

THE GAME CHANGER

Creating Transformative Experiences at Marina Bay Sands

In this year-end issue of The Game Changer, Marina Bay Sands recaps a strong 2015 across its meetings and tradeshows sector. Having concluded four of the largest flagship events in Singapore, and a successful Sibos 2015, the integrated resort is set to welcome a string of shows in 2016, including Art Stage, Maison et Objet Asia, World Cities Summit, as well as first-to-Asia show Airline Passenger Association Meeting and Exhibition. Find out how Marina Bay Sands enhances the meeting experience through its newly upgraded MICE audio visual and technical equipment, as well as unique networking activities.

On the dining front, celebrity chef restaurants Bread Street Kitchen and Adrift are now serving brunch, while Spago by Wolfgang Puck is open for lunch daily. Other events to look out for in Q1 2016 include SingJazz (4-6 Mar), the Prudential Eye Awards exhibition (16 Jan – 27 Mar) and a new permanent exhibition at ArtScience Museum.

Marina Bay Sands Concludes Republic's First ASEAN Para Games



The 8th ASEAN Para Games closing ceremony at Sands Expo saw more than 2,500 attendees, including Games officials and athletes.

Over 2,500 officials and athletes from the region painted the town red as Singapore hosted the 8th ASEAN Para Games (APG) for the first time in history. As the Official Games Village for the biennial event, Marina Bay Sands demonstrated the versatility of its facilities, by ensuring every touch point of the Games journey was well-equipped and accessible for the athletes.

"Being host to the ASEAN Para Games is an important milestone for Marina Bay Sands," said Mr Benny Zin, Chief Operating Officer of Marina Bay Sands and Vice President for Conventions and Exhibitions. "We constructed the Games Village with several key factors in mind, one of which was to make the hotel and facilities on property convenient and accessible for guests with special requirements."



David Beckham pays a surprise visit to athletes at the APG Official Games Village.

Immense preparation went into the making of the integrated resort's

first mega sports meet.

Over half of the 2,561-room hotel housed the athletes and officials over the 7-day event. In addition to existing wheelchair-friendly rooms, 390 rooms were retro-fitted to include fixed shower heads with an extendable hose, allowing care-givers to support the athletes. For the first time, an entire level of hotel rooms at Tower 3 was also converted to a Games Medical Centre, providing 24-hour medical expertise.

Expo halls at Sands Expo were converted to host games such as Goalball, Football 5-a-side and Powerlifting. Adjacent to this was a Dining Hall which served some 14,000 meals throughout the 7-day event, with lowered buffet lines for the athletes' convenience. In addition to the convenience of Bayfront MRT station, a Transport Hall was also set up for chartered transport to shuttle athletes between Sports Hub and Marina Bay.

On Dec 6, international icon David Beckham boosted the spirits of hundreds of athletes when he paid a surprise visit to the Games Village. The sporting legend was taken on a tour of the "Nila Suite" – an area in the Games Village built for recreational activities – where he mingled with the athletes. Hosted by Marina Bay Sands, Beckham's visit was made possible through the integrated resort's Corporate Social Responsibility programme Sands for Singapore. Some 170 staff also volunteered in the APG Experience Tour by accompanying beneficiaries from various Voluntary Welfare Organisations to watch the Games.

The Games concluded in a visual spectacle at the APG closing ceremony held at the Sands Grand Ballroom on Dec 9, where the region's brightest para athletes were recognised for their inspiring contributions.

Marina Bay Sands Acquires Industry-Leading Tech Inventory



A Sands Live performance in October 2015

Marina Bay Sands has recently upgraded its tech inventory, investing in the latest audio-visual (AV) technology, staging equipment, video projection and back-end support systems to further enrich the meeting experience. As the single largest owner of the industry-leading lighting, video, sound, and logistics equipment in Asia, the integrated resort is able to meet increasing demand from event planners who are bringing top entertainers for their shows, as well as deliver world-class performances that demand the best in AV capabilities.

Among the list is a brand new set of first-to-market Meyer LYON and LEOPARD series speakers, which can support large-scale events including concerts, corporate events, incentive meetings, as well as outdoor performances. These weatherised speakers can be programmed to provide precise sound distribution and directives for a more powerful audio projection – even at continuously high output levels.

Marina Bay Sands has also raised the bar for live screen management with Barco's E2 and S3 image management systems. The systems are capable of managing a 4K projector blend with refresh rates up to 60Hz to produce superior image quality. The new JB lightings A12 also complement the upgraded inventory by ensuring a highly customisable and seamless performance in studios or live feeds.

With a free and upgraded Wi-Fi infrastructure at the Sands Expo, up to 40,000 devices can be connected to high speed Wi-Fi at any one time.

Mike Lee, Vice President of Sales, Marina Bay Sands, said "Marina Bay Sands is committed to investing in the best equipment and industry expertise to assist our MICE clients to deliver the ultimate show experience. From tradeshows, to red carpet events and *Sands Live* concerts, we offer the best-in-class technology that is unparalleled in scale and breadth."

Creating Unique Networking Activities



Over 50 C-Level local and overseas executives worked up a sweat in the early mornings of 18-20 November, as they took part in a cycling event led by Tour de France cyclist Nicholas Roche. Organised by the Marina Bay Sands Sales Team and the International Cycling Executives Association, the three-day activity saw Roche lead a cycling clinic around the picturesque Marina Bay, which ended with a healthy breakfast at Bread Street Kitchen by Gordon Ramsay.

This event not only provided these executives with a platform to network but also build strong camaraderie through a sport that they are passionate about.

Case Study: SIBOS 2015 (12-15 October)



Marina Bay Sands concluded the biggest Sibos event in Asia Pacific this October. Organised by SWIFT, the four-day financial meet occupied the entire 1.3 million square feet of the Sands Expo and Convention Centre, and saw more than 8,000 international delegates in attendance.

Planning began in 2013 when the Marina Bay Sands team visited Sibos Dubai and later Sibos Boston in 2014 to understand the nature of the event. This immersive study enabled the events team to anticipate the organiser's expectations, and brainstorm creative ways to further enhance the show quality in Singapore. A dedicated group of Marina Bay Sands managers was assigned to address needs of the organiser, exhibitors and

partners. During the high-level security event, each floor of the Sands Expo was assigned a floor manager to handle on-site requirements such as conference setups and turnovers, as well as F&B requests. This ensured the delivery of prompt and efficient solutions. In terms of event tech, a record number of over 650 sets of hoists were used across 585 rigging points. 1GB switches were also employed to allow seamless multicasting during the event – such as live video broadcast on the internet – made possible by an upgraded Wi-Fi network throughout the entire building. A whopping 36,655 meals were served throughout the event.

"If you look at Sibos, we really needed a venue that can deal with 8000 delegates, 180 exhibitors, and 15 hundred lunches a day. We've looked at venues in Singapore and the one who understood our requirements and actually deliver upon them was Marina Bay Sands and that's the reason why we have chosen Marina Bay Sands for Sibos 2015."

Sven Bossu
Head of Sibos

Q4 2015 - HIGHLIGHTS



Marina Bay Sands was awarded the 'Business Event Venue of the Year' and 'Best Shopping Experience' at Singapore Experience Awards 2015, organised by the Singapore Tourism Board. The integrated resort also received the 'Sustainable Business Awards' for its innovative green solutions at the Singapore Sustainability Awards, an initiative of the Singapore Business Federation.

More recently, Marina Bay Sands came in 2nd for 'Best City Hotel for Business Events' and 3rd for 'Best Venue Team in Asia Pacific' at the CEI Asia Reader's Choice Awards 2016. The annual industry survey showcases the best in business events voted by their readers.

What's On



Social Hour **Tuesdays, 6pm–9pm**

Join us for Social Hour every Tuesday to enjoy 50% off signature cocktails at selected restaurants and bars including CUT, db Bistro & Oyster Bar and



Collider **From 14 Nov**

Blending theatre, video and sound art with real artefacts from CERN, step inside the world's greatest experiment and be transported to the heart of the Large Hadron Collider in this exhibition. Catch the



Sky High Social **The Ultimate New Year's Eve Party** **31 Dec**

Ring in the New Year at Marina Bay Sands 200 metres above ground, and countdown under the stars at the ultimate New Year's Eve

Spago.

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free exhibition *The Nobel Prize: Ideas Changing the World* too if you have time to spare.

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Party at Marina Bay Sands. General Admission ticket starts from S\$188, and includes a complimentary glass of Piper Champagne.

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