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UNLV Presentation The MICE Industry – An insight and opportunities

On 31 October 2008, Crystal Poh from Events & Exhibition gave a presentation at the campus of University of Nevada, Las Vegas (UNLV).

Our inaugural presentation at UNLV was an interesting one. Crystal started off by introducing Adecco and the services that we provide. She also shared about the MICE industry, the salary range in the sector for different positions, industry knowledge and the opportunities available in the market.

Many questions were raised by the students. Some of which included, “What are the chances of me getting employed since I am 40, with an Engineering degree and no working experience in the MICE industry?”, “How will the MICE industry be affected by the economic downturn?” and “How can Adecco help me to find a job?”

Crystal answered their questions with ease and with utmost confidence. One student even commented that Crystal should be in sales for doing a good job in selling Adecco!

After the presentation, one of the UNLV instructors, Mr Gerry Koh, shared with us that it is valuable for the students to have a different perspective of the MICE industry from us who represent the employers in the market. Through our presentation, they would be able to gain a better insight and understanding on what to expect upon graduation.

Kudos to Crystal and team for making us look so good in front of the students at UNLV!



A confident and relaxed Crystal introducing Adecco to the UNLV students



Crystal sharing the various salary range in the MICE sector



Crystal interacting and answering the queries of UNLV students



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Our Adecco team with one of the instructors of UNLV, Mr Gerry Koh
From left: Mr Gerry Koh, Weiliang, Crystal, Rina