STB TOURISM INNOVATION CHALLENGE FOR MICE

Launch Day 7 SEPTEMBER
Introduction to Singapore Tourism Board

Poh Chi Chuan
Director Digital Transformation
Singapore Tourism Board

STB TOURISM INNOVATION CHALLENGE FOR MICE
Introduction to MICE

Bita Seow
Executive Director
SACEOS

STB TOURISM INNOVATION CHALLENGE FOR MICE
Challenge Statements

Challenge Categories

Designing engaging, world-class events
- Spot trends for event content - **Michel Beaugier**
- Engage freelancers for event design and planning - **Magdalena Kuwalek-Kong**

Tracking people movement and event waste
- Track waste from events - **Magdalena Kuwalek-Kong**
- Track event delegates - **Glenn Tan Yu Xin**
- Track vehicle fleet - **Glenn Tan Yu Xin**

Managing and using customer data more effectively
- Improve communications - **Richard Ireland**
- Improve event experience - **Richard Ireland**
Spot trends for event content

Michel Beaugier
Managing Director
Corp Agency

STB TOURISM INNOVATION CHALLENGE FOR MICE
Engage freelancers for event design and planning
Track waste from events

Magdalena Kuwalek-Kong
Community Manager at Interchange
SingEx

STB TOURISM INNOVATION CHALLENGE FOR MICE
Track event delegates
Track vehicle fleet

Glenn Tan Yu Xin
Account and Business Development Manager
Pacific World

STB TOURISM INNOVATION CHALLENGE FOR MICE
Richard Ireland
Managing Director, Asia
Clarion Events

Improve communications
Improve event experience
Briefing on the Challenge Process

Derrick Chiang
CEO
Padang & Co
/ UP Singapore

STB TOURISM INNOVATION CHALLENGE FOR MICE
Challenge Process

Timeline

MICE Challenge Launch & Briefing

Application

Industry Matchmaking

Grant Proposal Submission

07 September 2018

15 October 2018

15 November 2018

14 December 2018

STB TOURISM INNOVATION CHALLENGE FOR MICE
Challenge Process

Application

- **Application Deadline** - 15 October 2018
  Submit your application according to the Application template (more later)
  - Send it to - submissions@padang.co
  - Got a question? Send it to - submissions@padang.co
  - Please title your email as “STB MICE Challenge” and indicate which challenge statements you are enquiring about

STB TOURISM INNOVATION CHALLENGE FOR MICE
Challenge Process

Industry Matchmaking

- **MICE Challenge – Industry Matchmaking** - 15 November 2018
  - Technology companies like yourselves will pitch to the industry representatives,
  - Get feedback, make connections
  - Marketplace of solution booths to showcase to the public

- **Pitch Clinics** - week of 5 November 2018
Challenge Process

Grant Proposal Submission

- **Submission of Grant Proposal** - 14 December 2018
  - Further details to be released at the Industry Matchmaking
  - This submission must be made with at least one MICE Industry partner after the Industry Matchmaking
## Challenge Process

### Proposal shortlisting criteria

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<th>Criteria</th>
<th>Details</th>
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| **Desirability 30%** | ● How effective is this solution in solving the problem identified?  
                        ● How beneficial is this solution to its target user / customer? |
| **Innovativeness 20%** | ● How does this concept compare to the next best alternatives?  
                             ● How unique is the execution of this solution? |
| **Feasibility 30%** | ● Is this solution technically feasible and scalable?  
                             ● In terms of time, effort, and cost, how likely will stakeholders adopt and implement this solution? |
| **Company 20%** | ● Ability to implement this solution (not just an advisory service), as reflected in track record (past projects and client references)  
                             ● Experience and skills of proposed team |
Challenge Process

Application template

- Your company details
- Your core team
- Your company background
- Which Challenge Statement(s) are you addressing?
- Describe your proposed solution, including technologies involved
- What type of MICE industry partner are you targeting?
- How would you implement and later scale the proposed solution with the MICE industry partner?
Summary

- **Application - 15 October 2018**
  Please submit your proposal according to the Application template
  Send it to - [submissions@padang.co](mailto:submissions@padang.co)

- **MICE Challenge - Industry Matchmaking - 15 November 2018**

- **Challenge Website -** For details of shortlisting criteria, application format and deadlines [https://www.stb.gov.sg/trade-events/Pages/MICE-Innovation-Challenge.aspx](https://www.stb.gov.sg/trade-events/Pages/MICE-Innovation-Challenge.aspx)
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