



# REIMAGINING MICE EVENTS

Since July 2020, Singapore has held **close to 60 Meetings, Incentives, Conferences and Exhibitions (MICE) events**, with **over 7,000 local and foreign delegates** attending in person.

Up to **50** attendees allowed per event

**JUL 2020**

## Safe Business Events Framework

- Developed by STB for business events of **up to 50 attendees**, with guidelines for infection control, crowd density and clean environment maintenance

Industry Development

**SEP 2020**

## One of the first pilot events: Asia Pacific MedTech Virtual Forum 2020

Pilot Event Hybrid Event

**OCT 2020**

## Launch of first Event Industry Resilience Roadmap

- Created by industry association **SACEOS, STB and Enterprise Singapore**
- Includes best practices, tips for hybrid events and workforce development plans

Industry Development

Up to **250** attendees allowed per event



**Piloting larger events and tradeshows**

**NOV 2020**

## TravelRevive

- First major international travel tradeshow to take place physically in Asia Pacific** during COVID-19, with close to 1,000 attendees onsite
- Solutions include auto-registration kiosks, booths with plexiglass shields and safe meeting pods

- Prototyping **safe events, itineraries and digital enablers** created by a public-private alliance under the Emerging Stronger Taskforce (EST) at larger events which would not have been permitted to resume under the Safe Business Events framework

Pilot Event Hybrid Event

## Singapore International Energy Week Conference

- First pilot event with **Antigen Rapid Testing** for all attendees

Pilot Event Hybrid Event

## Safe Business Events Framework

- Organisers can pilot MICE events of **up to 250 attendees**

Industry Development

**JAN 2021**

## PCMA Convening Leaders 2021

- First event with **live performance and networking lounges** for zones of up to 50 persons
- One of the world's largest gatherings of meeting professionals and suppliers, and held outside of North America for the first time in 64 years

Pilot Event Hybrid Event

**MAR 2021**

## SingapoReimagine MICE Virtual Show

- First such collaboration between STB and local MICE players** to showcase local MICE capabilities and generate business opportunities
- Virtual tradeshow** with curated programmes such as live-streamed tours and masterclasses

Virtual Event

## Geo Connect Asia 2021

- Second pilot event** under EST
- Trialling of **Safe Event Platform**, which analyses attendees' movements with geospatial technology
- Piloting **larger meeting pods (up to 4 persons) and ballrooms** converted to exhibition booths

Pilot Event Hybrid Event

Up to **750** attendees allowed per event



**Towards safe and sustainable events**



## White Paper Collaboration

- STB is partnering Professional Convention Management Association and UFI (global association of the exhibition industry) on a White Paper
- First partnership between a destination and leading associations representing the exhibitions, conventions and meetings sub-sectors
- Report aims to share global perspectives on reimagining the future of business events, while capturing lessons learnt in the reopening journey thus far
- To be released in the second half of 2021



## SafeEvents Standards Technical Reference (SSTR)

- To help our MICE businesses, STB and Enterprise Singapore are collaborating with SACEOS to formulate the Technical Reference on safe event management
- The SSTR will further articulate best practices of conducting events in a safe and responsible manner



## Capacity Increases

- Organisers can apply to pilot:
  - Larger events of up to 750 pax, with pre-event testing (PET) for all attendees
  - Events of up to 250 pax with no PET
- Cohort sizes will also be raised to 50 pax, up from 20

## ENSURING HEALTH AND SAFETY



**SG Clean quality mark** for premises that meet sanitisation and hygiene requirements



Vaccination for all Singapore residents by end-2021



**TraceTogether app** to facilitate contact tracing



Pre-event and on-site **COVID-19 testing**

For more information, visit <https://www.visitsingapore.com/mice/>