

# MARINA BAY SANDS

## Sands ECO360° Meeting Case Study



### FOREVER LIVING GLOBAL RALLY 2015

**DATE:** 19 to 27 April 2015

**ORGANISER:** Forever Living Products

**VENUE:**

Sands Expo® and Convention Centre  
(Level 5 Sands Grand Ballroom, Level 4 Orchid,  
Peony, Roselle, Simpor and Lotus Ballrooms)

### ABOUT FOREVER LIVING

Founded in 1978, Forever Living is a multi-billion dollar company based in Arizona, United States. As a manufacturer and retailer of wellness and beauty products, the company operates on a multi-level marketing business model that empowers people with the knowledge and skills to distribute its products and become independent business owners. To date, Forever Living has over 10 million Forever Business Owners present in more than 150 countries.

### EVENT OVERVIEW

The Forever Living Global Rally 2015 is one of the largest flagship conferences new to Singapore this year, as well as the biggest corporate event in a single congregation that Marina Bay Sands has hosted to date. The event was also mentioned by the Singapore Exhibition and Convention Bureau (SECB) as one of five landmark events happening this year and is part of a renewed interest in Singapore as a top incentive destination. Held over 10,000 square metres of space at the Sands Expo and Convention Centre, Sands Grand Ballroom on Level 5 and half the total capacity of Level 4, the annual Global Rally saw over 7,000 attendees participate in workshops, networking sessions, product briefings, luncheons, company rallies and sightseeing city tours over nine days.

The allure of the integrated resort and its diverse offerings is evident in the organiser's sentiments when asked to explain why it chose to hold its 2015 Global Rally in Singapore at Marina Bay Sands.

Mr. Gregg Maughan, President of Forever Living Products, said, "We are always looking for the best experiences for our Forever Business Owners, whether it is travel, accommodation or activities. Singapore is a beautiful and exciting tourist destination with an interesting history that parallels our company identity. We knew that Marina Bay Sands was where we wanted to hold our event because of its scale, luxury facilities and top-of-the-line restaurants, meeting spaces and guest rooms."

An average of 1,400 rooms per night at the 2,561-room Marina Bay Sands hotel was occupied by delegates of the Global Rally.



*A record number of 2,810 breakfasts was served on one of the days throughout the nine-day event.*

Mr. Benny Zin, Chief Operating Officer and Vice President of Conventions & Exhibitions, Marina Bay Sands, said, "Forever Living is Marina Bay Sands' largest event held to date – with a record-breaking attendance of 7,000 people – and never before have we witnessed an event of such scale and energy all within a single congregation. To ensure seamless delivery and success befitting of the annual Global Rally, we pulled out all stops to cater to the demands of the organiser – from configuring our flexible meeting spaces to accommodate a wide spectrum of activities, to providing world-class accommodation, shopping and dining options. We were also pleased to support Forever Living's charity, Forever Giving, by sponsoring a ballroom and close to 70 team members as volunteers for a Stop Hunger Now meal packing."

The flagship conference culminated with a 7,000 strong attendance on 23, 24 and 25 April (Thursday, Friday and Saturday) at the Sands Grand Ballroom for three days of Global Rally Show. It was a celebration to recognise success and achievements and over US\$24,000,000 was awarded to Forever Business Owners who had qualified for Chairman's Bonus, the company incentive.

### CHALLENGES & LEARNING OPPORTUNITIES

#### Configuring flexible meeting spaces for optimal productivity

As the biggest corporate event held to date at Marina Bay Sands, the Forever Living Products Global Rally took up the entire Level 5 and more than five ballrooms located on Level 4 of the Sands Expo. The team at Marina Bay Sands was able to cater to the organiser's needs by configuring its existing flexible meeting space into the right size for different functions and purposes over the nine days of activities, which included a working office, a room for meals, one for management meetings and another workshop venue that was fully equipped with audio-visual facilities.

Due to the massive scale of the Global Show Rally at the Sands Grand Ballroom, the MICE ops team extended the event set-up to take up a section of the Sands Expo's back-of-house area, in order to contain the audio-visual team and equipment.



Held at the Sands Expo and Convention Centre, the Forever Living Global Rally 2015 is one of the key flagship conferences held in Singapore this year.



Rex Maughan, Founder & CEO of Forever Living, Ailyn Seab, Executive Director of Sales, Marina Bay Sands, and Kevin Teng, Executive Director of Sustainability, Marina Bay Sands.

## SUSTAINABLE MEETING APPROACH & COMMITMENT

### CORPORATE SOCIAL RESPONSIBILITY INITIATIVES

One of the highlights at the Global Rally was a charity meal packing activity – a unique corporate social responsibility initiative in partnership with Marina Bay Sands. For the first time in its history, the Global Rally partners “Stop Hunger Now” to give back by packing more than 285,000 meals for the under privileged.

20 tables were set up in the Roselle Ballroom on Level 4 of the Sands Expo for the five-hour activity, which saw 200 volunteers at one time per hour. Volunteers included global delegates, 70 Marina Bay Sands Team Members and Forever Living executive staff.

The ready packed meals – consisting of rice, soya, dried vegetables, vitamin packs – will be delivered to International Care Ministries in The Philippines and Feed the Hungry in Cambodia, as part of the 2015 World Hunger Week.



More than 285,000 meals were packed for ‘Stop Hunger Now’ at the Roselle Ballroom at the Sands Expo and Convention Centre. In addition to the ballroom, Marina Bay Sands also sponsored four hotel rooms to house the ‘Stop Hunger Now’ crew members between 19 and 25 April.

### FOOD AND BEVERAGES

Meals served during the nine-day rally were from the integrated resort’s Harvest Menu, a standard green option under the Sands ECO360° programme, that offers locally sourced food and beverage options to reduce Food Miles and lower the emission of greenhouse gases during transportation. Other standard green initiatives over the conference included zero use of pens and paper, proper waste management through the use of recycling bins, as well as disposal of leftover food and materials.

### POST-EVENT SANDS ECO360° IMPACT STATEMENT

Forever Living’s stance on green meetings is aligned with Marina Bay Sands’ sustainability practices. The Sands ECO360° programme will provide a post-event sustainability report that captures the event’s sustainability highlights, and provide a comprehensive summary of energy and water consumption at a glance. This is a first for Forever Living Products.

Mr. Gregg Maughan added, “As a company, we are always trying to observe best practices in all that we do. We have a very low carbon footprint and are always investing in new technology to cut down materials used and energy needed in the growing, manufacturing and distribution of our products. This is an important ideal for our company and we do our best to extend it to every event that we do.”

Play a part in keeping our Earth green with Sands ECO360° Meetings options today!



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EARTHCHECK

Contact [Sales@MarinaBaySands.com](mailto:Sales@MarinaBaySands.com) or call **+688 3000** to discuss your next sustainable event with Marina Bay Sands.