

STB TOURISM INNOVATION CHALLENGE FOR MICE



Launch Day **7 SEPTEMBER**



Introduction to Singapore Tourism Board



Poh Chi Chuan
Director Digital Transformation
Singapore Tourism Board

**STB TOURISM INNOVATION CHALLENGE
FOR MICE**



Introduction to MICE



Bitu Seow
Executive Director
SACEOS

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FOR MICE**



Challenge Statements

Challenge Categories

Designing engaging, world-class events

- Spot trends for event content - **Michel Beaugier**
- Engage freelancers for event design and planning - **Magdalena Kuwalek-Kong**

Tracking people movement and event waste

- Track waste from events - **Magdalena Kuwalek-Kong**
- Track event delegates - **Glenn Tan Yu Xin**
- Track vehicle fleet - **Glenn Tan Yu Xin**

Managing and using customer data more effectively

- Improve communications - **Richard Ireland**
- Improve event experience - **Richard Ireland**

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Spot trends for event content



Michel Beaugier
Managing Director
Corp Agency

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Engage freelancers for event design and planning
Track waste from events



Magdalena Kuwalek-Kong
*Community Manager at Interchange
SingEx*

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Track event delegates
Track vehicle fleet



Glenn Tan Yu Xin
*Account and Business
Development Manager
Pacific World*

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Improve communications
Improve event experience



Richard Ireland
Managing Director, Asia
Clarion Events

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Briefing on the Challenge Process

Derrick Chiang

CEO

Padang & Co
/ UP Singapore

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Challenge Process

Timeline



**MICE Challenge
Launch & Briefing**

**07 September
2018**



Application

**15 October
2018**



**Industry
Matchmaking**

**15 November
2018**



**Grant Proposal
Submission**

**14 December
2018**

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Challenge Process



Application

- **Application Deadline - 15 October 2018**

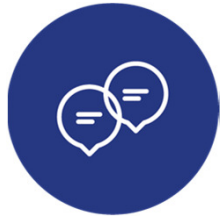
Submit your application according to the Application template (more later)

- Send it to - submissions@padang.co
- Got a question? Send it to - submissions@padang.co
- Please title your email as “STB MICE Challenge” and indicate which challenge statements you are enquiring about

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Challenge Process



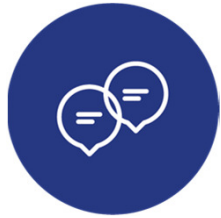
Industry Matchmaking

- **MICE Challenge – Industry Matchmaking - 15 November 2018**
 - Technology companies like yourselves will pitch to the industry representatives,
 - Get feedback, make connections
 - Marketplace of solution booths to showcase to the public
- **Pitch Clinics - week of 5 November 2018**

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Challenge Process



Grant Proposal Submission

- **Submission of Grant Proposal - 14 December 2018**
 - Further details to be released at the Industry Matchmaking
 - This submission must be made with at least one MICE Industry partner after the Industry Matchmaking

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Challenge Process

Proposal shortlisting criteria

Desirability 30%	<ul style="list-style-type: none">• How effective is this solution in solving the problem identified?• How beneficial is this solution to its target user / customer?
Innovativeness 20%	<ul style="list-style-type: none">• How does this concept compare to the next best alternatives?• How unique is the execution of this solution?
Feasibility 30%	<ul style="list-style-type: none">• Is this solution technically feasible and scalable?• In terms of time, effort, and cost, how likely will stakeholders adopt and implement this solution?
Company 20%	<ul style="list-style-type: none">• Ability to implement this solution (not just an advisory service), as reflected in track record (past projects and client references)• Experience and skills of proposed team

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Challenge Process

Application template

- Your company details
- Your core team
- Your company background
- Which Challenge Statement(s) are you addressing?
- Describe your proposed solution, including technologies involved
- What type of MICE industry partner are you targeting?
- How would you implement and later scale the proposed solution with the MICE industry partner?

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Challenge Process

Summary

- **Application - 15 October 2018**
Please submit your proposal according to the Application template
Send it to - submissions@padang.co
- **MICE Challenge - Industry Matchmaking - 15 November 2018**
- **Challenge Website** - For details of shortlisting criteria, application format and deadlines <https://www.stb.gov.sg/trade-events/Pages/MICE-Innovation-Challenge.aspx>

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