

FACTSHEET

THE SINGEX GROUP Powering Your Business Events

A MICE veteran with thirty years of industry expertise, Singex is backed by top-notch infrastructural capabilities, an extensive global network and a strong commitment to operational and service excellence, to power your business events and growth. Its customised and integrated suite of event and venue solutions include market intelligence, conference and exhibition project management, venue and ancillary services, as well as market representation.

1. Market Intelligence

Combining a wealth of knowledge of the MICE landscape and global network of well-placed connections with key business and government contacts as well as leading international trade associations and organisations, Singex is well-positioned to arm clients and partners with the requisite market information such as industry trends, challenges and needs to build a successful event.

- Local and regional industry overview
- Competitive analysis
- Exhibitor, delegate, and visitor profiling
- Research and development
- Feasibility studies

2. Conference and Exhibition Project Management

From conceptualisation and budgeting, to marketing and operations, Singex's project management teams are able to provide the expertise and solutions to create successful conferences and exhibitions.

- Budget management
- Marketing and promotion
 - Development and execution of marketing and publicity plan:
 - Media buying
 - Design and production of marketing collateral such as brochures, banners, websites, etc
 - Development and management of mailing lists
 - Public and media relations
 - Liaison with vendors for joint marketing efforts
- Hosted buyers programme
 - Selection and management of VIPs
 - Development and management of mailing lists
 - Management of itinerary
 - Arrangement for flights, accommodation and transport
- Operations
 - Design and production of event collaterals such as show directories, participant badges, business cards, etc
 - Liaison with vendors such as landscaping artists, florists, photographers, videographers, etc
 - Management of event logistics, such as the coordination of opening and closing ceremonies, receptions, press activities, etc
 - On-site management of event build-up and tear-down
 - Management of event registration and transactions
 - Development and execution of post-event survey
- Destination Management

- Itinerary selection and management including arrangement for accommodation, flights and F&B
 - Social/Spouse programme development
 - Transport and guide services
 - Delegate and speaker management
 - Event conceptualisation, planning and execution
- Participant Outreach
- Sponsorship and advertising
 - Sales campaign development and execution
 - Research and database management
 - Securing of support from relevant exhibitors, delegates and industry leaders
 - Exhibition and conference delegate recruitment

3. Venue and Ancillary Services

Singex is experienced in managing world-class MICE facilities, having propelled Singapore EXPO Convention & Exhibition Centre as the top-ranked venue in Asia. Singex offers venue and ancillary solutions, including flexible space for events of any genre and scale, concierge service, in-house F&B catering, partner and vendor link-ups, business centre, event publicity support and stand construction.

4. Market Representation

As your market representative, Singex supports your expansion into Asia and beyond, aiding to grow your business presence, minimise start-up costs, and provide flexibility to tap on new opportunities as and when they arise. Other solutions include:

- A ready-to-go office space and meeting room facilities
- Corporate secretariat services

- Trade show representation
- Call centre

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