

SMF 2024

SINGAPORE MICE FORUM

25-26 JULY 2024

SANDS EXPO & CONVENTION CENTRE

M ● MENT S &
M — MENTUM

Organised by:

SACEOS
Meetings • Incentives • Conventions • Exhibitions • Events
SINGAPORE

Supported



Held in:



ABOUT SACEOS



Set up in 1979, Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS) is the national trade association for Singapore's Meetings, Incentives, Conventions, Exhibitions & Events (MICE) industry.

SACEOS

Meetings • Incentives • Conventions • Exhibitions • Events

SINGAPORE

In everything we do, SACEOS aims to advance the MICE & Events community, through serving and connecting industry players, driving initiatives that empower businesses, and leading advocacy efforts at industry and national levels.

We work closely with government bodies such as Singapore Tourism Board and Enterprise Singapore, industry players, universities, as well as regional and global industry associations to address key challenges and create new opportunities for the MICE & Events industry.

M ● MENT S &
M ● MENTUM

THE SMF STORY



Started by SACEOS in 2011, the **Singapore MICE Forum (SMF)** has since grown into an interdisciplinary business conference gathering thinkers, visionaries, and leaders from all around the world.

Today, the SMF is known globally as the **choice thought-leadership and networking event** that brings together the next generation of thinkers to promote learning and uncover emerging and evolving trends.

More than just a leading conference, the SMF is a celebration of the industry's achievements and contribution. As part of the SMF, the **Singapore MICE Awards (SMA)** aims to honour the outstanding achievements from companies and individuals that have propelled the industry to new heights.

Also part of the SMF is the **Singapore MICE Challenge (SMC)**, which provides a powerful platform for the next generation of thinkers and innovators for the MICE industry to reimagine the future of the industry.

M ● M E N T S &
M ◯ M E N T U M

PROLOGUE



The beauty of our MICE industry lies in the serendipitous moments and connections, selfless sharing of experiences and insights, and inspiration for growth and momentum. That's what the Singapore MICE Forum 2024 is all about.

Beyond the abovementioned, the SMF is not just a platform, but a time for the MICE community in Singapore and the region to gather as ONE and remind one another of WHY we do WHAT we do.

Importantly, the SMF will spur us on to create even bigger and stronger MOMENTS & MOMENTUM for the MICE industry.

The Singapore MICE Forum is THE event that our industry look forward to every year - not just as a conference, but a COMMUNITY for MICE and events professionals from Singapore and the region.

SACEOS' flagship event since 2011, the SMF has established itself as the choice thought-leadership, networking and learning platform for the industry. It represents the vibrancy, diversity and growth of our industry. Attracting industry leaders locally and regionally, the SMF will address pertinent issues and opportunities, and equip our industry with cutting edge insights needed to thrive in this ever evolving world.



Ian Wu

Chair, SMF 2024
Co-owner & CEO, HUONE Singapore



Richard Ireland

President, SACEOS
CEO, Clarion Events Asia

**M ● M E N T S &
M — M E N T U M**

WHY SMF?



Connect with
Industry Peers



Insights from
Industry Experts



MICE
Marketplace



Celebration of Industry
Achievements

SMF 2023

IN NUMBERS

400+

Attendees

160+

Organisations

30+

Industry
Speakers

20+

Exhibitors

10+

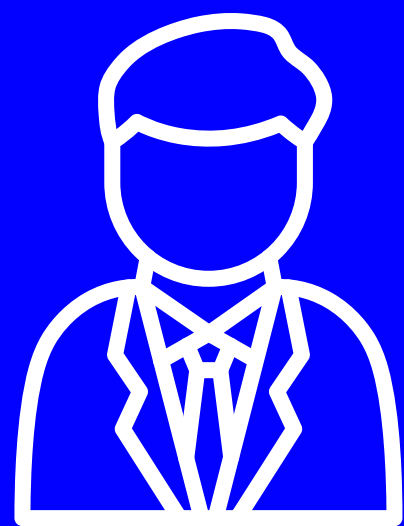
Sponsors

10+

Countries

SMF 2023

ATTENDEES PROFILE



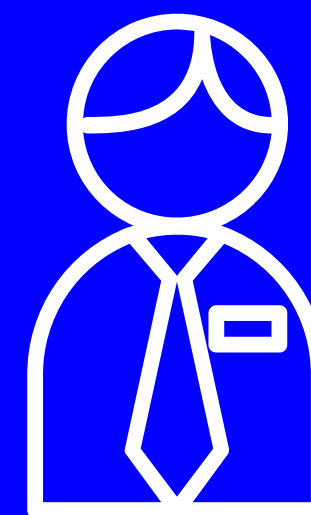
45.2%

Top Management



40.7%

Managerial

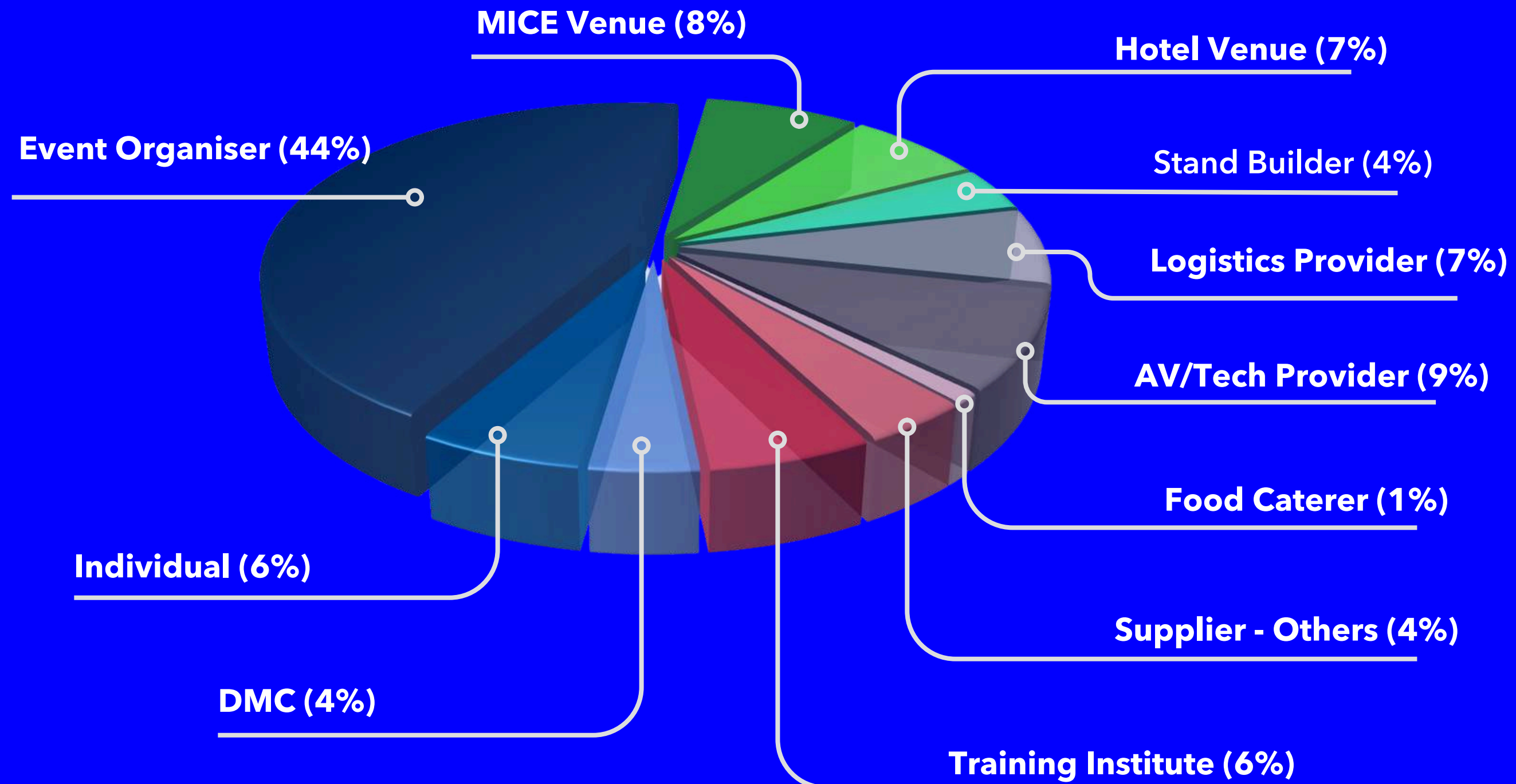


14.1%

Executive

SMF 2023

ATTENDEES DEMOGRAPHICS



SMF 2023

ATTENDEES BY COUNTRIES



SMF 2024

SPEAKERS

*as of 9 July

SMF 2024
SINGAPORE MICE FORUM



Richard Ireland
President, SACEOS
& CEO, Clarion Events Asia



Lee Cheh Hsien
Assistant Chief Executive,
Sentosa Development
Corporation



Christine Lee
Committee Member, SACEOS
Marketing Director- Asia,
Terrapinn



Navin Suri
Curator,
The Founders Peak
Community at Elevandi



Roger Simons
Sustainability Director,
Marina Bay Sands



Peachy Pacquing
Managing Director,
Hyper Island



Danny Levy
Managing Director,
Asia and ANZ
Money20/20



Edward Koh
Executive Director,
Conventions, Meetings and
Incentive Travel,
Singapore Tourism Board

SMF 2024

SPEAKERS

*as of 9 July

SMF 2024
SINGAPORE MICE FORUM



Sukumar Verma

Vice President, Industry and Enterprise, SACEOS
Managing Director, Informa Markets Pte Ltd



Ian Wu

Committee Member, SACEOS
CEO and Co-Owner, HUONE Singapore Pte Ltd



Adeline Lim

Vice President, Professional Development, SACEOS
Exhibition Director, Messe Muenchen International Asia Pte Ltd



Rizwan Hazarika

Executive Director, Digital and Emerging Tech Consulting, EY



Alison Jackson

Group Managing Director, Nineteen Group



Dylan Sharma

Vice President, Advocacy and Communications, SACEOS
Co-Founder and Director, TRICOM Events Pte Ltd



Errol Lim

Co-founder and COO, Jublia



Neeta Lachmandas

Founder, ConsciousService



Michael Wilton

CEO and Managing Director, Messe Muenchen International Asia Pte Ltd

SMF 2024

SPEAKERS

*as of 9 July

SMF 2024
SINGAPORE MICE FORUM



Frank Koo

Founder,
Nextplay Pte Ltd



Bell Beh

Co-Founder and CEO,
BuzzAR



Ong Wee Min

Vice President,
Sales and MICE,
Marina Bay Sands



Grace Clapham

Founder and Director,
Designing Communities



Malminderjit Singh

APAC Chief Operating Officer
and Regional Director,
Speyside Group



Sheila Berman

Co-host,
B2B Marketing Asia Podcast



Jason Chen

Director,
Urban Redevelopment
Authority



Vivian Lim

Lead Curator,
TEDxSingapore and Co
Founder, The Idea Co



Simon Dale

Vice President, Asia
Adobe



Koh Buck Song

Author of
"Brand Singapore";
Country Brand Adviser

SMF 2024

THEME

SMF
2024
SINGAPORE MICE FORUM

M ● M E N T S & M —● M E N T U M

MOMENTS take centre stage as SMF highlights the significance of high touchpoints, the intricacies and experiences of an event, and the serendipitous moments that only events can deliver.

MOMENTUM swings the MICE industry to new heights, and celebrates the unwavering spirit of its community to continuously adapt and innovate.

SMF 2024



PROGRAMME - DAY 1 | 25 JULY 2024

08:00	Registration and Networking at The Marketplace	12:00	Innovative Strategies for Engaging and Monetising MICE Communities	18:30	Singapore MICE Awards 2024 Pre-Cocktail and Networking <i>*Tickets sold separately</i>
09:00	Pre-Conference Energiser	12:45	Networking Lunch Showcase at The Marketplace	19:30	Singapore MICE Awards 2024 Ceremony and Gala Dinner
09:15	Welcome by SACEOS President	14:15	Energiser with Song Division	22:00	End of the Singapore MICE Awards 2024
09:25	Singapore: Riding The Next Wave	14:30	What's YOUR Story? How Marketers Can Leverage on Emerging Tech in Their Marketing Strategies		
10:05	Visionary and Outlook Panel - The Time is Now for Asia!	15:15	Sustainability – A Key Strategic Thrust		
10:50	Quick Bites (Teabreak) at The Marketplace	15:30	Sustainability – Riding The Wave of Disruption Sustainability for The Small / Medium Enterprises - Que Sera Sera?		
11:30	Welcome Address by GOH	16:15	Song Division / Showcase at The Marketplace		
11:45	Transforming Events into Thriving Communities	17:00	End of the Singapore MICE Forum 2024 Day 1		

SMF 2024



PROGRAMME - DAY 2 | 26 JULY 2024

- 09:00 ● Welcome
- 09:05 ● Digital Transformation – The Way Forward
- 09:20 ● Futureproofing Your Events - Navigating the Evolving Event Tech Landscape
- 10:05 ● Quick Bites (Teabreak) at The Marketplace
- 10:50 ● AI for Career Development and Guidance
- 11:05 ● The Need for Talent Development: Investing in People for Excellence
- 11:55 ● Closing Remarks for Singapore MICE Forum 2024
- 12:00 ● Networking Lunch | Showcase at The Marketplace
- 14:00 ● Singapore MICE Challenge 2024 – FINALS
- 18:00 ● End of the Singapore MICE Challenge 2024

SMA 2024

SINGAPORE MICE AWARDS



The biggest and most prestigious awards for the Singapore's MICE industry is back on **25 July 2024**. **Nominations for the Singapore MICE Awards are now open!**

Organised by the industry, for the industry, the SMA 2024 is a platform to be recognised among the industry's elite. The annual awards honours the outstanding achievements from companies and individuals that have propelled the industry to new heights.

With **20 exciting Awards categories** this year including Business Event of the Year, Consumer Event of the Year, MICE Venue of the Year, Supplier of the Year, Sustainability Initiative of the Year, Emerging Talent of the Year and many more, the SMA 2024 aims to provide a platform to recognise and celebrate the contributions of the diverse MICE eco-system.

Find out more and submit your nominations at saceos.org.sg/singaporemiceawards/



20 AWARD CATEGORIES

1. Consumer Event of the Year
2. Medium Trade Show of the Year
3. Large Trade Show of the Year
4. Conference of the Year
5. Business Event of the Year (NEW)
6. MICE Venue of the Year
7. Hotel Venue of the Year (NEW)
8. Supplier of the Year
9. AV/ Event Tech Company of the Year (NEW)
10. Caterer of the Year (NEW)
11. Green Event of the Year (NEW)
12. Debut Event of the Year (NEW)
13. Inclusive Event of the Year (NEW)
14. Sustainability Initiative of the Year
15. Digital Innovation of the Year
16. Emerging Talent of the Year
17. Highlight Performance of the Year (NEW)
18. Best Exhibition Booth Design of the Year (NEW)
19. Stand Builder of the Year (NEW)
20. Best Environmental Decor of the Year (NEW)

SMC 2024

SINGAPORE MICE CHALLENGE



Calling the next generation of thinkers and innovators for the MICE industry! Are you a student passionate about bringing communities through events and leaving your mark on the dynamic world of MICE? There is no better platform to forge connections, spark inspiration and shape the future of MICE than the Singapore MICE Challenge (SMC)!

If you are a student in the fields of MICE and/or Events Management, Business Management, Hospitality and Tourism in any local Institutes of Higher Learning (IHLs) from Institutes Technical Education (ITE), Polytechnics, Universities and Private Educations, we would like to invite your team to explore the transformative power of Moments and the unstoppable force of Momentum within our dynamic industry.

M ● M E N T S &
M ● M E N T U M

Find out more about the SMC at
saceos.org.sg/singaporemicechallenge/

REGISTRATION FEES

DELEGATES

MEMBER: S\$1,099
NON-MEMBER: S\$1,499

- ✓ SINGAPORE MICE FORUM
- ✓ MARKETPLACE
- ✓ SINGAPORE MICE CHALLENGE FINALS
- ✓ WELCOME COCKTAIL RECEPTION
- ✓ TEA BREAK AREA
- ✓ LUNCHEON AREA

[REGISTER HERE](#)

Early Bird Rates end 31 May 2024
SGD - 9% GST applies

OVERSEAS DELEGATES

S\$899

- ✓ SINGAPORE MICE FORUM
- ✓ MARKETPLACE
- ✓ SINGAPORE MICE CHALLENGE FINALS
- ✓ WELCOME COCKTAIL RECEPTION
- ✓ TEA BREAK AREA
- ✓ LUNCHEON AREA

[REGISTER HERE](#)

Fixed rate for Overseas Delegates only
SGD - 9% GST applies

AWARDS NOMINATION

- ✓ MEMBER RATE: S\$500
- ✓ NON-MEMBER RATE: S\$600
- ✓ NEW MEMBER SPECIAL: S\$400

[REGISTER HERE](#)

SGD - 9% GST applies

AWARDS & GALA DINNER

- ✓ SINGLE SEAT (MEMBER): S\$500
- ✓ SINGLE SEAT (NON-MEMBER): S\$600
- ✓ TABLE OF 10 (MEMBER RATE): S\$4,000
- ✓ TABLE OF 10 (NON-MEMBER): S\$5,000

[REGISTER HERE](#)

SGD - 9% GST applies

SMF 2024

SINGAPORE MICE FORUM

25-26 JULY 2024

SANDS EXPO & CONVENTION CENTRE

M ● M E N T S &
M ◌ M E N T U M

Register for SMF 2024:

saceos.org.sg/singaporemiceforum/

For Partnerships or Sponsorship Opportunities:

smf@saceos.org.sg

Organised by:

SACEOS
Meetings · Incentives · Conventions · Exhibitions · Events
SINGAPORE

Supported by:


SINGAPORE EXHIBITION
& CONVENTION BUREAU

Held in:


singapore
Passion Made Possible