • Interview & Document Review • Interview records 		

Service (S)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<p>channels in receiving complaints and feedback from both organizers and participants.</p> <ul style="list-style-type: none"> • There is a system in handling complaints and feedback. • There is a human resource policy to reward staff in order to prevent problems and complaints. 	<p>1 Complete 1 requirement 0 Unable to meet any of the requirements</p>	& Related documents		
✓	✓	<p>S06 Sound/Noise Management</p> <ul style="list-style-type: none"> • There is a policy for sound/noise management in compliance to the local law / practice. • Staff is trained and is able to act according to the policy. • There is a policy to inform surrounding residents in case there is sound/noise that may affect them. 	<p>3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements</p>	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		
✓	✓	<p>S07 Consideration for environment and surrounding community</p> <ul style="list-style-type: none"> • There is a policy on environmental sustainability and surrounding community consideration. • Venue organizes activities to support environmental sustainability and the surrounding community on a regular basis. • There is an evidence of training and communication policy on environment and 	<p>3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements</p>	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		

Service (S)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		surrounding community to staff of the venue.				
	✓	S08 – Environmental Policy (e.g., energy conservation, alternative energy, and garbage and waste management, etc.) <ul style="list-style-type: none"> The environmental policy is clearly determined in writing. There is an operational plan of the environmental policy. There is a dissemination of the environmental policy both inside and outside the organization. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Document Review Related documents 		
	✓	S09 – Environmental Practice <ul style="list-style-type: none"> Records of environmental practices Performance report Follow-up performance report at least once a year 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Interview & Document Review Interview records & Related Documents 		
7	9	Total				
24	26	Grand Total				

Authorized Signature

(.....)

...../...../.....

Remarks:

The full score and passing score of Event Venue in each MICE Venue setting is as below.

MICE Venue Setting	Total Number of indicators	Full Score	Passing Score
Event Venue - Indoor	24	72	54
Event Venue - Outdoor	26	78	58.50

Appendix 2
Members of
National Assessment Committee
AMVS Audit Attendance

Members of National Assessment Committee AMVS Audit Attendance



Name of the Meeting Venue				
Date				
No.	Name - Surname	Position	Signature	
			Opening Meeting	Closing Meeting
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

Appendix 3

AMVS Audit Form

AMVS Audit Form



Members of the National Assessment Committee

Name: _____ Position: _____

Date of Auditing: _____

Applicant: Name.....

Address.....

Event Venue: Name.....

Location.....

Marking Procedure

Members of the National Assessment Committee are to follow this marking scale in auditing a MICE venue. Please select setting of the Event Venue and please provide the score accordingly.

- Event Venue – Indoor (24 Indicators)
- Event Venue – Outdoor (26 Indicators)

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
✓	✓	P01 Venue Conditions Within the venue, the followings can be made possible to set-up: <ul style="list-style-type: none"> • Stage • Registration/Check-in area • Food Service Area 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirements 0 Complete less than 2	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<ul style="list-style-type: none"> Mobile Restrooms 	requirements			
✓	✓	P02 Accessibility The venue can be accessed by: <ul style="list-style-type: none"> Road(s) Public transportation service(s) Other mode of transports such as air or water 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments 		
✓	✓	P03 Parking & Loading Area <ul style="list-style-type: none"> There is a parking space for participants/delegates within walking distance to the venue. There are adequate signs and lights both in the parking and walkways. There is a loading area for set-up vehicles. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments 		
✓	✓	P04 Food Preparation Area <ul style="list-style-type: none"> There is a set-up area in providing food service for participants. The area is well organized, clean and well-kept. Sufficient area for food preparation with basic amenities. In case needed, a list of suppliers on food services can be provided. 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirements 0 Complete less than 2 requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments 		
✓		P05 Sign and Signage of the Venue Indoor Venue <ul style="list-style-type: none"> Main entrance sign is permanently installed. Signs and signages are permanently installed, 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any	<ul style="list-style-type: none"> Inspection Photographs and/or written comments 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<p>organized and well-kept.</p> <ul style="list-style-type: none"> • Display in English message(s) 	of the requirements			
	✓	<p>Outdoor Venue</p> <ul style="list-style-type: none"> • Main entrance sign is permanently or temporarily installed. • Signs and signages are permanently or temporarily installed, organized and well-kept • Display in English message(s) 	<p>3 Complete all requirements</p> <p>2 Complete 2 requirements</p> <p>1 Complete 1 requirement</p> <p>0 Unable to meet any of the requirements</p>	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments 		
✓	✓	<p>P06 Restrooms amenities & facilities</p> <ul style="list-style-type: none"> • Comply with ASEAN Public Toilet Standard • Amenities & Facilities can be either permanent or set-up. • Appropriate space for each unit. • Provision of adequate facilities for disabled and elderly. • Provision of adequate units/cubicles for ladies and men. • Sufficient amenities provisions such as tissue, soap, etc. 	<p>3 Complete all requirements</p> <p>2 Complete 3 requirements</p> <p>1 Complete 2 requirements</p> <p>0 Complete less than 2 requirements</p>	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		
✓	✓	<p>P07 Waste Handling</p> <ul style="list-style-type: none"> • There is a policy on waste handling complying to the local law. • There is basic equipment in handling waste such as garbage bins. • There is a training for staff for waste handling. 	<p>3 Complete all requirements</p> <p>2 Complete 2 requirements</p> <p>1 Complete 1 requirement</p> <p>0 Unable to meet any of the requirements</p>	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
✓	✓	P08 Water & Sanitary System <ul style="list-style-type: none"> Water distribution points are in good condition. The condition of wastewater drain meets the requirements of local standard. Annual inspection or maintenance documents are present. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		
✓	✓	P09 First Aid Facilities <ul style="list-style-type: none"> First-aid facility is available and is in compliance with the local law. There is a full-time or temporary nurse / qualified staff available during the event, and/or venue to provide Medical Centre and Public Hospital list to organizer to engage on standby for any circumstances. There is an evidence of training for staff on first aid. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		
✓	✓	P10 Fire protection	3 The fire protection is in compliance with the local law. 0 The fire protection is not in compliance with the local law.	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		
✓	✓	P11 Insurance Policy	3 The insurance policy is active, clearly stated in the issued contract, and is in accordance with the local law. 0 The insurance policy is either inactive, or not	<ul style="list-style-type: none"> Document review Related documents 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
			clearly stated in the contract, or is not in accordance with the local law.			
✓	✓	P12 Traffic Management during Events <ul style="list-style-type: none"> • There is systematic traffic management plan. • There is dedicated staff responsible for traffic management. • There is a policy to inform surrounding residents on the event venue traffic. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		
✓	✓	P13 Safety Equipment <ul style="list-style-type: none"> • There are CCTV cameras and controlling room, with staff present for the entire time. • Adequate number of CCTV or other security devices in the entire areas of the event venue • Staff monitoring the CCTV is well-trained. • The venue has a policy on CCTV playback. 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 1-2 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		
✓		P14 Emergency, Safety and Security Indoor Venue <ul style="list-style-type: none"> • Emergency equipment and fire exits must be in compliance to local law. • Fire exit signs are present in permanent and well-kept conditions. • There is a clearly visible sign board 	3 Complete all requirements 2 Complete 6-7 requirements 1 Complete 4-5 requirements 0 Complete less than 4 requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<p>containing a fire-fighting and fire escape instruction.</p> <ul style="list-style-type: none"> • There is a sufficient number of security guards for the entire event venue as well as around the venue, in compliance with the local law. • Annual inspection or maintenance documents are present. • There is an evidence of an annual fire drill practice. • There is a concrete policy on safety and security in case of the natural disaster & manmade threat. • There is a concrete evidence of safety and security training for staff in handling natural disaster, manmade threat, and other safety and security issues. 				
	✓	<p>Outdoor Venue</p> <ul style="list-style-type: none"> • Emergency equipment and fire exits must be in compliance to local law. • Fire exit signs are present in either permanent or set-up condition, and can be easily seen. • There is a clearly 	<p>3 Complete all requirements 2 Complete 6-7 requirements 1 Complete 4-5 requirements 0 Complete less than 4 requirements</p>	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<p>visible sign board containing a fire-fighting and fire escape instruction.</p> <ul style="list-style-type: none"> • There is a sufficient number of security guards for the entire event venue as well as around the venue, in compliance with the local law. • Annual inspection or maintenance documents are present. • There is an evidence of an annual fire drill practice. • There is a concrete policy on safety and security in case of the natural disaster & manmade threat. • There is a concrete evidence of safety and security training for staff in handling natural disaster, manmade threat, and other safety and security issues. 				
✓	✓	<p>P15 Crowd Management & Evacuation Procedures</p> <ul style="list-style-type: none"> • Layout for the venue is available. • Emergency evacuation plan is developed. • There is an evidence of training for staff on crowd management & evacuation procedures • Evacuation route must be 	<p>3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirement 0 Complete less than 2 requirements</p>	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		

Physical (P)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		in compliance to local law. <ul style="list-style-type: none"> • There is an announcement on safety and evacuation at the beginning of an event. 				
15	15	Total				

Technology (T)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
✓	✓	T01 Electrical System <ul style="list-style-type: none"> • There is a layout showing power service locations. • There is an electrical safety equipment in compliance to local law. • There are qualified staff on duty during the event. • Annual inspection or maintenance documents are present. 	3 Complete all requirements 2 Complete 3 requirements 1 Complete 2 requirements 0 Complete less than 2 requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		
✓	✓	T02 Power Generator Installation <ul style="list-style-type: none"> • Power generators can be organized in case needed. • There is a space appropriate for temporary power generators to be installed. • Annual inspection or maintenance documents are present. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		
2	2	Total				

Service (S)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
✓	✓	S01 Advanced-booking service <ul style="list-style-type: none"> • There is comprehensive information on the floorplan of venue online and on request. • There is comprehensive information on the availability of venue online and on request. • There is a staff in handling client's queries. • The staff is knowledgeable and is able to provide advice on venue & booking details. • There are variety of payment methods. 	3 Complete all requirements 2 Complete 4 requirements 1 Complete 3 requirements 0 Complete less than 3 requirements	<ul style="list-style-type: none"> • Inspection & Interview • Photograph and/or written • comments & interview records 		
✓	✓	S02 Staff personality & respect for differences of participants Staff are <ul style="list-style-type: none"> • Professionally dressed • Neat and tidy • Aware of differences in races, religions, cultures, genders and ages 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments • Interview 		
✓	✓	S03 Foreign language skills of staff <ul style="list-style-type: none"> • Most staff can communicate in English or Chinese as the case may be. • Some of the staff can communicate in third language. • There are regular schedules of language training programs for staff 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related documents 		

Service (S)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		both full-time and temporary on an annual basis.				
✓	✓	S04 Coordination & cooperation with external agencies (e.g., hospital, police station, and fire station) <ul style="list-style-type: none"> • There is a key contact person during the event for external coordination & cooperation. • There is a list of contact persons, including the telephone number and email addresses of relevant external agencies. • There is a systematic procedure in coordinating with external agencies. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Interview & Document Review • Interview records & Related documents 		
✓	✓	S05 Complaints & service evaluation of the organizers and participants <ul style="list-style-type: none"> • There are appropriate channels in receiving complaints and feedback from both organizers and participants. • There is a system in handling complaints and feedback. • There is a human resource policy to reward staff in order to prevent problems and complaints. 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> • Interview & Document Review • Interview records & Related documents 		
✓	✓	S06 Sound/Noise Management <ul style="list-style-type: none"> • There is a policy for sound/noise management in compliance to the local 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1	<ul style="list-style-type: none"> • Inspection • Photographs and/or written comments & Related 		

Service (S)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		<p>law / practice.</p> <ul style="list-style-type: none"> Staff is trained and is able to act according to the policy. There is a policy to inform surrounding residents in case there is sound/noise that may affect them. 	<p>requirement</p> <p>0 Unable to meet any of the requirements</p>	<p>documents</p>		
✓	✓	<p>S07 Consideration for environment and surrounding community</p> <ul style="list-style-type: none"> There is a policy on environmental sustainability and surrounding community consideration. Venue organizes activities to support environmental sustainability and the surrounding community on a regular basis. There is an evidence of training and communication policy on environment and surrounding community to staff of the venue. 	<p>3 Complete all requirements</p> <p>2 Complete 2 requirements</p> <p>1 Complete 1 requirement</p> <p>0 Unable to meet any of the requirements</p>	<ul style="list-style-type: none"> Inspection Photographs and/or written comments & Related documents 		
	✓	<p>S08 – Environmental Policy (e.g., energy conservation, alternative energy, and garbage and waste management, etc.)</p> <ul style="list-style-type: none"> The environmental policy is clearly determined in writing. There is an operational plan of the environmental policy. There is a dissemination of the environmental policy 	<p>3 Complete all requirements</p> <p>2 Complete 2 requirements</p> <p>1 Complete 1 requirement</p> <p>0 Unable to meet any of the requirements</p>	<ul style="list-style-type: none"> Document Review Related documents 		

Service (S)						
Type		Major Criteria	Requirements & Scoring	Method of Assessment & Evidence	Score Obtained	Comments
Event Venue - Indoor	Event Venue - Outdoor					
		both inside and outside the organization.				
	✓	S09 – Environmental Practice <ul style="list-style-type: none"> Records of environmental practices Performance report Follow-up performance report at least once a year 	3 Complete all requirements 2 Complete 2 requirements 1 Complete 1 requirement 0 Unable to meet any of the requirements	<ul style="list-style-type: none"> Interview & Document Review Interview records & Related Documents 		
7	9	Total				
24	26	Grand Total				

Authorized Signature

(.....)

...../...../

Remarks:

The full score and passing score of Event Venue in each MICE Venue setting is as below.

MICE Venue Setting	Total Number of indicators	Full Score	Passing Score
Event Venue - Indoor	24	72	54
Event Venue - Outdoor	26	78	58.50

Other comments: _____

Signature

(.....)

Appendix 4
AMVS On-Site Audit Report &
Corrective/ Preventive
Action Form

AMVS On-Site Audit Report & Corrective/Preventive Action Form



Applicant: Name.....

Address.....

Meeting Venue: Name.....

Location.....

Setting:

- Event Venue – Indoor (24 Indicators)
- Event Venue – Outdoor (26 Indicators)

AMVS Initial Audit Result by the National Assessment Committee

The National Assessment Committee found that your MICE venue

- Has a strong potential for AMVS (category Exhibition Venue)
- Has a moderate potential for AMVS (category Exhibition Venue)
- Has a low potential for AMVS (category Exhibition Venue)

This is not the final audit result and this information is not considered a final result of a MICE venue to be entitled for AMVS.

National Assessment Committee's Chairman Signature

(.....)

Position.....

Date.....

Applicant Acknowledgement of the AMVS Initial Audit Result

I, on behalf of the representative of the MICE venue, acknowledge and agree to the above audit report.

Additional comments from the audit report (if any):

.....
.....

Applicant's Signature

(.....)

Position

Date.....

Corrective and Preventive Action Plan*

Major Criteria No.	Non-conformity/ Noncompliance with the Requirements	Cause	Corrective Action	Completion Date	Preventive Action	Completion Date	Responsible Person

National Assessment Committee’s Chairman Signature

(.....)

Position

Date.....

I, on behalf of the representative of the MICE venue, acknowledge the corrective and preventive action plan.

Applicant’s Signature

(.....)

Position

Date.....

***Remarks: The National Assessment Committee and the applicant may agree upon the submission of this form within 2 weeks after the audit date.**

Appendix 5

AMVS Audit Report



AMVS Audit Report

Applicant: Name.....

Address.....

Event Venue:Name.....

Location.....

Date of Auditing: _____ / _____ / _____

Attached to this report, please find:

- Application form & self-assessment report
- Members of National Assessment Committee Attendance form
- A final scorecard (an average score of the committee) as well as individual member’s scorecard and comments
- An On-Site Audit Report & Corrective/Preventive Action form

The applicant obtains the score of each category as below. Please choose only one.

Event Venue - Indoor (24 Indicators)

Category	Full Score	Score Obtained
Physical (15 Major Criteria)	45	
Technology (2 Major Criteria)	6	
Service (7 Major Criteria)	21	
Total (24 Major Criteria)	72	
Percentage to the full score		%

Event Venue - Outdoor (26 Indicators)

Category	Full Score	Score Obtained
Physical (15 Major Criteria)	45	
Technology (2 Major Criteria)	6	
Service (9 Major Criteria)	27	
Total (26 Major Criteria)	78	
Percentage to the full score		%

The committee, therefore, recommends this MICE venue to be:

Certified

The total score is 75% and above of the full score.

Not certified

The total score is less than 75% of the full score.

National Assessment Committee's Chairman Signature

(.....)

Position

Date.....