

MyMICE, New Media Tool For The MICE Industry, Presented In A Beta Phase

/EINPresswire.com/ MyMice. The MICE industry in a social network

MyMice is conceived as an integral business facilitator, since it surpasses the functions of a social network: Robert M. Burke III, [eGroup Communications Inc.](#) President.

Miami, Fla - MyMice, the social network for the leaders of the meetings, incentives, conferences and exhibitions (MICE) industry, was presented last February 13th in a Beta phase at the 4th Annual [eGroup Communications X-Change](#) welcome cocktail that gathered the heads and decision makers of the most relevant companies dedicated to this sector.



Official Press Release - MyMICE

[MyMICE social network](#) is designed to contribute with its members in the location of new partners, to make strategic alliances, uncover business opportunities and deepen relationships with their existing clients. It also allows members to stay on top of business news and events of the MICE industry, ask for advice and share their experience as it allows blogging, multimedia sharing and social campaigning.

In a one on one approach, MyMice was presented as a result of Estrategia en Línea and eGroup's joint venture in the development of a tool that will empower MICE industry experts.

"We strongly believe that to be on top of this industry, you need to stay in touch with its leaders; that is why we developed MyMICE, a communication tool that combines eGroup's expertise on the electronic messaging service industry and the latest technology, to keep up the conversations and generate a productive exchange of ideas, business contacts and the empowerment of value-added networks, in favor of the competitiveness of the MICE industry," said Estrategia en Línea's CEO, Alonso Cedeño.

MyMICE is focused on delivering an integral experience to its users, by bringing the option of activating it as a social hub that incorporates external communication and interaction with the

rest of the industry, and an intranet that makes easier to connect with employees and handling daily operations and tasks.

"MyMICE is conceived as an integral business facilitator, since it surpasses the functions of a regular social network by allowing its users, among others, to launch advertising campaigns that reach a targeted audience, maximizing their business' reach in a fully controlled and measurable environment," according to eGroup Communications Inc. President, Mr. Robert M. Burke III at the event.

A BETA access was conceded to the assistants of the event; MyMICE's social network will be available on Spring 2013, by invitation in its first phase.

About eGroup

eGroup is the leader in electronic marketing for the hospitality industry with a 14 year history of results driven service for its customers. eGroup pioneered broadcast email services as a communication tool to reach two important categories of travel buyers, Retail Travel Agents and MICE Planners, (Meeting, Incentive, Conferencing and Exhibitions). eGroup customers are industry leading suppliers in the Cruise, Airline, Destination, Hotel and Resort sectors of the travel industry.

About Estrategia en Línea

Estrategia en Línea is a leading company in the design and implementation of communication strategies in new media; including the development of IT solutions adjusted to our clients needs, in the political and business sectors. Estrategia en Línea's focus is based on strategic driven innovation, which grants its clients a competitive advantage, focused on a disciplined message complemented with user – friendly technological tools.

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