

THE GAME CHANGER Creating Transformative Experiences at Marina Bay Sands



The combination of large and intimate spaces within a single venue, coupled with a host of refreshed offerings, was Marina Bay Sands' winning formula that brought the premier leadership organization of chief executives in the world, YPO, back to the integrated resort for a second time.

From 5 to 9 March 2018, YPO's **Global Leadership Conference (GLC)** and its flagship event **YPO EDGE** called Marina Bay Sands home once again, six years since the last YPO event was held here in 2012.

Singapore was also the only Asian city to host YPO more than once.

Themed "Defy Convention", the 2018 YPO EDGE returned on a bigger and better scale. The event drew more than 2,800 young leaders from more than 90 countries – up from 2,500 in 2012 – to the integrated resort to attend a series of plenary sessions, concurrent sessions, discussions and networking around topics including economic opportunity, sustainable environmental change and compassionate leadership.



Photo credit: YPO

Altogether, the YPO group occupied a total of 7,736 room nights at Marina Bay Sands' 2,561-room hotel – the highest ever that the group has booked within a single venue. YPO also utilized nearly 360,000 sq. ft. of event space, equivalent to the entire Level 4 and 5 of the 1.3 million sq. ft. Sands Expo and Convention Centre.

Smaller, alternative venues around the integrated resort – such as the recently-opened LAVO Italian Restaurant & Rooftop Bar and the 24-hour hotel lounge Renku – also provided the YPO group with intimate spaces for networking events, private gatherings and meetings.

To welcome YPO back to Marina Bay Sands, the integrated resort made sure to roll out the red carpet for the VIP group – with personal touches including the set-up of a dedicated check-in counter for YPO attendees to ensure a smooth arrival process, the creation of special retail experiences at The Shoppes for delegates and their spouses/partners, as well as the display of extensive on-property branding for YPO during the event week.



Photo credit: YPO

With Marina Bay Sands' status as an ISO 20121-certified venue, the 2018 YPO EDGE was also the organization's first green meeting. The event eventually achieved an overall waste diversion rate of 75 percent through recycling and food waste diversion efforts, made possible with the help of the integrated resort's Meetings, Incentives, Conferences and Exhibitions (MICE) team.

Terry O'Connor, YPO EDGE 2018 Host City Chair and former Regional Chair of Southeast Asia, said: "I think YPO members had a sensational week. The event has been seamless, and I'm overwhelmed by the gratitude that they've expressed for the experience that they've had at Marina Bay Sands. A large part of that is due to the service we've had from the integrated resort's MICE team – every level of detail was thought through, from the hospitality to the food and beverage arrangements. The collaboration between the YPO team and the Marina Bay Sands team has been awesome."

Case Study: Money 20/20 Asia

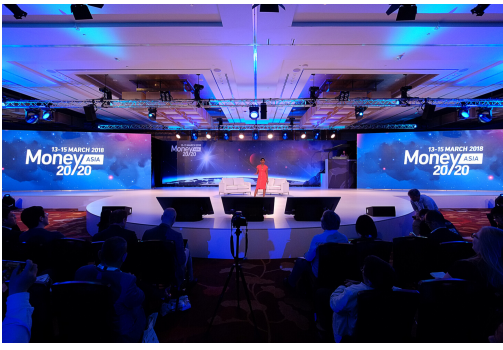


Photo credit: Money 20/20 Asia

When leading fintech and payments tradeshow Money 20/20 chose to make its Asian debut from 13 to 15 March this year, Singapore was a clear choice of destination for the event's president Tracey Davies. Citing the city-state's established status as a financial centre and a progressive fintech hub, Davies added that she was also drawn to Singapore's high accessibility and the ease of doing business here.

And when it came down to choosing a venue, Marina Bay Sands was a natural choice.

The integrated resort's flexible meeting space, coupled with its MICE team's expertise in executing tradeshows of this scale, were key considerations for Davies given the event's unique needs.

"We had over 350 speakers at Money 20/20 Asia presenting on eight stages, another keynote theatre set-up to seat thousands, in addition to a large exhibition show floor. We needed capacity for content, big stages, little stages, breakout rooms and all kinds of formats, so a venue like Marina Bay Sands with lots of different options and flexibility was very important to us," said Davies.



Photo credit: Money 20/20 Asia

With the success of its inaugural event in Singapore, Money 20/20 Asia is set to return for its second edition at Marina Bay Sands next year.

Davies added: "Our debut Money 20/20 show in Singapore has been amazing, and we've received really amazing feedback on delegate experience and content. From an organiser perspective, we really appreciate how the team at Marina Bay Sands has been incredibly flexible because we do things very differently. We've redrawn our floor plan, added features continuously, and we appreciate how patient and helpful the integrated resort's team has been. We are delighted to be coming back to Singapore and Marina Bay Sands next year, and all our customers, delegates and sponsors are also looking forward to returning in 2019."

Marina Bay Sands to host IFFS in 2019



Come 2019, Marina Bay Sands will officially welcome the annual International Furniture Fair Singapore (IFFS), Asia's premier design-led sourcing platform, to the Sands Expo and Convention Centre. Set to take place from 9 to 12 March, IFFS 2019, together with co-locating shows 36th ASEAN Furniture Show and NOOK Asia 2019, will debut at Marina Bay Sands with the aim of attracting a new wave of international audiences while retaining existing trade buyers.

Mr Mike Lee, Vice President of Sales at Marina Bay Sands, said: "It is our honour to be IFFS' choice venue partner, and Marina Bay Sands is certainly looking forward to welcoming and working closely with the IFFS team to elevate the Fair's success in its 2019 edition."

What's On

The Signature Series



Marina Bay Sands is kicking off its eighth year anniversary celebrations in April with a week-long culinary spectacle titled *The Signature Series*. From 9 to 15 April, meeting planners can elevate their dining experiences at Marina Bay Sands by taking their delegates on an epicurean adventure around the integrated resort – marked by a series of in-restaurant dining experiences including exclusive menus, late-night parties, and masterclasses helmed by a stellar cast of celebrity chefs.

Marvel Studios' Avengers: Infinity War Red Carpet Fan Event



To celebrate the release of the highly anticipated *Marvel Studios' Avengers: Infinity War*, Singapore will host an unprecedented assembly of three Avengers Super Heroes – Robert Downey Jr. (Tony Stark/Iron Man), Benedict Cumberbatch (Stephen Strange/Doctor Strange), Karen Gillan (Nebula) and Joe Russo (Director) – at a show-stopping red carpet-style fan event on 16 April. The cast and the director will thrill fans at the fan event, taking place at Marina Bay Sands. This event will be free and open to the public. For more information, please visit www.marinabaysands.com/avengers.

Upcoming events at Sands Expo® and Convention Centre

TFWA Asia Pacific Exhibition and Conference 6-10 May

This May, Marina Bay Sands will once again play host to the TFWA Asia Pacific Exhibition & Conference – the leading regional trade event dedicated to the duty free, travel retail & airport services community. The event will feature over 300 exhibitors showcasing premium regional and global brands and innovative products, alongside conference and workshop sessions focused on topical issues.



International Luxury Travel Market 2018 21-24 May



The Asian edition of International Luxury Travel Market (ILTM), previously known as ILTM Asia, will make its debut as ILTM Asia Pacific in Singapore from 21 to 24 May at Marina Bay Sands. The new-to-Singapore event will provide a platform for international suppliers, top Asia Pacific buyers and key international agents to do business and build relationships within the fast growing and sought after market of luxury travellers.

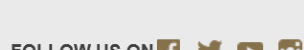
Meeting Incentives

Meet green, live well

Meeting planners can enhance their green events at Marina Bay Sands with an all-rounded wellness experience for their delegates. Through the integrated resort's 'Meet Green, Live Well' meeting package – an upgraded version of the standard 'It's Easy Meeting Green' package – meeting groups can enjoy a convenient and comprehensive green lifestyle experience, with added perks such as healthy menus, post-lunch fitness sessions, as well as a wellness gift for each delegate. Bookings must be made by 31 December 2018 and utilised by 31 December 2019. Terms and conditions apply.

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