ISS GLOBAL LEADERSHIP CONFERENCE 2018

CHALLENGE
ISS, a global facilities services company approached MCI to host their Annual Global Leadership Conference in Singapore. The challenge was to create dining experiences that are not only conducive for networking and sharing of ideas but are also uniquely Singapore for 400 well-traveled senior leaders of the company.

SOLUTIONS
Nothing showcases a country and its culture like cuisine. With the support from Singapore Tourism Board, MCI was able to create an exclusive and cosy ambience in Lau Pa Sat, located in the central business district amidst the peak hour crowd to facilitate networking amongst the guests while showcasing the different facets of Singapore – history, culture, architecture and cuisine.

Guests were greeted with an arrival pack that consisted of a pre-loaded cash card to order food at the food stalls just like locals do, along with a guide on the must-try dishes. Signature classics such as chilli crab, popiah and sugarcane drinks were also served for their enjoyment. To further enhance the authenticity of the experience, ISS branded tissue packets were provided to participate in Singapore’s idiosyncratic practice of reserving seats. Extending the hospitality of ISS Singapore, we also had the local office team dress up as food guides to host and explain interesting facts about the local dishes.

RESULTS
90% GUESTS RATED EVENT AS GREAT AND ABOVE

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