

Case Study:

World Economic Forum Gala Reception

Date:
24th June 2007

Venue:
The Istana Lawn

Synopsis:

The World Economic Forum (WEF) descended onto Singapore's shores in late June 2007 for a 2 day gathering amongst 300 of the top movers and the shakers of the global business, financial and political world.

In attendance were ministerial dignitaries from around the world, as well as corporate bigwigs that illuminated the event with their presence.

As part of the Forum, Prime Minister Lee Hsien Loong was to host a private gala welcome reception for all WEF delegates at the stately Istana, the official residence of the President of the Republic of Singapore.

Tricom was pleased to be the event agency of choice in this significant event, and was given a brief of organizing an elegant evening befitting the occasion. Utilising our vast experiences on the Istana grounds, coupled with a keen understanding of the ministerial protocol necessitated at this event, Tricom recommended an outdoor event at the Istana lawn, overlooking the spectacular city skyline at sunset. A full-scale wet weather contingency was planned indoors in the event of foul weather, at the State, Banquet and Reception rooms of the Istana.

As guests stepped onto the hallowed Istana turf, they were treated to cocktails at the upper lawn, with many stopping to pose for pictures against the backdrop of an illuminated Istana building. As the sun set, the strategically placed lights at the lower lawn created a glow, inviting guests down for the arrival of the VVIPs, as well as the ensuing formalities. A vast cocktail spread was laid out for all delegates, who partook in the networking opportunities that such an event presented. The feedback garnered from delegates and client was one of immense satisfaction, and great delight at the setting of the event, as well as the flow.

