

THE GAME CHANGER Creating Transformative Experiences at Marina Bay Sands

Cycling around the Bay with celebrity chef Gordon Ramsay when he is in town. Doing power yoga moves on the iconic Sands SkyPark before the rest of the world wakes up. Packing hunger bags for impoverished communities with other like-minded volunteers. These are just a few examples of how Marina Bay Sands is helping fuel the trend of "tribalisation" in the meetings industry. Defined as a new meeting concept, tribalisation seeks out small-group networking experiences within a larger group of delegates at an event, forming closer bonds among like-minded event attendees.

Given its multi-faceted offerings, Marina Bay Sands is well-placed to weave in creative, experiential activities to foster smaller group connections and elevate the overall meeting experience.

"At Marina Bay Sands, our key differentiating factor and success driver, is our ability to offer MICE delegates a truly integrated solution catering to the diverse requirements of a global audience. With these dynamic activities on offer, we have been able to go above and beyond our role as a venue host to provide delegates with a meaningful meeting experience," said Mike Lee, Vice President of Sales, Marina Bay Sands.

Read on to find out how Marina Bay Sands helped the 5th Responsible Business Forum achieve its ambitious "Zero Waste, Zero Emissions" goal.

Meeting Design

Event organisers are also placing more importance on **meeting design**, as creative venues can boost enthusiasm and increase attendee engagement. The [2017 Meeting and Events Forecast by Carlson Wagonlit Travel Meetings & Events](#) (CWT M&E) suggests that the demand for non-traditional meeting venues is growing, as more meeting planners prefer to take their events outside of the standard conference room.

Since its inception, Marina Bay Sands has successfully transformed its attractions into unique meeting venues. The galleries of ArtScience Museum, for example, have been previously converted into a full-fledged conference venue during the inaugural 2016 Millennial 20/20 summit in Singapore; while the famous Sands SkyPark turned into a private party venue for another Australian travel group last year.



Clients can also weave in the IR's stunning line-up of celebrity chef restaurants into their event programme. Options include dine-around programmes where guests can taste a range of award-winning food samplings in a single night. During non-operating hours, restaurants such as CUT by Wolfgang Puck and Osteria Mozza are popular for product launches and exclusive meetings.

Sustainability & Eco-Conscious Food

Meeting delegates are also becoming more conscious about the ethical and environmental standards behind the food they consume, as suggested by CWT M&E. Likewise, the demand for **sustainable food** at Marina Bay Sands has been growing over the years – from 2014 to 2016, the integrated resort saw a nearly threefold increase in clients opting for the green Harvest Menu at their events. These Harvest Menus offer locally-sourced food and beverage options to reduce Food Miles and lower the emission of greenhouse gases during transportation.

Recently, Marina Bay Sands also started working with WWF Singapore to procure more sustainable seafood. As part of its commitment, the IR does not offer any seafood from the 'AVOID' Red List of WWF Singapore's Sustainable Seafood Guide. The integrated resort also procures 100 per cent of its tilapia, prawns, mussels and oysters from sustainable sources.



Marina Bay Sands welcomes YPO home in 2018

Five years ago, Marina Bay Sands welcomed the prestigious YPO Global Leadership Summit 2012 as it made its Asian debut in Singapore. The five-day event saw the largest gathering of 2,000 attendees from 82 countries coming together for a series of dialogues, workshops and networking events held at multiple venues across the integrated resort.

In 2018, Marina Bay Sands is set to repeat the success of the 2012 event. It will play host to YPO for the second time with the flagship YPO EDGE 2018 when it returns to Singapore on 7-9 March next year. Singapore is the only city to host YPO's landmark annual event twice.

During the YPO press conference on Wednesday, 29 March 2017, it was announced that YPO EDGE 2018 will return on a bigger and better scale – with an expected attendance of more than 2,700 young business leaders and delegates. Themed 'Defy Convention', the 2018 event is designed to spark idea exchange, introduce disruption and infuse innovation into companies and communities around the world.

Ian Wilson, Senior Vice President of Hotel Operations, Marina Bay Sands, said, "YPO is a valued partner of Marina Bay Sands and we look forward to welcoming its distinguished delegates back to our integrated resort next year. As a property that constantly pushes the boundaries of creativity, we are committed to co-create a transformative event that echoes the success of 2012."

Upcoming events at Sands Expo® & Convention Centre



IEEE International Conference on Robotics and Automation (ICRA) 2017 29 May – 3 June

The International Conference on Robotics and Automation (ICRA) is a flagship conference by the Institute of Electrical and Electronics Engineers (IEEE) Robotics and Automation Society. The decision to hold this inaugural conference in Singapore is a timely one, with the Republic's ongoing efforts towards becoming a Smart Nation.

Marina Bay Sands will play host to ICRA 2017 over six days, attracting researchers, engineers, students, industry experts, investors and members of the public to the Sands Expo and Convention Centre. The conference theme, "Innovation, Entrepreneurship, and Real-world Solutions", underscores the need for innovative R&D talent, dynamic and goal-driven entrepreneurs and practitioners using robotics and automation technology to solve challenging real-world problems such as shortage of labour, an ageing society, and creating sustainable environments.

What's On



The Universe and Art From 1 April

Embark on an artistic voyage through space and explore humanity's vision of the stars at ArtScience Museum's latest exhibition, The Universe and Art. Jointly curated and organised by Mori Art Museum in Tokyo and ArtScience Museum, The Universe and Art examines humanity's fascination with the Universe and what lies beyond.

As the subject of dreams, mythologies and artistic explorations, the Universe has been studied by people around the world for millennia. Featuring over 120 artworks, scientific artefacts and manuscripts, this exhibition presents global views of the Universe through the centuries.



Laugh You Long Time 20 – 22 April

Laugh You Long Time is a rare showcase of an all-Asian female stand-up comedy that seeks to break stereotypes that typically surround Asians with their comic take on love, life and everything in between.

The stellar line-up features Los Angeles-based Jenny Yang, Malaysia's Queen of comedy Joanne Kam, Singapore's very own Sharul Channa and Singapore's versatile chameleon of comedy Michelle Chong. Audience members will have the opportunity to interact with the comedians, play games and win attractive prizes.

Tickets start from S\$45.

Meeting Incentives

Be rewarded for meeting at Marina Bay Sands

Meeting and event planners can enjoy exclusive rewards when they choose to hold their events at Marina Bay Sands. By joining the Sands Rewards Meetings loyalty programme, clients will receive rewards in the form of Destination Dollars in proportion to their event expenditure. These Destination Dollar credits can either be redeemed as Future Meetings Credits, or used at the over 200 participating retail and dining outlets across Marina Bay Sands. Members are also entitled to an array of benefits and privileges such as discounts for attractions and complimentary high-speed internet access in hotel rooms.

From now until 30 June, Sands Rewards Meetings members who book events at Marina Bay Sands will receive higher rewards from event expenditure as part of the 'Supercharge Your Rewards' promotion. More information on the promotion can be found [here](#).

Terms & conditions apply.

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