

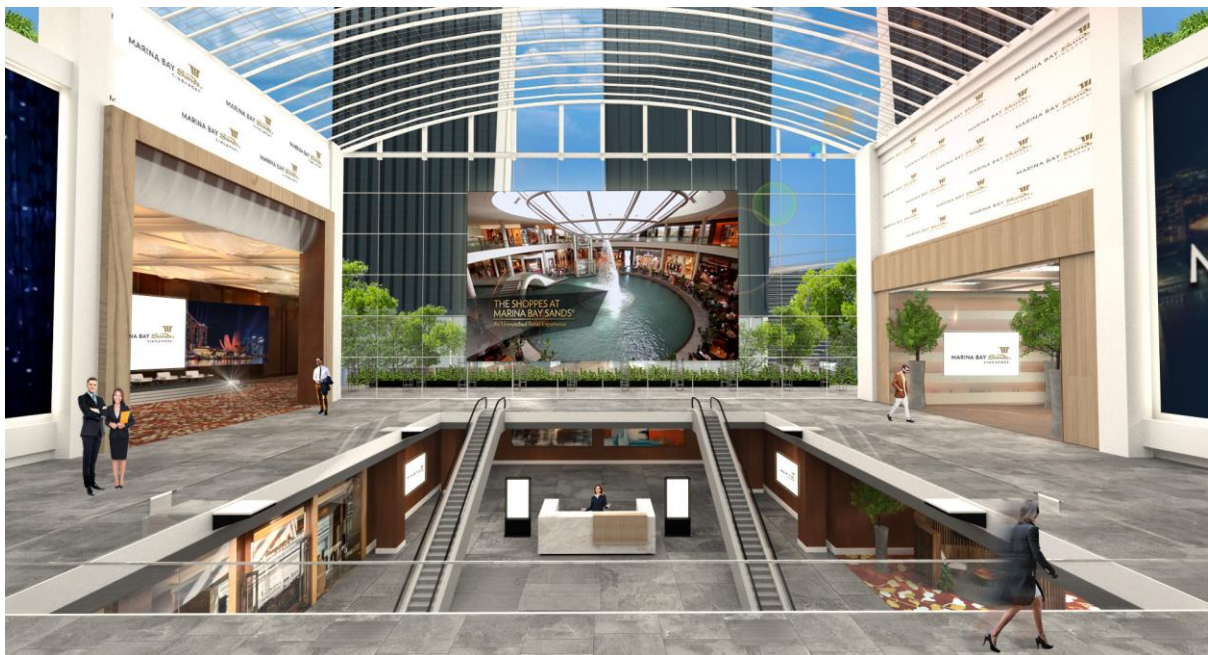
# Press Release



FOR IMMEDIATE RELEASE

## Marina Bay Sands launches *Virtual Meeting Place*, a first for MICE venues

*Fully customisable experiential platform allows event organisers to replicate real-life environments in virtual settings*



*Marina Bay Sands' fully customisable experiential Virtual Meeting Place*

**Singapore** (14 October 2021) – Marina Bay Sands has unveiled its new Virtual Meeting Place, a fully customisable platform that allows event organisers to scratch-build their virtual venue set to replicate their real-life event space. As the first venue in the MICE (meetings, incentives, conferences & exhibitions) industry to launch such a platform globally, Marina Bay Sands is set to transform the integrated hybrid experience, effectively connecting both online and offline audiences.

The Virtual Meeting Place is built to meet three key needs of the MICE industry – network, content delivery and be a global marketplace to promote services to a curated customer base. Through the virtual platform, Marina Bay Sands aims to shift the paradigm of a traditional five-

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day-a-year in-person event concept, enabling organisers to continuously engage and build their communities all year long.

Using Marina Bay Sands' iconic architecture as the visual interface, event planners can customise the spaces to create an integrated meeting experience for both physical and virtual audiences. International delegates will be teleported to unique meeting places within the integrated resort. From virtual meeting pods and exhibition booths, content library to watching the live streaming of onsite plenary sessions, the Virtual Meeting Place is an all-purpose-built solution offering multiple touchpoints to continuously drive engagements and interactions among target audiences.

The experience-driven platform brings together the expertise and creativity of the award-winning venue and three Singaporean organisations that are powerhouses in their respective sectors – brand activation agency Pico Art International, virtual event platform GEVME and 3D and interactive solutions provider Sixtrees Viz Comms.

“Hybrid events is the mainstay of the industry but the omnichannel meeting experience will be the future. With more clients placing a premium on creating a shared user experience, we are taking the next step forward to offer them a singular, integrated customer journey. The future of meetings in an endemic world will focus on delivering a 365-day, 24/7 user journey – one that offers delegates a seamless experience transitioning between physical and virtual events as well as providing on-demand content akin to that of online streaming entertainment platforms. An extension of the physical venue, the Virtual Meeting Place empowers our clients to capitalise on the O2O2O (Offline-to-Online-to-Offline) opportunities that this platform offers – reinventing the delivery and consumption of information while optimising customer experiences,” said Ong Wee Min, Vice President of Conventions and Exhibitions, Marina Bay Sands.

Key spaces include:

- The Plenary, which serves as an exhibition space modelled after the ballroom at Sands Expo and Convention Centre, allows major live events to be simultaneously broadcast to the rest of the world.
- The Library, housed at the Hybrid Broadcast Studio, enables attendees to access the events' most impactful moments at any time on-demand and can grow to become a collection over time.
- Breakout Rooms enabling attendees to form one-on-one and group meetings for knowledge and idea exchanges. Attendees can take their meetings to Marina Bay Sands' key unique meeting spaces such as ArtScience Museum, Sands SkyPark Observation Deck, and many more.

Event planners can also opt to include interactive elements, such as chatbots, quizzes and live polls, and leverage on data analytics to track and optimise audience trends and satisfaction.

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The Virtual Meeting Place also extends the industry conversations beyond event days, allowing organisers to host scheduled meetings online to keep their communities connected throughout the year.



*The Virtual Meeting Place feature different exhibition and meeting spaces, such as **the Plenary** (pictured above, left) and **Breakout Rooms** (pictured above, right) at the Sands SkyPark Observation Deck, using Marina Bay Sands iconic architecture as the visual interface.*

The unveiling of the Virtual Meeting Place comes at the heels of the launch of Marina Bay Sands' four state-of-the-art Hybrid Broadcast Studios in 2020 that can cater to events of up to 1,300 pax. This industry-leading concept has enabled event planners to reimagine the multitude of event design possibilities that blend and unify both the virtual and physical worlds in a compelling setting. Beyond the hologram functionalities and Mixed Reality capabilities, event planners can look forward to upcoming enhancements to the Hybrid Broadcast Studios such as a fully-fledged Extended Reality (XR) hybrid events solution that aims to truly redefine meeting experiences.

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## **About Marina Bay Sands Pte Ltd**

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, more than 2,500 hotel rooms and suites, the rooftop Sands SkyPark, and the best shopping mall in Asia, world-class celebrity chef restaurants, a theatre and an outdoor event plaza. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com)

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