

The Game Changer

CREATING TRANSFORMATIVE EXPERIENCES AT MARINA BAY SANDS



Two years after its opening, Marina Bay Sands® continues to present itself as a flexible venue that enables event organizers to create memorable delegate experiences by utilizing its spectacular and diverse venues property-wide.



In March 2012, Marina Bay Sands rolled out the red carpet to host the prestigious Young Presidents' Organization World Leadership Conference (YPOGLC) 2012. This milestone event was attended by over 2,000 high-level international young executives and their spouses. Marina Bay Sands successfully demonstrated the versatility of space at its mega complex through the successful execution of various events — conferences, spin-off meetings, exhibitions as well as socials.

While the actual event ran for five days, planning for YPOGLC 2012 took over two years, requiring precision planning and execution, down to the tiniest detail.

An innovative coach service allowed 1,000 YPO delegates to complete their check-in process on the way to the Hotel, so that they could proceed directly to their rooms upon arrival.

The opening social was a hawker-themed soiree set up on the outdoor Event Plaza. Local favorites were prepared and served by the Marina Bay Sands Culinary Team using a combination of live stations and buffet lines under a purpose-built marquee.

For the event's closing dinner, the Sands Grand Ballroom was seamlessly converted from a 2,200 person theater-style set-up to an ultra-luxe banquet dinner for over 1,800 guests — all in under two hours. The dinner featured a custom menu from celebrity chef Justin Quek of Sky on 57°. As guests dined in the ballroom, the pre-function area was quickly transformed from a cocktail reception set-up to an international dessert buffet.

Flexibility and quick reaction times ensured the successful coordination and turnover logistics that enabled this huge event to be a resounding success.

HOSTING MEGA SPORTING EVENTS IN SANDS EXPO AND CONVENTION CENTER

The Sands Expo and Convention Center is home to over 120,000 square meters of flexible space, with over 30,000 square meters devoted to its six purpose-built expo halls. Since its opening, it has been the venue for many brand new as well as new-to-Singapore tradeshows. Due to its versatility, it is also increasingly the venue for less conventional events such as concerts, fashion runways, botanical gardens, art galleries and mega sporting events.



In May 2012, the Sands Expo and Convention Center was the venue for the Dragon Fire Championship Boxing Event Night — the first time two championship title fights were fought on a single night. Exhibition Halls E and F were transformed into a spectacular boxing arena with over 4,000 seats for this sold-out event.

The extensive transformation took five days, which saw carpet being laid down, grandstands assembled and a self-designed show-quality boxing ring being built. In-house technicians set up extensive wiring, lighting and cabling, including 12 viewing screens across the hall. The matches were beamed live to the region.

Marina Bay Sands has also staged other large scale sporting events such as the Z1 Pro-Fencing World Series in 2010 and 2011, the Indoor Archery World Cup 2011 and the Lotus on Water Cup International Wushu Meet in 2010.

Marina Bay Sands is the proud recipient of 95 awards including:

Asia's Best MICE Hotel, awarded at both CEI Asia Industry Awards 2011 and 2012

Runner-up for Asia's Best Convention & Exhibition Center, awarded at the CEI Asia Industry Awards 2011

Breakthrough contribution to Tourism, a Special Recognition awarded by the Singapore Tourism Board at the Singapore Experience Awards 2011

Best International Hotel, awarded by Successful Meetings Magazine at the Successful Meetings Pinnacle Awards 2012.

In addition, Marina Bay Sands was listed as one of the best new hotels of 2011 on 'The Hot List 2011', published by *Condé Nast Traveller*

TESTIMONIALS FROM CLIENTS:

"Marina Bay Sands was a true partner on the YPO-WPO Singapore GLC 2012 from every possible perspective. Marina Bay Sands consistently exhibited over the top service, from providing room keys to guests riding in from the airport, to excellent catering on two large socials and other meals on site, to providing very personal care to one of our staff members who was ill...all done in a spirit of service and hospitality. Marina Bay Sands was vested in our event from top management down to the line staff and the results were truly amazing."

David Cook, Executive Director, International Events and Global Leadership Conference, YPO-WPO Young Presidents' Organization World Leadership Conference 2012, March 2012

"Choosing Marina Bay Sands to be the venue for the Dragon Fire's World Championship Boxing Event proved to be the best decision we could have made. We were able to work seamlessly with the Marina Bay Sands operations teams to set up a spectacular Las-Vegas style boxing arena in the expo hall. The event was a huge success with the best fights at the best venue!"

Tony Tolj, Head of Operations, Dragon Fire Dragon Fire Championship Boxing Event Night, May 2012

"My earnest appreciation goes out to the Marina Bay Sands team, who were involved in varied ways to ensure that our many diverse needs were more than adequately met in a capable and timely manner. Participants of CommunicAsia 2012 and EnterpriseIT 2012, ranging from exhibitors/visitors, conference speakers and delegates, to the media, have repeatedly voiced their appreciation to being presented with such a unique experience whilst attending our event which is housed at a venue fortified with the highest standards. This high level of standard of services rendered to us, in areas including F&B, meeting rooms and hospitality facilities, empowered our shows to truly come to life."

Stephen Tan, Chief Executive, Singapore Exhibition Services, Organizer of CommunicAsia2012 and EnterpriseIT201, June 2012

