



INSPIRING EXPERIENCES IN SINGAPORE



—BizEventsAsia
www.bizeventsasia.com

Produced by Biz Events Asia and Singapore Exhibition & Convention Bureau™

Beach yoga at Soulscape festival

USING TECHNOLOGY TO CREATE MEMORABLE EXPERIENCES

Singapore's strengths in data connectivity and technological availability enable international event planners to secure more sponsorship and deliver greater returns on sponsorship investments. According to Dr Felix Rimbach, Director of Globibo Event Technology based in Singapore: "Event technology has developed from being infrastructural (basic light and sound) to becoming an essential part of the event experience."

Here are some examples of how combining technology with multiple disciplines such as creative design, marketing and communications can deliver an experience that creates further engagement for participants.

#SGEXPERIENCE

01

PROMOTING SPONSORS WITH 3D PROJECTIONS

The National Stadium nestled within the Singapore Sports Hub is currently the largest dome structure in the world. Leverage the National Stadium's LED roof at nightfall to create a prominent and unforgettable projection display of your sponsor's logos or even brand messages.

Be inspired by the elaborate projection mapping work by Hexogon Solution Pte Ltd at the 28th SEA Games 2015. According to managing director Adrian Goh, 160 Christie Roadster J series 3DLP projectors and 18 sets of projection operating systems (known as Coolus Pandoras Box Media Servers) were used to orchestrate the opening and closing ceremonies which attained the Guinness World Record for "the greatest light output in a project image". Utilise the same technology to create a sensory show with colourful displays integrated with live performances to welcome delegates.

Tailor your event with more information from: www.sportshub.com.sg

28th SEA Games at The National Stadium

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02

ENLIVENING THE FESTIVE AIR THROUGH PROJECTION MAPPING

Anooki Celebrate Singapore projection



Coincide your next event with the Singapore Night Festival, held over two weekends every August. Host a dinner or evening cocktail at a venue close to one of the festival locations, and allow delegates to mingle with locals and fully soak in the festival spirit with up-close displays like the charming The Anooki Celebrate Singapore projection mapping by French artist and graphic designer David Passegand and Moetu Battle on the façade of the National Museum of Singapore. The light and sound displays of the festival have the ability to let delegates ease their minds momentarily. The light-hearted moments whilst watching the display along with Singapore's summer weather may encourage a stronger bond amongst the delegates. Go beyond the limits of creativity! Offer more sponsorship value by using projection mapping on tablecloths or décor hanging from the venue ceiling as the pièce de résistance that ties the evening's theme together.

Tailor your event with more information from: www.nightfest.sg

Labrador Park Trail



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03

REVITALISING TEAM ADVENTURES WITH AUGMENTED REALITY AND MOBILE APP

Take advantage of Singapore's year-round summer bliss with outdoor team-building adventures and integrate them with augmented reality and an app to up the game! Drop delegates off at Mount Faber Hill for a cable car ride to Sentosa on a clue-based hunt which would eventually lead them to Transformers The Ride: The Ultimate 3D Battle Full Experience, an augmented reality experience at Universal Studios Singapore. After the ride, delegates can embark on an interactive mobile app guided trails of Singapore created by the event planners and Singapore based LDR Pte Ltd. Using LOTM, a geo-location tagging system, organisers simply select the locations for the trail and geo-tag them with specific storylines and special messages from sponsors. Once delegates arrive at a particular location, the story and other designated messages will appear on their mobile devices. Event planners without prior programming knowledge can also become master creators of these interactive trails.

Tailor your event with more information from: www.ldr.sg

JUST FOLLOW THE APP

Download the Singapore Heritage Trails app created by the National Heritage Board to reminisce and experience Singapore's heritage through trails, including:

- The Kampong Glam trail
- The WWII trail
- The Balestier trail

Other sight exploration apps include:

- The Pocket Trips SG50 edition – explores 15 trails
- Jalan Jalan – explores interesting places in Singapore
- Crowd trails – a location-based social app for creating and sharing trails
- Gothere.sg – get to places using public transport in Singapore

STRENGTHENING BONDS THROUGH UNIQUE TEAM ACTIVITIES

Quality team-building activities have the ability to increase morale, build stronger relationships, create cohesiveness, and improve communication channels amongst members. Fun team activities also induce positive vibes and build respect between members, which in turn encourages the acceptance of constructive criticism and ideas in the team.

Forge stronger bonds with team members through unique and innovative team building activities which integrates Singapore's diverse landscapes and cultures.

#SGEXPERIENCE

04

INSPIRING MEETINGS WITH AN AERIAL VIEW

Conduct an innovation meeting breakout session in one of Singapore's iconic attractions in the sky. Let the views of the following aerial spaces inspire creativity and motivate delegates.

Work with Pacific World and put your delegates' teamwork abilities to the test in one of the 28.4-metre x 7-metre glass capsules of the Singapore Flyer. Each spacious capsule takes up to 28 delegates and the stable ride allows for working tables and flipcharts to facilitate the breakout session. Allocate some time within the 32-minute ride to find solutions for the challenges that delegates wish to overcome. From there, the delegates are to create five-minute presentation videos by drawing inspiration from the stunning views of the Singapore city skyline and magnificent harbour within the peaceful setting of the air-conditioned capsules.

Take time on a cable car ride to improve delegate communication skills. Teams have to remain focused and use their problem solving skills to solve clues together within the cable cars. The new Sentosa Line brings delegates to three stations – Merlion, Imbiah Lookout and Siloso Point, which offer breath-taking views of the varied vistas of Sentosa and its numerous attractions nestled amongst lush greenery to fuel creative topics of discussion.

Tailor your event with more information from:
www.pacificworld.com
www.singaporeflyer.com
www.mounifaber.com.sg

Singapore Flyer



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05

Saint Andrew's Cathedral

TAKE A STEP BACK IN TIME

Learn about Singapore's heritage by embarking on The Original Singapore Walks created by the award-winning Journeys Pte Ltd. After the walks, encourage delegates to share what they have learnt about Singapore over a relaxing afternoon tea in one of the hotels.

The Time of Empire is a colonial district walk where delegates can learn about Singapore's colonial legacy, national flower, the Sarkies brothers, local media The Straits Times and the famous "Singapore Sling" cocktail. Highlights of the walk include exploring the 150-year-old Saint Andrew's Cathedral, Coleman Street, and the Raffles Hotel. This is a memorable walk which include historical sights in the heart of a vibrant modern city. Delegates can share their stories over a glass of refreshing Singapore Sling, served at the Long Bar of the Raffles Hotel where it first originated.

Tailor your event with more information from:
www.journeys.com.sg

Event Igloos



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06

ESCAPE FROM AN IGLOO AT SINGAPORE SPORTS HUB

Add adrenalin to the programme by getting delegates mentally and physically active. Dress delegates up in sponsored sportswear and have them ready to take on some pop-up air-conditioned event igloos at a venue in the Singapore Sports Hub. Sponsor logos can be placed within and around the igloos for increased brand exposure to the delegates. Delegates will be split into teams and locked into a large-scale escape game created by Think Out Events. The enclosed environment, paired with fast-paced soundtrack, challenges delegates' ability to work cohesively under pressure and creates an exciting setting for teambuilding.

Once the challenge has been solved, delegates will be released and are free to venture into other outdoor activities for some fresh air and real fun under the sun. An example of this could be a mini Olympics made up of obstacles and track and field challenges at the National Stadium.

Tailor your event with more information from:
www.sportshub.com.sg
www.thinkoutevents.com

A SLICE OF THE ACTION

The Singapore Sports Hub has a range of activities suitable for business event groups. This includes:

- Kayaking at the Water Sports Centre
- Aqua Zumba and Aerobics at the OCBC Aquatic Centre
- Basketball, badminton and volleyball competitions at the OCBC Arena
- Exploring the Singapore Sports Museum for the more sedentary delegates



National Gallery Singapore

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08

FUELLING CREATIVITY THROUGH ART

Host your event at the National Gallery Singapore, a new 64,000-square metre visual arts museum opening in November 2015. Inspire delegates with the venue's harmonious blend of old and new architecture featuring the former City Hall and Supreme Court Building. Have the option to plan guided tours to the venue's many galleries to stimulate delegate's visual senses with art pieces from Singapore, Southeast Asia and the World.

Allow delegates to learn about Singapore's rich biodiversity at Lee Kong Chian Natural History Museum. The seven-storey green building provides 8,500 square metres of space, and is home to over 560,000 catalogued lots and over a million specimens from across the region. Located within the National University of Singapore, the historical contents which has been painstakingly conserved and sourced by the museum will be sure to instil a sense of wonderment amongst delegates.

Tailor your event with more information from:
www.nationalgallery.sg
www.lkcnhm.nus.edu.sg

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07



Peranakan culture activities

IMMERSING IN AUTHENTIC PERANAKAN CULTURE

Let the popular MasterChef Asia reality show in Singapore inspire a cooking challenge with a Peranakan twist! Ignite the cultural senses of delegates through a visit to The Intan, a 150-year-old Baba museum and house on Neil Road where owner Alvin Yapp offers insight into the Peranakan culture through his curated collection of fine china, pottery, traditional outfits and jewellery.

Learn how to make traditional Peranakan cuisine from Rosaline Soon, renowned author of "Tales from Two Peranakan Kitchens". Sample sumptuous dishes such as Assam Curry Fish, Babi Pongteh (stewed pork with fermented soy bean) and Bakwan Kepiting (pork and crab meat balls) Soup. Cook up a storm at at-sunrice, a cooking school famous for its SpiceOdyssey experience that brings participants on a thrilling discovery into the world of natural spices used in global cuisines. Pick up some tips to enhance your meals with aphrodisiac properties, authentic influences, and the spiritual connection of spices. As an added treat, delegates can serve dishes they have learnt to make during the cooking class as part of a dinner event.

Tailor your event with more information from:
www.the-intan.com
www.grandmothersrecipes.com.sg
www.at-sunrice.com

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09



Creating perfume with Je Taime Singapore

CREATING YOUR OWN PERFUME LABEL

Awaken the senses with a perfume creation workshop as one of the breakout sessions in your meeting programme. Delegates can work their creativity to create personalised scents mixed from a selection of over 400 ingredients from Singapore. The workshop also offers halal and 100 percent natural perfumes. As the perfect treat for luxury incentive participants, they can create a scent to remember Singapore by and work with Je taimé Singapore to launch perfumes in customised bottles when they fulfil the minimum order requirements.

Tailor your event with more information from: www.jetaime-singapore.com

EXPERIENCING THE GARDEN CITY

Encourage delegates to take time out of the programme to rejuvenate their spirits through activities close to nature. Take full advantage of Singapore's abundance of nature and fresh air – enable delegates to manage their mental and physical well-beings through the benefits of deep breathing exercises.

Deep breathing and fresh air are a powerful combination. Deep breathing moves the air into the lungs and revitalises the body through progressive muscle relaxation. Fresh air invigorates the mental and physical state, thereby aligning the mind with the body and freeing one from worries and distractions.

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DEEP BREATHING AMONGST NATURE

Plan your event around Soulscape, a unique lifestyle festival that combines yoga, music and dance where delegates can enjoy a day of movement workshops on both land and water. Create exclusive components in the meeting and incentive programme to remind delegates to breathe deep and relax. For example, outdoor yoga is a popular activity among locals and visitors, and can be conducted in the field near the Shaw Foundation Symphony Stage within the Singapore Botanic Gardens, which is now a UNESCO World Heritage Site. For large groups, The Meadow at Gardens by the Bay can cater for up to 30,000 delegates depending on set-up requirements. Venture to the outskirts of Singapore and try Tai Chi amongst the tranquil setting of the Chinese and Japanese gardens located around Jurong Lake.

Tailor your event with more information from:
www.soulscape.sg
www.sbg.org.sg
www.yoursingapore.com/see-do-singapore/nature-wildlife/parks-gardens/chinese-garden.html



Outdoor Yoga



North Eastern Riverine Loop

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11

EXPLORE SINGAPORE'S GREEN SPOTS ON FOOT AND BIKE

Hike into the deep reserves of Singapore to enjoy nature within the forested areas of the MacRitchie Reservoir. Organise a local charity fundraising walk as delegates take in fresh air through the TreeTop Walk, the highlight of several long hiking routes in MacRitchie bringing delegates through different stages of a mature secondary forest. Dress delegates in brightly-coloured t-shirts with event sponsor logos for more branding awareness, especially if the walk is photographed or filmed.

Organise a scenic cycling trip on the 26-kilometre North Eastern Riverine Loop that connects four parks and offers breath-taking panoramic views of Singapore's north-eastern coastline before relaxing at one of the 14 dining establishments at The Punggol Settlement. Delegates can kick off their cycling shoes with a nice cold beverage at Georges by the Bay or enjoy a sumptuous meal at Punggol Seafood or House of Seafood restaurants.

Tailor your event with more information from:
www.nparks.gov.sg
www.punggolsettlement.com

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GO ISLAND HOPPING ON A CRUISE

Charter a cruise to popular islands such as Sisters, St. John, or Kusu. Work with organisations like Nature Society Singapore and the International Coastal Clean-up Singapore on conservation activities such as coastal and forest clean-ups on Pulau Ubin. Pulau Ubin is home to Chek Jawa, one of Singapore's richest and most unique ecosystems where six major habitats meet and mix. Walk along the 1.1-kilometre coastal boardwalk to take in the rich plant and marine life, or explore its 21-metre tall viewing tower to catch a glimpse of birds like the Collared Kingfisher and Straw-headed Bulbul.

Organise a team cooking session in the wild on Pulau Ubin with Cookery Magic, using herbs harvested from the gardens of homes still inhabited on the island. At sunset, cruise back to Sentosa for a fireworks display at the Wings of Time show, or enjoy a private dinner aboard the Royal Albatross, a unique tall ship that can hold up to 149 delegates.

Tailor your event with more information from:
www.islandcruise.com.sg
www.nss.org.sg
www.cookerymagic.com
www.sentosa.com.sg
www.tallship.com.sg



Royal Albatross

BEYOND THE CITY

Singapore has a variety of farms where group visits can be arranged. Here is a selection:

- The Animal Resort – www.theanimalresort.com/home
- Changi Fishery – www.w3studio.net/fishery
- Bollywood Veggies Farm – www.bollywoodveggies.com
- Oh's Butterfly and Tropical Hydroponic Farm – www.ohfarms.com.sg
- Hay Dairies – www.haydairies.com.sg

EXPLORING SINGAPORE BY NIGHT

As a leading global destination, Singapore is a city that comes alive at night. There is never a dull moment with the brightly-lit city skylines and cooling weather conditions after sunset. The city's excitement and vibrancy are evident as locals and visitors congregate and mingle in food and beverage precincts like Dempsey Hill and Clarke Quay. Along with late-night shopping and entertainment areas Bugis Street and Orchard Road, there is just so much to do in Singapore come nightfall.

Celebrate your day's success with special programmes curated for the evening to further boost morale and motivate delegates.

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HEIGHTENING GOURMET TASTE BUDS AFTER DARK

Heighten the gourmet taste buds of delegates and nourish their mind and body with some of Singapore's unique dining experiences.

Lewin Terrace is a 100-year-old pre-war black and white colonial bungalow that brings delegates back to Singapore's colonial history with a Japanese-French fusion cuisine. Perched amongst the greenery of Fort Canning Park, the bungalow was named after Major-General E. O. Lewin, the General Officer Commanding in Singapore from 1933 to 1935, and was once the residence of the Chief of the Central Fire Station on Hill Street.

Tamarind Hill is nestled within the Labrador Nature Reserve. Ease delegates into the evening at the reserve, one of Singapore's best sunset locations. Escape the city with a banquet at The Tamarind Hill and enrich their memory of Asia with its signature Thai-Burmese menu. A lush green lawn with stunning sea views from the restaurant promises to take the delegate's breath away.

SuperTree by IndoChine is one of Singapore most unique banqueting venues which serve up a blend of Western and Fusion dishes. This is the only establishment atop the SuperTree Grove at Gardens by the Bay, and it is a great way to dine the night away after admiring the dazzling lights of the SuperTree light show from the OCBC Skywalk.

Tailor your event with more information from:
www.lewinterrace.com.sg
www.tamarindrestaurants.com/tamarind-hill-singapore.html
www.indochine-group.com/home/locsingapore-supertree.php



Supertree Grove, Gardens by the Bay
Photographer: Edward Tian



The Collections Gallery, Singapore Pinacothèque de Paris

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MYSTERY AND EPICUREAN NIGHT AMONGST THE ARTS SCENE

Curate an unforgettable night for delegates at a museum or art gallery. Partner with team-building specialist The Escape Artist to create a game based on inspirations drawn from renowned author Dan Brown's The Da Vinci Code and The Cabinet of Curiosities of The Collections Gallery of the Singapore Pinacothèque de Paris. Delegates can walk through the gallery in search of clues and answers to questions that test their knowledge from Paris to Singapore. Use lighting to enhance the mystery and excitement of the activity.

Treat delegates to an epicurean banquet with a French-Asian fusion cuisine that uses produce from the region. Decorate The Space@FCAC (event space at the Singapore Pinacothèque de Paris) with colours that best reflect the company's branding or meeting and incentive programme. To encourage delegates to share their experiences and photos, create a dedicated hashtag and display it on every material used at the event – from the clue sheets to dinner place cards and menus. Project the tagged images on the wall to create conversations throughout the evening.

Tailor your event with more information from:
www.theescapeartist.sg

WORKS OF ART IN THE CITY

Singapore has a wide range of world-class museums and art galleries that can stir emotions and evoke your imagination. The following venues are located within the city:

- ArtScience Museum – www.marinabaysands.com/museum
- Asian Civilisations Museum – www.acm.org.sg
- MAD Museum of Art & Design – www.madmuseumsingapore.com
- National Gallery of Singapore – www.nationalgallery.sg
- National Museum of Singapore – www.nationalmuseum.sg
- Singapore Art Museum – www.singaporeartmuseum.sg



#SGEXPERIENCE

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IMMERSING IN FLORA AND FAUNA

Treat delegates to a guided tour of the National Orchid Garden at the Singapore Botanic Gardens just before sunset. The three-hectare landscaped slopes are home to over 1,000 colourful species and 2,000 hybrids, with about 600 species and hybrids on display. Delegates can be separated according to the four colour zones in the Orchid garden. From there, delegates can conduct a team-building exercise where a blindfolded teammate is navigated through a walking trail with the help of another teammate without a blindfold.

After having their senses attuned to the fragrance of the blooms and peaceful sounds of fountains and waterfalls, reward delegates with a gastro-botanica dining experience at the Corner House or an East-meets-West dining experience at Halia (ginger in the Malay language) restaurant, nestled amongst the vibrant colours of ginger flowers at the Ginger Garden. Let delegates depart through the Singapore Botanic Gardens with a heightened sense of peace and tranquillity.

Tailor your event with more information from: www.sbg.org.sg

PLANNING AN INCENTIVE TRIP OR MEETING IN SINGAPORE? HERE ARE THE VARIOUS INCENTIVE SCHEMES THAT GROUPS CAN GET TO BENEFIT FROM.

BEiS Business Events in Singapore



EVENT TYPE

Meetings, incentive travel, association conventions, conferences, exhibitions

Funding support that amounts to percentage of qualifying costs,



enhanced in 2015
TO FURTHER AUGMENT POSSIBILITIES



Customised support like facilitation in securing venues, introduction to

PARTNERS, MARKETING AND PUBLICITY

SMAP Singapore MICE Advantage Programme

EVENT TYPE

Meetings, incentive travel, association conventions, conferences, exhibitions

30% - 50%

Percentage of funding support of qualifying costs, depending on event type



Complimentary economy class tickets on **SINGAPORE AIRLINES** subject to minimum expenditure on airfare



Other privileges including **ADDITIONAL CHECK-IN BAGGAGE** allowance and complimentary advertising