



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/>