



Make
Eventful
Work™

Dylan Sharma

Co-Founder & Director, TRICOM Events

Dylan Sharma is a seasoned event professional with over 20 years of experience in the MICE industry.

His journey in event management began after he graduated from university and joined a reputable local firm focusing on events and exhibitions, where he honed his project and business management skills. In six years, he secured key accounts and market share, working his way up to the position of General Manager leading the event management division, whilst also playing a significant role in enabling the organisation to become publicly listed.

In 2006, Dylan, together with his co-Founder, embarked on the path of entrepreneurship and started TRICOM Events. Today, TRICOM is a proud homegrown event agency that focuses on high-level business events. The passionate and dynamic team at TRICOM is dedicated to creating meaningful events by delivering perfection through strategic plans tailored to clients' needs. In 2020, TRICOM spearheaded the return of the first large-scale event in Singapore since the Covid-19 pandemic; working closely with various governing bodies to ensure the safe resumption of events.

Navigating the pandemic, Dylan believed that the way forward was for all players in the MICE industry to collaborate, and not compete. This spurred his active involvement in SACEOS, where he co-led the hybridisation segment of the Industry Resilience Roadmap (IRR) and moderated a webinar on Safe & Innovative Events.

To this end, Dylan was then elected as the Vice-President of Advocacy and Communications at SACEOS where he seeks to represent the diverse voices and views of MICE industry players, fostering a more inclusive and vibrant landscape.

His insights and perspectives have been highly sought after and have been featured on both local and international news media, Channel News Asia, The Business Times, The Straits Times, and BBC News. He was also featured in the Emerging Stronger Taskforce (EST) which convened the Alliance for Action on Enabling Safe and Innovative Visitor Experiences.