

**DSRPTD ISLAND
REVIEW
NOV, 2022**



Founder and CEO



WALID ABOU ZAKI

DSRPTD TALK

MICE INDUSTRY

A DSRPTD EXCLUSIVE REPORT

Executive Summary

The "MICE Talk at DSRPTD Island 2022" delves into the events industry, particularly for the Meetings, Incentives, Conferences, and Exhibitions (MICE) sector. Speakers discuss oversaturation, the importance of good content and speakers, and the need for new, out-of-the-box thinkers to challenge the industry. They also examine defining a good conference, building a community following, achieving mass adoption, and staying relevant during a crisis. Additionally, the speakers debate whether to include bad actors at events, the surprise of Archegos Capital Management's downfall, the challenges of quarterly reports, and the growth of the VC space in the UAE and Dubai. Ultimately, the importance of curated content and short, bite-sized talks to keep audiences engaged is emphasized.

The MICE Industry

What makes a good event

Walid Abou Zaki the CEO of Unlock Blockchain, Melanie Mohr the organiser of SuperVerse, and Ahmed Refaie the Host and organiser of DSRPTD Summits discuss the events industry, specifically for the MICE (Meetings, Incentives, Conferences, and Exhibitions) sector. They touch upon the oversaturation of events and the importance of having good content and speakers, but also the need for new, out-of-the-box thinkers to challenge the industry. They also talk about their own experiences hosting events, such as Unlock Blockchain's events during the hype of blockchain technology and Melanie's SuperVerse conference, focused on diversity and innovation.

While Ahmed discusses the differences in defining a good conference or event across different regions and sectors, with

emotional attachment and sentimental value playing a significant role in creating a buzz and building a community following, Melanie's focus of work and investments is on achieving mass adoption and bringing in new people outside of the crypto and blockchain savvy community. Walid touches on the mental toll of the current crisis on the market and how events can play a vital role in staying relevant. Finally, the question of whether to include bad actors in events is discussed, with the dilemma of accepting them on stage for the sake of money versus keeping them out.

Walid asked whether they would invite Sam Bankman-Fried to speak at an event given the recent scandal involving his company. While Melanie believes it's important to hear his perspective, Ahmed is skeptical that he would be truthful and argues that it would be more productive to have his investors on stage to discuss their due diligence process.

Ultimately, he emphasizes the importance of curated content and short, bite-sized talks to keep audiences engaged.

As Walid discusses the surprise and shock of Archegos Capital Management's downfall, which impacted many well-known investors in the space. While some may have had previous insights, the majority did not expect such a drastic outcome. The issue of due diligence and responsibility of big VCs and investors was the pointed issue for Melanie, with her believing that they have a greater responsibility to perform good due diligence, as their name is a sign of trust. The lack of transparency in the private markets and the trend of exits from funds to funds without materialistic exits is the Ahmed's point of concern, as well as the limitations of quarterly reports in providing a holistic view of a company's performance, as they only offer discrete time snapshots that do not capture fluctuations within the quarter.

Mealnie notes that startups in the UAE and Dubai are still in the early stages of venturing into the VC space, and while there are few VCs in the region, they are mostly young. The founder scene is also relatively small, but growing, with evolving ecosystems that are accelerating and incubating more companies to the region, making access easier and fostering a better understanding of the scene.

**WATCH THE FULL MICE TALK
ON DSRPTD TV HERE**



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**WALID ABOU
ZAKI,
CEO**



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