

# Case Study:

## Nomura Asia Equity Forum 2007

**Date:**  
3<sup>rd</sup> to 6<sup>th</sup> July 2007

**Venue:**  
Fullerton Hotel

### Synopsis:

Into its 4th year, the Nomura Asia Equity Forum has grown year on year and has fast become a prominent financial Forum within the investor community. The 2007 Forum was a four-day forum with participation from over 200 companies from Japan, and South East Asia and attracted over 1000 investor attendees worldwide. The NAEF 2007 also featured esteemed keynote speakers, such as Mr. Goh Chok Tong, Senior Minister of Singapore.

Tricom was tasked to strengthen this signature event, making it bigger and better by ensuring an efficient, and tight running of the four-day programme and social dinners and to build an experience that would have guests looking forward to the next forum.

To heighten the Forum's standing, Tricom produced new creatives and branding for the Forum, and undertook complete conference management from the implementation of an efficient system of collation and compilation of presentation materials for over 200 corporates from Japan and SE Asia, secretariat services, ministerial protocol and security, programme development and the overall management of the Forum and social events.

The entire Basement of the Fullerton Hotel, Singapore was transformed into a professional and conducive meeting environment for concurrent tracks, complete with full financial facilities including Bloomberg terminals, and also featured daily forum newsletters, interactive feedback collation methods and live telecasts of the keynote addresses to the Straits Room to cater to the overwhelming crowds during the Keynote lunches.

For the social evenings, Tricom created memorable evenings in true Singaporean elegance, with multiple dinner venues with the likes of Esplanade, Fort Canning and Sentosa. Interactive dinner souvenirs made the evenings even more special and memorable.

The event garnered much positive feedback and many attendees were looking forward to the next forum.

