

MICE FORUM 2018 template for abstracts (800 to 1200 words)

Note: *Please use this template; do not put your name on the paper.*

Paper title goes here

Extended Abstract

The extended abstract for your submission should be around 800 to 1200 words. Outline the aim of the study with a brief background to why it was needed, what was done, and the main findings. Avoid quotes and extensive references. Justify to the left and have a space after each paragraph. Use margins of 1 inch left right top and bottom and do not number the pages. Please centre the main headings, but if sub-headings are used, justify these to the left and use *italics*. After the abstract, put six keywords / key terms in alphabetical order to capture the subject matter.

Keywords: Forum, Conference, Meetings, Incentives, Conventions, Exhibitions

Introduction

Provide a brief background to the topic, with some statistics or data to provide a background to the environment or situation. Explain why the study is needed from a research and/or practice perspective.

Literature Review

Local situation

Provide a critical review of the relevant literature in a sequential argument so it leads to the development of the research question. Review the different themes or research areas to be examined.

Note examples of in-text referencing:

(Getz & Carlsen, 2005) (Davis *et al.*, 2010) (Chen & Huang, 2007; Moss & Warnaby, 1998)

Methodology

Explain what research methods were used and why. Explain how they were applied.

Results

Present raw data here without comment, using tables and figures if this makes the data clearer. Present by theme, hypothesis, or research question, if possible in the same order as the literature review.

Discussion

Comment on the data, referring to the literature and pointing out similarities and differences, explaining these if possible. Return to the aim and research question and show how the aims have been met, and the research question answered. Conclude with some directions for future research or practice, and

any limitations of the study.

References

All references should be in APA 6th. See examples:

- Gazzoli, G., Hancer, M., & Kim, B. P. (2013). An explanation of how and why customer orientation influences a customer's evaluation of interaction quality. *Journal of Service Management, 24*(4), 382-400.
doi:10.1108/JOSM-09-2012-0192
- Mooney, S., & Ryan, I. (2009). A woman's place in hotel management: upstairs or downstairs? *Gender in Management, 24*(3), 195-210.
doi:10.1108/17542410910950877
- Poulston, J. (2008). Hospitality workplace problems and poor training: A close relationship. *International Journal of Contemporary Hospitality Management, 20*(4), 412-427. doi:10.1108/09596110810873525