



ARTSCIENCE MUSEUM IS AN INNOVATIVE VENUE

# Eye on Singapore: A Cutting-Edge Conference City

MICE EVENTS COVERING ALL TOPICS—TECH RELATED OR NOT—BENEFIT FROM SINGAPORE'S STATE-OF-THE-ART, SOPHISTICATED, AND SEAMLESS DIGITAL ENVIRONS.

**H**ere's why pioneers in all industries flock to Singapore: Few destinations celebrate innovation, insight, and invention like that of this

ultramodern city-state in Southeast Asia. Its digital connectivity is world-renowned, its research institutions ahead of their time, and it is a model of urban efficiency and forward-thinking design. Visiting minds

are welcomed in the warmest of ways: by a government, culture, and local visionaries that embrace collaboration and encourage the sharing of ideas.

The red carpet is rolled out for MICE programs in Singapore with the same enthusiasm. The venues and vendors here have reimagined the working environment through a high-tech filter. The result? Meeting delegates approach work from exciting new perspective, and programs run more efficiently and effectively from beginning to end. Groundbreaking discovery is happening in Singapore—and now is the time to book.

## TIP TOP LINE-UP

Singapore is hosting conferences dominating fields related to technological development with impressive frequency.

Singapore's 2017 MICE calendar includes The International Conference on Robotics and Automation, which arrives in May, and the following month 5,000 of the world's top digital minds will convene at the Echelon Asia Summit. The Internet Engineering Task Force (IETF) 100 Meeting in the fall is expected to attract an estimated 2,500 IT engineers and developers from around the world whose work takes cyber security and Internet framework into the future.



TOURISM TECHNOLOGY ASIA 2016

## SPOTLIGHT ON: TTA 2016

Singapore was a natural choice to host the inaugural Tourism Technology Asia (TTA) conference, a much-talked about regional event designed to showcase tech-related solutions and services for all aspects of the hospitality industry, from large-scale meeting venues to F&B providers to theme parks.

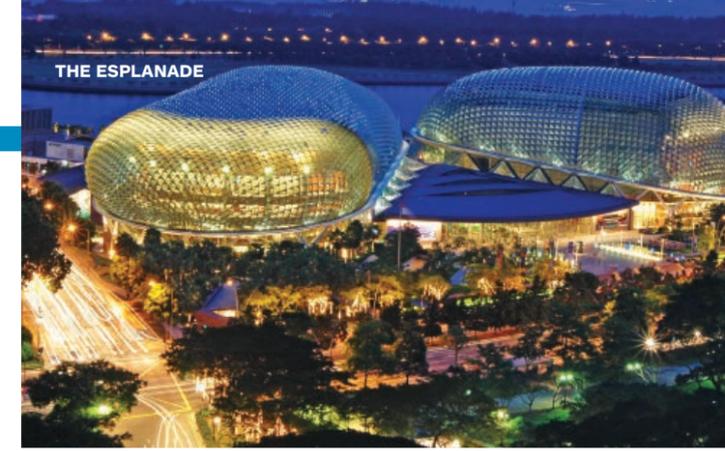
The July 2016 event attracted more than 2,000 delegates from 29 countries. "The level of technology and advancement in Singapore gave us a great platform to explore conference topics at the forefront of tourism technology," says Alyssa Seah, project manager at GLOBE INTERNATIONAL Events Consultancy Pet Ltd. "We also managed to organize exclusive behind-the-scenes site tours to The ArtScience Museum, W Singapore Hotel, The Esplanade, and The Star Theatre, where attendees were given the opportunity to see the latest technologies at these venues at work."



## CENTRAL INTELLIGENCE

Learn more about Singapore's tech venues and vendors through portals from the Singapore Tourism Board ([yoursingapore.com/mice](http://yoursingapore.com/mice)), and another from Delegate, a one-stop resource for event suppliers. ([www.justdelegate.co](http://www.justdelegate.co)). Through these gateways you'll learn about some of the city's most technologically advanced venues—among them, recommends Delegate co-founder Melissa Lou, are the Max Atria convention wing at Singapore Expo; Suntec Singapore; The Napoleon Food & Wine, "the expert of wine tasting in Singapore" with 32 wines in enomatic wine dispenser machines; and Canvas, a creative space that transforms from a day-lit gallery to a nightclub-like venue through visual, audio, and movement technologies. You'll also connect with suppliers who can create realistic 3D venue walkthroughs (Planitwiss) or arrange 3D projection mapping and a mobile display truck with a massive LED wall (Inx Events & Production)—to greet your attendees in proper Singapore style.

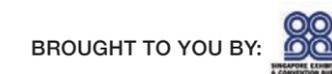
Visit [YourSingapore.com/MICE](http://YourSingapore.com/MICE) for easy planning



## TABLET TITANS

"With Singapore's extensive infrastructure that enables digital connectivity and strong government initiatives in leading technological advancement, Singapore is well positioned with an ecosystem of experienced professionals for executing cutting-edge technologies at meetings and conventions," says Joon Yeng Hew, co-founder of PigeonLab, one such tech provider. Here's how:

- **Pigeonhole Live**—A recent Boston-based global management consulting firm made use of PigeonLab's web-based, interactive Q&A, polling and surveying platform during a recruitment drive in Singapore to great effect. Attendees could anonymously post questions and vote on those that most interest them so that the moderator could address—in real time—those that commanded the most interest. Planners gained valuable insight on the most-asked questions that can help them more effectively shape future speaker events.
- **MICEapps**—TTA made use of a custom-designed, comprehensive MICE app from this company from pre- to post-event phases. Accessible to attendees were appointment check-ins, iBeacons, customized event itineraries, an interactive exhibitor map, and in-app messaging that allowed for networking and the easy exchange of contact information. Planners had quick and easy access through their tablets to event accounting, registration numbers, and real-time, app-generated statistics reports. MICEapps' cloud-based platform and simple backend content management system—combined with Singapore's sophisticated digital connectivity—made possible an impressive five-day turnaround from the company.



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