



# All Hands On Deck

## CSR, Taking Action

Helping Hands



## What's New?

Suntec Singapore Wraps Up Another Smashing Year



:: Content ::



### LIMELIGHT

All Hands On Deck



### CSR, TAKING ACTION

Helping Hands



### 60 SECONDS



### IN FOCUS

2011 BMW Fascination Exhibition:  
Mission Accomplished



### WHAT'S NEW?

Suntec Singapore Wraps Up  
Another Smashing Year

Leading the Service Sector -  
Suntec Singapore Shows the Way at the  
Excellent Service Awards 2011

Staring 2012 in Style – Hot Off the Press  
Ever Ready!

That's A Wrap!



### UPCOMING EVENTS

January 2012

February 2012

:: 60 Seconds ::



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# All Hands On Deck

As is normal in the service industry, finding good manpower is a challenge – especially during year-end when festivities are in full swing.

Suntec Singapore is no exception; and with many hotels and venues coming online, the ability to find sufficiently trained banquet staff is a challenge. But the words “Never Fear, Suntec is Here!” resonate in my head as I write this.

Administrative staff gamely put their work aside and don banquet uniforms to help serve at various events held in the venue when staffing is short.

And mind you, they are trained! Staff are encouraged to attend regularly held Banquet Training Sessions that offer modules in service for Western Dinners, Chinese Banquets as well as VIP dinners amongst several others. ➔



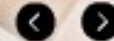
DO YOU KNOW ?



# All Hands On Deck



Occasions to help out occur a few times a year; and staff normally enjoy having a change of scene. Henry Tan, Suntec Singapore's IT manager said, "Well, we host so many events per year and the clients depend on us to execute them perfectly. If we need to help, that's fine. It gives me a breather to do something different for a while and to experience what it is like to walk in the shoes of a service staff. It is hard work. My hat's off to the banquet team who are on their feet for countless of hours and still manage a smile no matter what".



# All Hands On Deck

Recently, the administrative staff gave the banquet team a hand as they served 4,500 guests at the Standard Chartered Dinner and Dance. The dinner event called for a total of 800 banquet service professionals to ensure that the 6-course sit down dinner was well executed. Staff played various roles within the banquet team – from serving as banquet captains to whipping up cocktails and even being conductors of the “orchestra” (complete with walkie-talkies) watching the dinner being rolled out.



“It was a long night. But we are a team, and we play as a team with an end goal in mind – keeping our clients happy. If it means that we all have to jump in and roll up our sleeves– then that’s what we will do”. Well said Zhong Hui – finance analyst by day and sometimes banquet captain by night.



## SUNTEC SINGAPORE WRAPS UP YET ANOTHER SMASHING YEAR

**2** 011 was an interesting year. Despite a year that was marred by a softening global economy amid uncertain market conditions, the Suntec Singapore team successfully executed and delivered 1,600 events that brought 7.1 million delegates to the venue.



The number of events held marks a 5% increase over 2010 with a 4% increase in visitorship.

Some of the major events hosted in 2011 include:

- Million Dollar Round Table (MDRT) Asia experience 2011
  - Singapore International Water Week 2011
  - Singapore International Energy Week 2011
  - ITB Asia 2011
  - TFWA Asia Pacific 2011
  - 11th World Chinese Entrepreneurs Convention
  - 10th Asia Pacific Congress of Endoscopic Surgery
- Amongst many others across varying industries.



## SUNTEC SINGAPORE WRAPS UP YET ANOTHER SMASHING YEAR

The venue also recorded high total occupancy rates ranging between 90% - 98% for the months of June, July, October and November 2011.

In addition, Suntec Singapore brought home a total of 11 major industry awards that include:

- Best Business Event Venue Experience (the only venue to win for three consecutive years!) at the Singapore Experience Awards 2011
- Asia's Leading Meetings and Conference Centre (Six time winner!) at the World Travel Awards 2011
- AIPC Innovation Award Member's Choice at AIPC 2011
- Distinguished Patron of the Arts by the National Arts Council
- Culinaire Challenge (Silver Medal) at Culinaire Malaysia 2011



It was a year of hard work, but at the end of the day, the rewards speak for themselves. Congratulations to the team!



# LEADING THE SERVICE SECTOR

Suntec Singapore Shows the Way at Excellent Service Awards 2011



Suntec Singapore stood tall and proud as one of its team members, Sivakumaran Ramlinggam, Assistant Manager of its Joaquim Buffet

Restaurant walked away with the Outstanding STAR Award for the Hospitality sector. Selected out of 42 other contenders for his exceptional service, he was recognised for having gone above and beyond the call of duty to help a group of elderly restaurant patrons who suddenly found themselves without their shepherd.

"I am very proud and happy to have been chosen. I thank my colleagues and supervisors at work for their support and faith in me. This is certainly an achievement I treasure and I will always do my best", said a beaming Siva.

All in, the Suntec Singapore team walked away with a total of 3 Star nominees, 12 Gold, and 25 Silver Awards. Well Done!



# STARTING 2012 IN STYLE

Fresh from hauling in 11 major awards in 2011, the team at Suntec Singapore has started off 2012 with two awards in the bag!



**S**untec Singapore has been honoured for being tops in the "Best Convention and Exhibition Centre" as well as "Asia's Best MICE Sales Team" categories. This is the third consecutive year that the venue has been applauded for its quality performance.

Pieter Idenburg, Chief Executive Officer at Suntec Singapore, commented, "We are thrilled – we are the only venue from Singapore to be recognised as Best Convention and Exhibition Centre. Given the new venues that are coming up in the region, we are pleased to be recognised for our quality performance and operational excellence."

Heartfelt congratulations to Cliff Wallace and the team at HKCEC for their outstanding win!"

CEI Asia is regarded as one of the top trade publications serving the region's corporate events industry. The annual industry awards recognise outstanding organisations across Asia, all of whom are voted for independently by their discerning readers.







On an annual basis, Suntec Singapore's Fire Safety & Security Team performs a routine Fire Evacuation and In Place Protection Exercise. The purpose of which is to ensure that all individuals in the building are prepared and understand their roles should an unforeseen situation arise. In accordance with Singapore law, this exercise is a mandatory requirement under the Fire Safety Act. >





Working hand in hand with the Singapore Police Force and the Singapore Civil Defence Force officers (who were present as officers), Suntec Singapore carried out the drill successfully. The exercise consisted of a training session for designated Fire Wardens and Fire Fighters, complete with a fire simulation exercise that forced occupants to vacate the premises.

Customers and clients were kept apprised of the drill, allowing events taking place in the Centre to continue without interruption.  



# THAT'S A WRAP

Recently, the staff of Suntec Singapore got up to a little bit of mischief. To welcome a colleague back from his rather long honeymoon, all the staff gamely took a breather from their daily work and made themselves available to assist in wrapping every single item on his desk, in his drawers and even his chair, in toilet paper! You can count on it that the neatest wrapped "item" was the one done by our Executive Housekeeper.

We say "All work and no play make us a little dull – and we won't have that!"



DO YOU KNOW ?




## HELPING HANDS

*I am only one, but I am one. I cannot do everything, but I can do something.  
And I will not let what I cannot do interfere with what I can do.*

*~Edward Everett Hale*



The holiday season is often synonymous around the world for the abundance of gifts, food, camaraderie and laughter – but it is also a time to think of those who are in need of a helping hand. Each holiday season, Suntec Singapore partners a charitable organization to help the less fortunate.

This past season, Suntec Singapore partnered with the Boys Brigade in their Have A Heart Share A Gift project, a national community service effort. Parked in our main lobby for a period of four weeks were two young men from the Boys Brigade who gratefully received donations from the general public by way of general food and household items that will be distributed to approximately 28,000 individuals in need. 



## 2011 BMW Fascination Exhibition | Mission Accomplished

From December 12-18, 2011, Suntec Singapore played host to the new BMW Fascination Roadshow exhibition where BMW showcased their new 1 Series cars (featuring a 5-Door hatchback), the new 6 Series Coupe and Convertible, the BMW M-range (including the X6M) and the biggest attraction, the BMW Vision EfficientDynamics Concept Car.

The latter is set to hit the roads in Singapore in 2013 and is slated to be the monster of the electrical motoring world, capable of going from naught to 100kmh in 4.8. What a thrilling ride! [>](#)

## 2011 BMW Fascination Exhibition | Mission Accomplished

The Vision EfficientDynamics Concept features in the new Hollywood blockbuster; Mission: Impossible- Ghost Protocol, starring two time Academy Award-winning director Brad Bird, and producers Tom Cruise and J.J. Abrams.

The BMW Fascination Roadshow that was open to the public featured various spy-related contests and games, where movie tickets to Mission: Impossible - Ghost Protocol and exclusive BMW Merchandise were won.



## January | February

**Electronics & Furniture Fair 2012**  
- "Start of The Year Sale"  
Date: 6 January 2012 – 8 January 2012

**Electronics & Furniture Fair 2012**  
- "Pre Chinese New Year Sale"  
Date: 13 January 2012 – 15 January 2012

**Asia PCR Singapore Live 2012**  
Date: 13 January 2012 – 15 January 2012

**Singapore Institute of Technology**  
- Open House 2012  
Date: 14 January 2012 – 15 January 2012

**HDFC's India House Fair 2012**  
Date: 14 January 2012 – 15 January 2012

All events listed are correct at time of publication.  
Subject to change without prior notice.  
Please refer to website for the latest information.

For more information, please call us at  
(65) 6337 2888 or (65) 6820 3883; or  
email us at [sales@suntecsingapore.com](mailto:sales@suntecsingapore.com).



## January | February

### Beauty Asia 2012

Date: 20 February 2012 – 22 February 2012

### Singapore Aerospace Technology and Engineering Conference (SATEC) 2012

Date: 13 February 2012

### 14th Asia Pacific Confederation of Chemical Engineering (APCCChE) Conference 2012

Date: 22 February 2012 – 24 February 2012

### Society of Emergency Medicine in Singapore - Annual Scientific Conference (SEMC ASC) 2012

Date: 24 February 2012 – 26 February 2012

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