

# The Game Changer

CREATING TRANSFORMATIVE EXPERIENCES AT MARINA BAY SANDS

APRIL 2015

## MARINA BAY SANDS WINS GREEN MARK PLATINUM AWARD IN SINGAPORE



Marina Bay Sands adds another accolade to its belt as it was recently conferred the Building & Construction Authority (BCA) Green Mark Platinum Award. The integrated resort (IR) is now the largest commercial building in Singapore to win this honour.



The IR's sustainability team has led projects across different business units to implement and drive changes to maximise energy savings. This is a challenging project given the scale and complexity of an integrated resort with different stakeholders.

### Some of the key sustainability milestones include:

- 31 energy savings projects were implemented since 2013 to better manage energy usage in the integrated resort. This has resulted in energy savings worth an estimated \$13 million between 2013 to 2014.
- Between 2012 to 2014, Marina Bay Sands saved 66,150,000 kWh of electricity. This is the average annual electricity used in 14,380 units of 4-room HDB flats in Singapore.
- Energy utilisation per visitor in 2014 fell by 23% compared to 2012.
- Water consumption per visitor in 2014 fell by 7.8%.
- The IR's waste management project plan, started in 2012, tracks recycling figures across 15 categories of waste, including paper, plastic, glass, metals, oil, food waste and more. More than 2,200 metric tonnes of waste is recycled annually.

Prior to winning the BCA Green Mark Platinum Award, Marina Bay Sands was also the first venue in Southeast Asia to be certified with the international sustainability standard ISO 20121.

## NEW DINING ESTABLISHMENTS AT MARINA BAY SANDS

In the first quarter of 2015, Marina Bay Sands unveiled a new chapter in its world-class dining repertoire as it welcomed Adrift and Long Chim to its existing stellar line-up of celebrity chef restaurants. Located at Marina Bay Sands Hotel Tower 2, Adrift is award-winning chef and restaurateur David Myers' first foray into Singapore. The menu features interpretations of Myers' dishes from his travels throughout Asia.

Long Chim marks Chef David Thompson's first venture into casual dining. The internationally acclaimed chef, restaurateur and cookbook author has crafted a tantalising menu that combines the beloved traditional street food and contemporary flavours, with a restaurant concept reminiscent of Bangkok's vibrant streets.

A brand-new experience also awaits guests at The Club at Marina Bay Sands, the hotel's exclusive lounge that turns into a cheese and chocolate bar for public at night. Relocated to Level 55 of Hotel Tower 2, The Club offers stunning unobstructed views of the city skyline and Gardens by the Bay in an exclusive indoor setting. The Club also saw the debut of the exotic Black Ivory Coffee for the first time in Singapore. The exceptional coffee, naturally refined by elephants, is considered to be the world's rarest and most expensive due to the limited quantities produced each year.



## EVENT: WEDDINGS ON THE BAY SHOWCASE 2015

On 22 March 2015, Marina Bay Sands held its annual Weddings on the Bay Showcase 2015 at the Melati Ballroom, Sands Expo® and Convention Centre. At the intimate wedding preview, couples enjoyed exclusive one-day offers on 2016 wedding packages and complimentary consultation services with Marina Bay Sands' experienced wedding specialists.

The 2015 edition of the wedding showcase also saw seven co-exhibitors who provided a one-stop wedding solution for couples, from bridal gowns and wedding photography to live bands and floral packages.

## UPCOMING EVENTS IN Q2

2014 ended on a strong note for Marina Bay Sands as the integrated resort held more than 2,500 events with close to 1.8 million attendees. The first quarter this year also witnessed several returning shows including Maison&Objet Asia 2015, World Retail Congress 2015, Medlab Asia Pacific 2015, and the Singapore International Coin Show 2015.

Sands Expo and Convention Centre will see the return of many repeat shows in Q2 this year, including Sea Asia 2015 (21-23 April), CommunicAsia 2015 (2-5 June), Tax Free World Asia Pacific Exhibition & Conference 2015 (10-14 May), as well as new-to-Singapore show INTERPOL World 2015 (14-16 April) – a biennial trade event which serves as a business platform to offer innovative security solutions to law enforcement agencies and security professionals.

Another highlight is the Forever Living Global Rally 2015 (19-27 April) – one of the largest flagship conferences new to Singapore – whose previous two editions were held in Hawaii and London. For the first time in its history, the Global Rally will be partnering “Stop Hunger Now” to give back by packing more than 285,000 meals for the under privileged throughout the 9-day rally. The ready-packed meals prepared by volunteers and delegates will be delivered to International Care Ministries in Philippines and Feed the Hungry in Cambodia, as part of the 2015 World Hunger Week.

## TESTIMONIALS FROM CLIENTS:

*“Our guests were very satisfied with the high quality of amenities and also your professional, friendly and warm hosting. From the early stages of the project (planning the accommodation and conferences) through the completion (and implementation), the team at Marina Bay Sands had provided highly professional services.”*

*“We will certainly be recommending Marina Bay Sands to our business partners, not just for accommodation at the outstanding Marina Bay Sands Hotel, also as the place to achieve successful business outcomes in a relaxed environment at the Sands Expo and Convention Centre.”*

**Agnieszka Gliszczynska, Global Conference Coordinator  
Oriflame Diamond Conference 2015, 25 – 31 January 2015**

*“Marina Bay Sands has represented the best venue for us to organize the first Asian edition of the Gelato World Tour. The staff’s excellence in logistics and management and the Chefs’ skills and creativity in diverse food experiences allowed us to deliver – to perfection – our first competition in Asia and the inaugural Gelato Appreciation Dinner in Asia Pacific. Special thanks goes to Executive Chef Christopher Christie who presided over our technical jury and acted as a real “Gelato Angel”.*

*“We are extremely grateful for the warm welcome and support we received from the crew at Marina Bay Sands and the many visitors who embraced the delight of gelato. We’ll do our best to organize in the coming years, new editions of the Gelato World Tour at Marina Bay Sands.”*

**Valentina Righi, Vice President of the Bruto and Poerio  
Carpigiani Foundation and PR Director  
Gelato World Tour, 20 – 22 March 2015**

*“With the anticipated number of visitors coming from all over Asia for MAISON&OBJET ASIA 2015, Marina Bay Sands is the perfect venue to accommodate all the needs and requirement of many different sectors of the design community, both buyers and exhibitors because of its various and diverse offerings.”*

**Lyndon Neri, Founder of Neri & Hu Design Research Office  
“Designer of the Year” 2015 at MAISON&OBJET ASIA,  
10 – 13 March 2015**



## CREATING AUDIO-VISUAL MAGIC AT MARINA BAY SANDS



Audio-visual plays a pivotal role in delivering a successful event. Marina Bay Sands understands the impact of quality AV, having hosted numerous unique and new-to-Singapore events ranging from movie premieres, to red carpets, Broadway musicals and concerts.

To ensure a flawless execution of its events, Marina Bay Sands uses a variety of high performance speakers produced by Meyer Sound in addition to the basic audio-visual inventory. These include the Milo, Mina and CQ-2 series. The depth of the inventory allows for a greater sound system flexibility that is deployed to cater to every event, big or small.

In order to enhance productivity, the property's audio-visual system has been upgraded to run on fibre and/or CAT6 lines using both building infrastructure lines and standalone cable drums. The ability to deliver quality AV and lighting to create an unforgettable event is reliant not only on technology, but also professionals who can create the magic. Knowledge in the IR's wide spectrum of meeting spaces is also a key requirement, especially when intricate signal cable setups are involved.

Having a team of in-house specialists ensures the event runs smoothly – from planning to execution – for guests at Marina Bay Sands.

In tandem with the integrated resort's green focus, the MICE team is also migrating its lighting technology to LED fixtures, which in turn reduces excessive energy consumption.

---

## MARINA BAY SANDS APPOINTS NEW DIRECTOR OF INTERNATIONAL SALES – ASIA



Marina Bay Sands has appointed Ms. Patricia Beaudoux as its new Director of International Sales – Asia. In her new role as the USA Sales Representative for Las Vegas Sands' properties in Singapore (Marina Bay Sands) and Macao (Sands Resorts Cotai Strip Macao), Ms. Beaudoux is responsible for establishing and managing key Meetings & Events accounts across North America trade shows,

international associations and multi-national corporations. She reports directly to Mr. Mike Lee, Vice President of Sales at Marina Bay Sands.

A hospitality industry veteran with over 20 years of international experience, Ms. Beaudoux comes with a solid hospitality industry background that includes Global Sales and Business Development. Her forte has been international contract negotiation, with an emphasis on Asia and North America.

Mr. Mike Lee says, "We are delighted to have someone of Patricia's calibre to join our team. She has a strong track record in MICE sales and her experience will be invaluable as we continue to drive growth in the North America market."

## A REWARDING FIRST MEETING AT MARINA BAY SANDS

Meeting planners new to Marina Bay Sands now have more reason to host their meetings at the integrated resort with the new 'A Rewarding First Meeting' promotion, which offers first-time clients an exclusive group accommodation rebate. New customers can now enjoy 3% off their hotel bill and enjoy another 5% rebate if they book a second group accommodation. This promotion is applicable to any existing meeting packages in Marina Bay Sands, such as the range of sustainable 'It's Easy Meeting Green' meetings, starting from SGD\$375++ per person. The basic package includes a suite of amenities, morning and afternoon coffee with snacks, as well as an organised working lunch.

The promotion is valid for bookings from now till 31 August 2015, and must be utilised by 31 December 2016. For more information, enquire at +65 6688 3000 or email [Sales@MarinaBaySands.com](mailto:Sales@MarinaBaySands.com).

*Terms and conditions apply. Valid for first-time group customers only.*

*Minimum of 20 rooms with 2 nights stay must be booked. The second event must be booked within 6 months from the first event.*