MICE EVENTS – FREQUENTLY ASKED QUESTIONS (FAQS)

Updated as of 8 November 2021

IMPORTANT

1. On 8 November 2021, the Multi-Ministry Taskforce (MTF) announced calibrated adjustments to Safe Management Measures (SMMs) for the Stabilisation Phase. In line with this, the Singapore Tourism Board ("STB") has updated the SMMs applicable to MICE events.

2. The information in this circular (which includes its annexes) supersedes that in previous advisories or statements.

Key updates for MICE events:

From 10 November 2021:

S/N	Type of event session	Event size limit
1	Participants are predominantly **seated or standing in a fixed position** during the session. Examples: Meetings, conferences, and conventions	Up to 1,000 fully vaccinated participants (as defined in footnote*) at a time, per session Zones of up to 100 participants (increased from 50 participants)
2	Participants are predominantly **non-seated and moving about** during the session. Example: Exhibitions, networking sessions	Up to 500 fully vaccinated* participants at a time, per session Zones of up to 100 participants (increased from 50 participants)

- For events with multiple zones, the spacing between zones must be at least 2 metres (reduced from the previous 3 metres required). EOs must still ensure solid partitions or other physical barriers such as queue poles are used to clearly demarcate these spacing between zones.

- Where there are unmasked speakers on stage, implement a distance of at least 2 metres (reduced from the previous 3 metres required) between the stage and the audience.

- For forward planning purposes, Event Organisers may continue to engage STB on applications for MICE events that are larger than the current size limit. However, please note that all approvals and MICE events will still be subjected to the safe management measures applicable at the time.

A: PERMISSIBLE EVENTS

1. What constitutes a MICE event?

    a. MICE events refer to business-oriented events such as meetings, conferences and exhibitions arranged or held in the course of business[1] with more than 50 participants which are not held for individual consumers to attend. MICE events with 50 participants or less do not require MTI's approval. Permitted enterprises may proceed to organise the event and adhere to the Safe Management Measures (SMMs) at the Workplace by the Ministry of Manpower. Events that are substantially social, recreational, political or religious in character, such as company D&Ds, networking events or gala dinners, do not fall within the MICE events contemplated here.

Up to 50 participants^ at a time	51 to 500/1,000 participants at a time
Safe distancing of at least 1 metre between individuals at all times	Up to 100 pax per zone Safe distancing of at least 1 metre between individuals at all times
Adhere to Safe Management Measures (SMMs) at the Workplace by the Ministry of Manpower here. MICE event application is not required.	Both the Event Organiser and Event Venue (collectively, EOs) must submit an application for STB's assessment and for the Ministry of Trade and Industry (MTI) to approve the EO carrying out the event.
^includes Event Organisers but excludes premises staff at third party venues	An individual must be: a) fully vaccinated, i.e. has received the full regimen of a WHO EUL vaccine, with an additional two weeks for the vaccine to be fully effective; b) recovered from COVID-19; or c) has obtained a negative result on a pre-event test taken in the past 24 hours before the expected end of the event. Pre-Event Testing (PET) is required for all participants who are on a Controlled Itinerary.

    b. All MICE event applications with more than 50 participants must be submitted to STB for approval by the Ministry of Trade and Industry (MTI). EOs must demonstrate their ability to implement the rigorous Safe Management Measures (SMMs) under STB's Safe Business Events (SBE) framework[2].

    c. Work-related events also do not fall within the MICE events contemplated here. These include consumer-facing events (such as product launches, marketing / branding events) and work meetings (among colleagues or with external parties), training, board meetings, HR talks, townhalls, seminars, corporate retreats, Annual/Extraordinary General Meetings, tender briefings to vendors and award ceremonies. The Multi-Ministry Taskforce (MTF) had previously announced that work-related events of up to 50 persons are permitted to be held outside of workplaces/own premises with effect

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[1] (a) to discuss or negotiate matters relating to trade, commerce or finance, professional practice or matters, health, arts, science, technology, industry, economics, industrial relations, security, international affairs, the environment or any other cause or matter, whether or not of a similar kind; (b) to temporarily exhibit or display goods of any kind for the purposes of sale or supply; or (c) to promote the trading of goods or the provision of services.

[2] Under STB's Safe Business Events framework introduced in July 2020 for events of up to 50 participants, EOs must achieve five key outcomes. The framework was created in consultation with the industry and is aligned with international best practices. More information here.

from 22 October 2020. More details on the MTF's announcement can be found [here](). FAQs on the Ministry of Manpower's Workplace SMMs can be found [here.]()

2. What events are currently permitted^?
Updated as of 24 September 2021

Event Type	Venues	
Location	**Within workplace/ enterprise's own premises**	**Third party venues (i.e. Venues outside of workplaces/enterprise's own premises) e.g. function rooms**
Work-related events	• Up to 50 persons* at any time or the maximum number of individuals which the room or venue may accommodate if there is a distance of at least one metre between any 2 individuals, whichever is lower; and • At least 1 metre spacing between individuals at all times *E.g. Conferences, seminars, corporate retreats, Annual General Meetings, Extraordinary General Meetings, tender briefings to vendors, commemorative ceremonies, ground-breaking ceremonies, award and promotion ceremonies. Participants may include external parties such as business associates, customers as well as members of associations etc.* * Excludes premises staff at third party venues	
In-house training without 3ʳᵈ party service provider **Training & educational courses by Education Business**	• Up to 50 persons** at any time, or the maximum number of individuals which the room or venue may accommodate if there is a distance of at least one metre between any 2 individuals, whichever is lower; and • At least 1 metre spacing between individuals at all times Please refer to [GoBusiness Singapore](#) website for more information on Education and Training. **Excludes premises staff at third party venues	
Consumer-facing events	• Up to the premises' venue operating capacity, subject to the implementation of safe management measures • Up to prevailing group size limit of 2 customers per group. • At least 1 metre spacing between groups of 2 or fewer customers (prevailing group size) at all times *E.g. Product launches, store openings and marketing and branding events at enterprise's retail premises.*	• Up to 50 persons (including all persons and vendors except premises staff) at any time or • The maximum number of individuals the room or venue may accommodate to ensure a distance of at least one metre between any 2 individuals, whichever is lower • Up to prevailing group size limit of 2 customers per group • At least 1 metre spacing between groups of 2 or fewer customers (prevailing group size) at all times.

		E.g. Product launches, roadshows, fairs, marketing and branding events at hotel function rooms *Roadshows/ fairs are not allowed at public transport nodes, HDB areas, mall atriums, etc. These events are only permitted in hired function centres.*

^Please note that the prevailing respective sector specific requirements and Safe Management Measures under the COVID-19 (Temporary Measures) (Control Order) Regulations 2020 and the COVID-19 (Temporary Measures) (Performances and Other Activities – Control Order) Regulations 2020 continue to apply.

Workplace events which are substantially recreational or social in nature (such as gala dinners, networking functions, company D&Ds) are currently not permitted.

Eating and drinking should be avoided at these events as these activities require masks to be removed which raises the risk of COVID-19 transmission. However, if meals are served, all attendees must be fully vaccinated*, and should continue to maintain 1m spacing between individuals during the meal. Attendees must be seated and served individually and minimise contact with one another while eating or drinking. Meal durations should be kept short to minimise the period that individuals are unmasked, and the meal should not be a main feature of the event. No pre-recorded music, speech or sound can be played at these events where food or drinks are served or consumed. Higher risk activities such as singing, and the playing of wind/brass instruments are also not allowed to resume at corporate/enterprise events.

Please see details on the updated Requirements for Safe Management Measures (SMMs) at the Workplace by the Ministry of Manpower here. Separately, you may find the FAQs on Workplace SMMs here.

*An individual is considered fully vaccinated if he/ she has been: a) fully vaccinated, i.e. has received the full regimen of a WHO EUL vaccines, with an additional two weeks for the vaccine to be fully effective, b) recovered from COVID-19, or c) has obtained a negative result on a pre-event test taken in the past 24 hours before the expected end of the event.

B: MICE EVENTS

3.   How can we start organising a MICE event?

    a. **For MICE events of up to 500/1,000 participants[3]** under the STB <u>Safe Business Events Framework</u>, Event Organisers and Event Venues (collectively, EOs) must submit a joint application, including an event proposal to STB.

    b. EOs must demonstrate their readiness and capabilities to implement the Safe Management Measures (SMMs) required to meet the five outcomes to pilot MICE events in a safe and controlled manner.

    c. STB and the Ministry of Trade and Industry ("MTI") will review the submitted event proposal and EOs may proceed only upon obtaining MTI's written approval.

	STB MICE Event **Adherence to Safe Business Events (SBE) Framework**
Location	Third Party Venues (e.g. External venues such as function rooms in hotels or convention centres, or attractions)
Event Type	**Meetings, Conferences, Exhibitions** • Not consumer facing (B2C) (e.g. roadshows, product launches, fairs, marketing and branding events etc.) • Not predominantly social in nature • Not predominantly internal facing (e.g. attended by employees only)
Examples	A business-oriented event attended by professionals or business entities to exchange knowledge or to discuss a particular subject, a trade association convening for an education session or panel discussion etc.
Safe Management Measures (SMMs)	Comply with STB's Safe Business Events (SBE) Framework
Zone	• Limited to ≤ 100 pax per zone

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[3] Participants of the event include attendees, exhibitors, media attending the event, speakers, participants' liaison officers, etc. EO staff who are also participating in the event (e.g. as speakers, audience members, etc) are included in the total operating capacity. All other EO staff and external service providers are excluded. All participants must be a) fully vaccinated (i.e. has received two doses of a WHO EUL vaccines, with an additional two weeks for the vaccine to be fully effective), b) recovered from COVID-19, or c) has obtained a negative result on a Pre-Event Test taken in the past 24 hours before the expected end of the event.

4.   How do I apply? How long is the application process?

    a. The application form must be jointly completed by both the Event Organiser and Event Venue (collectively, EOs).

    b. We strongly encourage EOs to submit their applications as early as possible (**preferably 3 months in advance**) to cater sufficient time for planning, registration and marketing. Minimally, EOs should submit their application **at least 1 month before the event date.**

    c. Each MICE event and its related marketing efforts may be carried out only after receiving approval from STB and MTI.

    d. Please note that STB and MTI will take up to **14 business days to assess** each application.

5.   Can I apply for an event that is larger than the current size limit and scheduled for the later part of the year? I would need to start event planning, production and marketing.

    a. Yes. For forward planning purposes, Event Organisers may continue to engage STB on applications for MICE event that are larger than the current size limit of 500/1,000 participants. However, please note that all approvals and MICE event will still be subject to the safe management measures applicable at the time.

    b. Please refer to the application process and processing times in para 4 above.

6.   Is Pre-Event Testing (PET) still required at MICE events?

    a. From 10 August 2021, all participants at MICE events must be:
        i. fully vaccinated (i.e. has received two doses of a WHO EUL vaccine, with an additional two weeks for the vaccine to be fully effective),
        ii. recovered from COVID-19, or
        iii. has obtained a negative result on a Pre-Event Test taken in the past 24 hours before the expected end of the event.

    b. For more information on the procedures and protocols for PET at MICE events, please refer to the Event Organisers' guide to PET here: https://www.moh.gov.sg/covid-19/pet.

7.   What documents does the EO need to check at each entry/exit point to the MICE event venue for MICE events spanning multiple days and venues?

    a. EOs must take all reasonably practicable steps to ensure an individual is able to present an Acceptable Document before entering the event venue. EOs must refuse entry if the individual refuses to show the proof of Acceptable Document. Refer to MOH's website[4] for the list of Acceptable Documents.

    b. EO must ensure that the identity reflected in the Acceptable Documents corresponds with the identity of the individual being checked for entry.

8.   Are there limitations to the event venues allowed under the STB MICE SMMs?

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[4] https://www.moh.gov.sg/covid-19/pet

a. There is no restriction to the types of event venues allowed as long as the venues can be hired as a function centre and are able to comply with SG Clean standards as well as implement measures under the Safe Business Events Framework.

9.   Can foreign delegates attend MICE events in Singapore?

a. Singapore has implemented travel arrangements (e.g. Vaccinated Travel Lane, Air Travel Pass etc.) with some countries to facilitate travel while safeguarding public health.

b. Foreign delegates from these countries may submit their request to enter Singapore through such arrangements to attend approved MICE events.

c. While in Singapore, foreign delegates on a Controlled Itinerary ("CI") must pre-declare their movements and adhere to certain movement restrictions as stipulated under the CI. As part of the CI, they may also be required to undergo ART tests on specified days of their visit.

d. Additionally, all foreign participants who are on a CI will also be required to undergo daily PET (regardless of event size) before they can enter a MICE event. Other COVID-19 tests (e.g. PCR tests) done pursuant to other testing requirements (e.g. Reciprocal Green Lane, Rostered Routine Testing) can be used at entry checks, provided that the event is within the Validity Period.

e. Please refer to ICA's website for the list of countries and the respective requirements [here](#).

10.   Do event organisers need to confirm the venue before submitting the application form?

a. Yes, the application will need to be jointly submitted by the Event Organiser and Event Venue (collectively, EOs).

b. Any application received without the relevant information pertaining to the venue will be rejected.

c. If the venue is changed after the application is submitted or approved, EOs will need to re-submit the event application. Should this happen, please note that the application processing time will also be affected.

11. Can I host multiple sessions of 500 or 1,000 participants per event?

    a. MICE events can host <u>more than one session of up to 500 or 1,000 participants</u>, as the case may be, on the same event day or across multiple event days, with the relevant Safe Management Measures in place.

    b. Illustration of a MICE event programme with >1 session:

	Illustration for a 500 pax event
Time	**Activity**
8am – 9am	Arrival and registration for Session A
9am – 12pm	Session A (5 zones of 100pax)
12pm – 1pm	Crowd management period
1pm – 2pm	Arrival and registration for Session B
2pm – 5pm	Session B (5 zones of 100pax)

    c. For avoidance of doubt, EOs can continue to hold single-session events (i.e. 1 session of up to 500 or 1,000pax, as the case may be).

    d. For events with an exhibition component, the crowd management period does not apply to exhibitors if they are expected to stay on the exhibition floor throughout the event.

    e. STB will continue to monitor and review the implementation of SMMs at such events.

12. I am organising a conference with a networking session as part of the event programme. What is the event size limit?

    a. The event size limit for the whole event is 500 participants at a time <u>if there is no crowd dispersal in between the conference and networking session and the composition of the participants does not change even between the conference and the networking sessions.</u>

Example 1	Illustration for a conference with a networking session
Time	**Activity**
8am – 9am	Arrival and registration
9am – 12pm	Conference (Up to 5 zones of 100pax)
12pm - 1pm	Lunch
1pm - 3pm	Networking Session (Up to 5 zones of 100pax)

    b. The conference can have up to 1,000 participants at a time and the networking session can have up to 500 participants at a time if there is at least a 60-minute interval between each session with measures implemented to prevent mingling between participants of different sessions. Further, the composition of participants can be changed between sessions.

Example 2	Illustration for a conference with a networking session
Time	**Activity**
8am – 9am	Arrival and registration

9am – 12pm	Conference (Up to 10 zones of 100pax)
12pm – 1pm	Crowd management period
1pm – 2pm	Arrival, registration for networking session
2pm – 5pm	Networking session (Up to 5 zones of 100pax*)

The composition of participants can be changed between sessions.

c. All participants at the MICE events must be a) fully vaccinated (i.e. has received two doses of a WHO EUL vaccine, with an additional two weeks for the vaccine to be fully effective), b) recovered from COVID-19, or c) have obtained a negative result on a Pre-Event Test taken in the past 24 hours before the expected end of the event.

13. I am organising a trade conference with an exhibition concurrently, what is the event size limit?

a. EOs may differentiate between static and non-static activities, and maintain a total event size of 1,000pax at a time with **a maximum of 500pax for the exhibition component**.

b. With reference to **Example 1** below, Zones 1 – 10 at the start of the event should remain consistent during the AM session, and participants should visit the exhibition in their same zones of 100pax, and at stipulated timeslots. New participants may attend the event during the PM session.

Example 1	Illustration for a concurrent trade conference and exhibition		
	Time	Activity	Activity
AM session	9am – 11am	Opening plenary (Up to 10 zones x 100pax)	
	11am – 1pm	Conference Session A Zones 1-5 attend the conference	Exhibition Session A Zones 6-10 attend the exhibition
	1pm – 2pm	Crowd management period	
PM session	2pm – 3pm	Arrival and registration	
	3pm – 5pm	Conference Session B Zones 6-10 attend the conference	Exhibition Session B Zones 1-5 attend the exhibition

c. With reference to **Example 2** EO may also bring in any participants (including buyers) to solely visit the exhibition while running a concurrent conference, as illustrated below.

Example 2	Illustration for a concurrent trade conference and exhibition		
	Time	Activity	Activity
AM session	9am – 1pm	Conference-only Session A (Up to 5 zones x 100pax)	Exhibition-only Session B (Up to 5 zones x 100pax)
	2pm – 3pm	Crowd management period	
PM session	3pm – 4pm	Arrival and registration	
	4pm – 6pm	Conference-only Session C (Up to 5 zones x 100pax)	Exhibition-only Session D (Up to 5 zones x 100pax)

d. For avoidance of doubt, no more than 500pax should be at the exhibition at a time, there should be at least a 60-minute interval between each session, and the composition of zones of 50 should be consistent throughout each session.

14. Should participants remain in the same zone throughout the whole event? What if my event takes place across multiple days?

a. Local and foreign participants who are <u>not</u> on a Controlled Itinerary may be assigned to a different zone for each <u>new session</u> of an event. For example, a local participant may be assigned to different zones for the morning and afternoon sessions of the same event, on the same day. This will also allow new participants to join on different sessions/ days.

b. If a zone includes any foreign participants on a Controlled Itinerary, <u>all participants</u> must remain in that same zone <u>throughout each event day</u>, regardless of the number of sessions per day. For multi-day events, foreign participants may be assigned to a different zone for each new event day.

15. How will the SMMs apply to events with an exhibition component?

a. Organisers are allowed to include a manned exhibition component in their event applications. Please refer to the updated Safe Business Events Framework.

16. Does the capacity limit of 500 participants include exhibitors?

a. Yes, the capacity limit applies to all participants at the event, except EO staff, staff employed by the venue (e.g. janitors, security) and external service providers. For avoidance of doubt, EO staff who are also participating in the event (e.g. as speakers, audience members, etc) are considered participants and must be included in the total operating capacity.

17. When will large scale business events be allowed to resume?

a. The safe resumption of MICE events requires close coordination and partnership between public and private sector stakeholders. Given the need to act quickly and decisively in order for our economy to emerge stronger from the COVID-19 crisis, the Emerging Stronger Taskforce[5] (EST) under the Future Economy Council (FEC) has convened the Singapore Together Alliances for Action ("Alliances"), which are industry-led, Government-supported coalitions that will act quickly by prototyping ideas on key opportunity areas for Singapore.

b. Recognising health and safety as key imperatives, the Alliance on Enabling Safe and Innovative Visitor Experiences has developed a prototype for safe tradeshows and exhibitions – these are larger events which would not have been permitted to resume in their pre-COVID-19 format. The prototype has been developed in partnership with the private sector and will provide delegates with the degree of interaction they would normally be accustomed to in a regular tradeshow setting – but in a far safer way which

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[5] The Emerging Stronger Taskforce (EST) was formed under the Future Economy Council (FEC) to review how Singapore can stay economically resilient and build new sources of dynamism to emerge stronger from COVID-19. The EST is co-chaired by Minister for National Development, Mr Desmond Lee and Group CEO of PSA International, Mr Tan Chong Meng, and comprises 15 members from various sectors, including businesses and trade associations and chambers.

minimises infection risks. This was first tested at a new event in November 2020 called TravelRevive – powered by ITB Asia & STB.

    c.   STB will continue to support the resumption of business events in a safe and calibrated manner and will advise on the general resumption of larger-scale events in due course.

C: OTHER EVENT RELATED QUERIES

18.   **What is the role of the Event Organiser and Event Venue? Who would be penalised in the event of a contravention?**

    a.   Both the Event Organiser and Event Venue are jointly responsible for the events taking place under their purview. In the event of any contravention, Enforcement Officers will investigate the facts and circumstances leading to the contravention to determine which party is liable, or if both parties are liable.

19.   **As a venue operator or other occupier of the venue, can I have multiple events at different parts of my venue?**

    a.   Yes. If multiple concurrent events are taking place at different parts of the same venue, the venue operator or other occupier must ensure that each MICE event does not exceed the total participant capacity[6] and with all safe management measures in place. E.g. not more than 500/1,000 participants at a time in each event space from 19 August 2021.

    b.   Please note that you will need to comply with the Safe Management Measures listed in the Safe Business Events Framework. The event venue and respective EOs must work out a plan to stagger the movement of participants within each zone to ensure that participants of each zone would not be able to intermingle with participants from other zones.

20.   **Are live performances permitted at MICE events?**

    a.   Live performances are currently not permitted as part of the overall programming for the MICE event.

D: FINANCIAL SUPPORT FOR MICE EOs

21.   **What are some of the financial assistance available for EOs?**

    i.   **Marketing and Visitor Experience**

    a.   EOs with new products and experiences which will improve the overall visitor experience and increase the attractiveness of Singapore to visitors can tap on the **Experience Step-Up Fund (ESF)**. Some examples include the development of virtual reality (VR) and augmented reality (AR) products which showcase

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[6] The participant capacity requirement for a venue where a business event takes place, or is to take place, refers to the requirement that limits the total number of participants who are or may be allowed to be present within the participants' area of the venue at any one time during the crowd management period of the business event.

Singapore during the conference, contactless technology which enhance delegate experience etc.

ii. **Technology and Innovation**

c. Separately, there is the **Productivity Solutions Grant (PSG)** under Enterprise Singapore (ESG) which encourages enterprises to continue digitalisation and productivity upgrading efforts. EOs can refer to the list of supportable solutions and identify relevant solutions that best suit your business needs on the PSG website. Some of the pre-scoped IT solutions and equipment include virtual meeting and telephony tools, temperature screening solutions, video analytics for crowd management, autonomous floor cleaner, fleet management, etc to support local enterprises in their digitalisation and productivity efforts.

d. If you're taking this period to rethink your company's current business models or redesign your work processes to be more efficient, there is the **Business Improvement Fund (BIF)** which aims to encourage technology innovation and adoption to improve productivity and competitiveness. Companies could also leverage on technologies and customised solutions to make routine tasks more efficient. These could include the development of an integrated e-registration system to serve the needs of your clients, automation of cleaning processes at event venues which integrates Artificial Intelligence (AI) navigation to clean floors without human intervention, or customised hybrid meeting solutions which enable simultaneous broadcast of multiple sessions on a single platform etc.

iii. **Financing Schemes**

e. Small and Medium Enterprises (SMEs) can also consider the **Enterprise Financing Scheme – SME Working Capital Loan** (EFS-WCL) and **Temporary Bridging Loan Programme** under Enterprise Singapore to seek help with working capital and cashflow needs.

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