



BUSINESS EVENTS

Co-Creating Your Events
with Heart, Mind & Drive

www.eventsartery.com

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CO-CREATING YOUR EVENTS WITH HEART, MIND & DRIVE



We treat your event like our own

At TEA, we take pride in organizing every event as our own. We are committed to find the best ways to optimise the resources given to us in order to deliver events that impress.

Bridging creativity with practicality

We believe a balanced approach is needed for all events. We are committed to help our clients meet their event objectives using original concepts and executing the event to perfection.

Proactiveness is in our DNA

Our team is proactive in planning one step ahead and communicating with clients to keep you updated.



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01. OUR CAPABILITIES

Event Platforms
Destination Management
Program Development
Staging & Multimedia

OUR CAPABILITIES

EVENT PLATFORMS



Conferences and Symposiums

Galvanize your business community through powerful shared experiences.



Business Networking Events

Strengthen relationships and make meaningful connections.



Awards Shows

Celebrate, empower and elevate your top performers.

OUR CAPABILITIES

EVENT PLATFORMS



Launches & Openings

Celebrate and amplify your organizational milestone or innovation.



Incentive Travel

Foster camaraderie and deliver inspiration with bespoke itineraries.



Teambuilding Programs

Bring your team values to life and bond your people with immersive, targeted activities.

OUR CAPABILITIES

DESTINATION MANAGEMENT

Creating business events across Asia.

- Business Travel
- VIP Fast Track & Transfers
- Accommodation Booking
- Venue Sourcing & Procurement



INDONESIA



THAILAND



VIETNAM



MALAYSIA



SINGAPORE



PHILIPPINES



HONG KONG



INDIA



MACAU

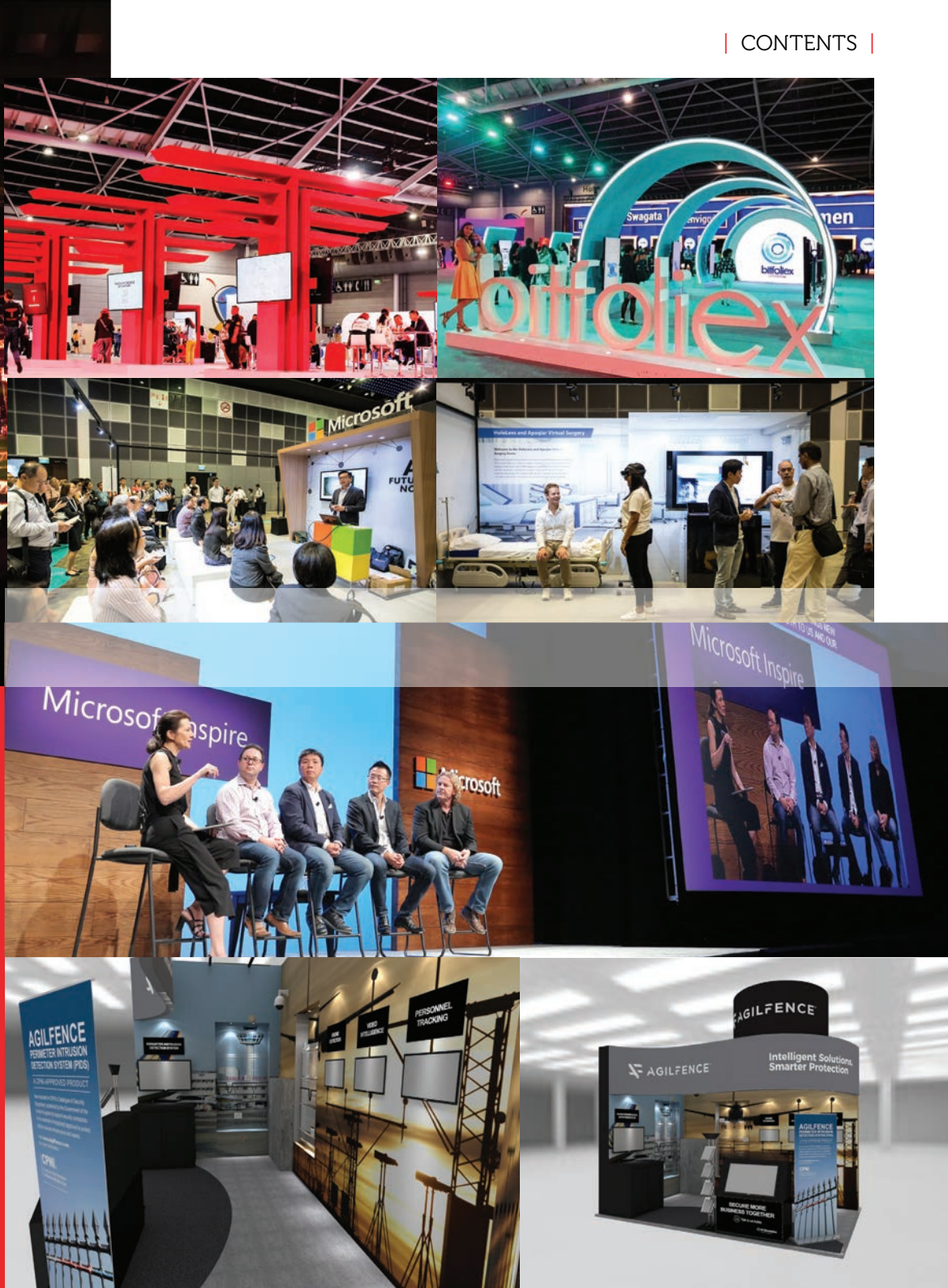


OUR CAPABILITIES

PROGRAM MANAGEMENT

- RSVP Management
- Speaker Management
- Sponsor Marketing & Management
- VIP Hospitality Management
- Itinerary & Program Planning
- Badging & Registration
- Entertainment Booking





OUR CAPABILITIES

STAGING AND MULTIMEDIA

- Digital Conference Solutions
- Social Media Amplification
- Interactive Q&A & Polling
- Live Streaming
- Stage Design & Space Planning
- AV Design & Technical Production
- Exhibition Design



02. **OUR TRACK RECORD**

Our Success Stories
Event Listing
Satisfied Partners
Clients

AIRBIT CLUB

AIRBIT CLUB SINGAPORE 2019



EXECUTION

We achieved a significant milestone in June when we successfully delivered our largest business event production to date – Airbit Club SG 2019.

Transforming Halls 1 to 3 of Singapore Expo for the crypto-currency summit, the 3 day event was attended by 7000 international club members. They were here to network, learn more about the company's latest innovations and celebrate the achievements of their country's team leaders.

Besides Keynote presentations and Award Ceremonies, we put up an extravaganza with a line-up of 180 performers. Showstoppers included reggaeton superstar Pitbull (USA), soccer legend Cafu (Brazil), Dan Hamill band (Australia X Factor Winner) and a host of international and local acts.



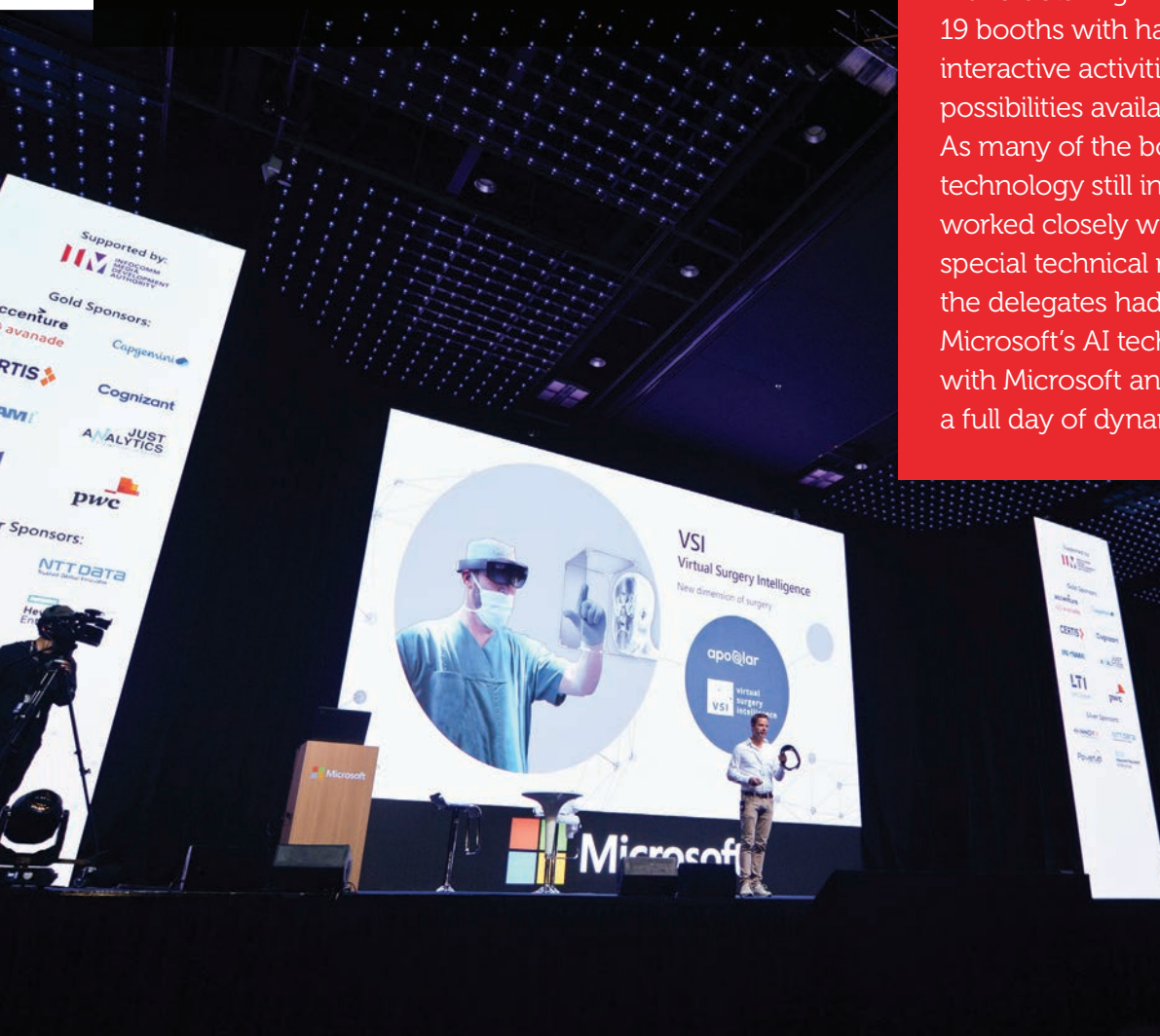
The event gave us the opportunity to design & build large-scale immersive learning exhibits and a massive 70m long stage deploying over 9000 LED panels and 500 intelligent lighting units to create staging effects. The production of this mega event saw us working with 300 set-up and tech crew, 90 event staff, 90 security and 800 service crew.

MICROSOFT

MICROSOFT FUTURE NOW SINGAPORE 2018

Future Now by Microsoft is an initiative to ready business leaders for the AI revolution, and how it will impact their business. The conference attracted 1000 senior business and tech leaders to Suntec Convention Centre, Halls 404 to 406.

We were tasked to produce a day of presentations, exhibitions and demos of the latest technology across diverse industries from lifestyle to manufacturing. The exhibition hall featured 19 booths with hands-on demonstrations and interactive activities, immersing delegates in the possibilities available to transform their business. As many of the booths featured cutting-edge technology still in prototype phase, our team worked closely with the exhibitors to meet various special technical requirements. At the conference, the delegates had an exclusive preview of Microsoft's AI technology. We also worked closely with Microsoft and 15 speakers/AI scientists to bring a full day of dynamic content to life.



DESIGNSINGAPORE COUNCIL

INNOVATION BY DESIGN CONFERENCE 2017



BRIEF

DesignSingapore Council wanted to unite designers and business owners for a deep dive into design as a business strategy. Innovation by Design Conference 2017 is a highlight of Singapore Design Week.

EXECUTION

Managing the event for the 2nd year, we scaled up the event size and profile, with over 700 visitors hearing from 36 speakers across diverse industries and global companies – Johnson & Johnson, PepsiCo and Ford Motor Company.

We also managed breakout tracks and the event formalities, including the media announcement of a new partnership between DesignSingapore Council and international media giant Time Inc.



WILLIAM REED BUSINESS MEDIA

Since 2018, TEA has been working with William Reed Business Media (UK) to bring the 50 Best events to life here in Singapore.

ASIA'S 50 BEST BARS AWARDS 2018 & 2019

Where: Capitol Theatre

Who: 500 of movers and shakers of the international bar scene and media

What: The 'Oscars' of the bar industry made its debut ceremony in 2018 and returned in 2019, with TEA as the appointed event agency. From RSVP of the international guest list, management of global sponsors and partners, our team also took on the show production from design to execution.

CELEBRATING 50 BEST

#Asias50BestBars
@50BestBars

**#50BEST TALKS**

Where: The Dempsey Cookhouse and Bar

Who: 4 industry leaders from regional bars discuss key and current trends under the banner "Female Spirit"

What: #50BestTalks - a thought-leadership forum for industry members

50 MINS WITH 50 BEST

Where: Singapore Cocktail Festival Village (10-12 May 2019)

Who: Beckaly Franks of The Pontiac (HONG KONG)

Giacomo Giannotti & Margarita Sader of Paradiso (SPAIN)

Renato Giovannoni & Aline Vargas of Floreria Atlantico

(ARGENTINA) Maxim Schulte of American Bar at The Savoy

(LONDON) Rory Shepherd of Little Red Door (PARIS)

Antonio Lai of Quinary (HONG KONG)

What: Six consumer masterclasses helmed by acclaimed bartenders from global award-winning bars



WILLIAM REED BUSINESS MEDIA

WORLD'S 50 BEST RESTAURANTS 2019



WELCOME TO COUNTRY DINNER – 22 JUNE 2019

Who: 70 esteemed members of the 50 Best Academy

What: A private event kicking off with sunset cruise followed by dinner at a surprise location – an old colonial bungalow we transformed into a dining venue. The six-hands Peranakan dinner featured the talents of local icons Chefs Violet Oon, Marcus Lee, Cheryl Koh with cocktails by Vijay Mudaliar of Native. Guests were also delighted with handpainted tiffin carriers by local artists June Hussein.

PRESS CONFERENCE – 24 JUNE 2019

What: The National Gallery Singapore was the backdrop for the event's official press conference - with global masterchefs Joan Roca of El Celler de Can Roca, Daniel Humm of Eleven Madison Park, Garima Arora of Gaa and Julien Royer of Odette – to discuss the rise of Asia as a gastronomic destination.

Who: 250 members of the global media

FOOD MEETS FUTURE – 24 JUNE 2019

What: An interactive event marking San Pellegrino's 120th Diamond Anniversary. Against the Supreme Court Terrace, the event celebrated inclusivity, inspiration, responsibility and talent with luminaries of the culinary world - Massimo Butura, Anne-Sophie Pic and Jose Andres. We also worked with local dessert maven Chef Janice Koh to present an interactive, edible art installation. Guests savoured 3D diamond shaped desserts on a colourful chocolate painted canvas that reflected the taste and flavours of Singapore.

Who: 300 members of the global media and invited guests



MICROSOFT



APAC AT MICROSOFT INSPIRE 2017

BRIEF

To provide project consultancy services to Microsoft APAC Partner Channel marketing team for APAC delegates at Microsoft's largest partner gathering in Washington – Microsoft INSPIRE 2017.

EXECUTION

From April to August 2017, we provided consultancy advice on project budgeting and facilitated communications between internal stakeholders.

We helped oversee that the event requirements were met by the appointed DMC based in US. We were also the key liaison for Microsoft APAC leads, working across multiple time zones to sync itineraries and updates for country specific programs at Microsoft INSPIRE.

From 9th to 13th July 2017, we were onsite at Walter E. Washington Convention Centre, to oversee the smooth delivery of key programs such as the APAC Regional Lounge, the APAC General Session and the APAC Partner Celebration at the world-famous US National Air & Space Museum.



NATIONAL GALLERY SINGAPORE

49TH ANNUAL CIMAM CONFERENCE

BRIEF

National Gallery Singapore (NGS) had won the bid to host CIMAM (International Committee of Museums and Collections of Modern Art) in 2017. It marks the conference's first visit to South East Asia.

The task was to assist NGS to deliver a premium conference experience for 280 international museum directors, curators and patrons of the arts.

EXECUTION

TEA's scope of work as turnkey conference management agency included - Registration & RSVP, Flights & Accommodation, Speaker Management, Space Design & Styling, Conference Multimedia Production, F&B Planning and Destination Management.

Conference & Discussions

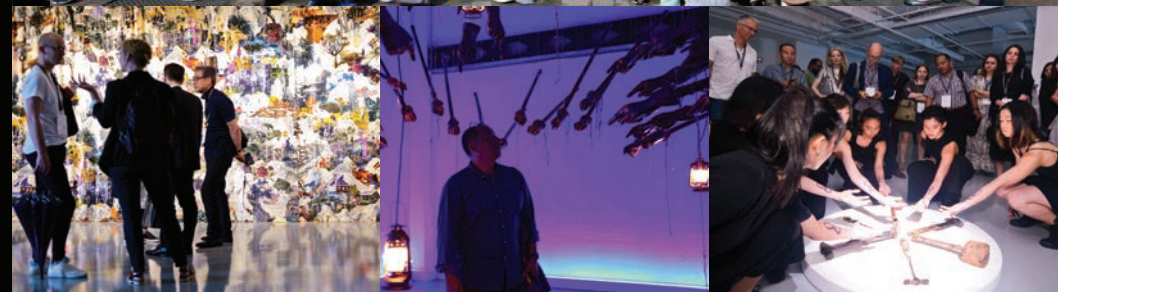
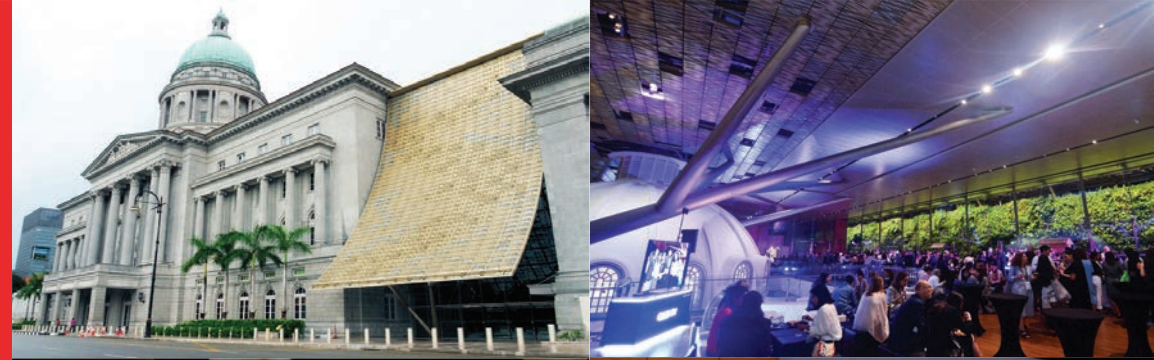
At NGS, 12 international speakers shared their perspectives on The Roles and Responsibilities of Museums in Civil Society and delegates also engaged in networking sessions at the Supreme Court Terrace.

SG Art & Social Events

We worked with multiple stakeholders such as National Heritage Board, Mapletree Business City and Marina Bay Sands to present social programmes which included a Cocktail Reception, Dinners and visits to 19 art and museological venues in Singapore.

Pre-and Post-Conference Tours

The 7-day programme included a pre-conference tour to Ho Chi Minh, Vietnam, and a post-conference tour to Jakarta and Yogyakarta, Indonesia. Delegates visited the cities' museums and heritage sites, and met with local artists and private collectors.



EVENT VIDEOS



“I REMEMBER BROADWAY” DBS BANK

We produced an original musical and gala dinner for 7000 DBS staff, with 30 DBS staff trained to perform in every act, supported by A-List theatre veterans.



ASIA LEADERSHIP MEETING AON RISK SOLUTIONS

We connected Aon to 150 directors and C-Level managers, empowering their top performers through digital interaction, conference breakouts and team-building experiences in Ho Chi Minh City.



PLATINUM PARTNER SUMMIT MICROSOFT

We created memorable learning and travel experiences for 100 premium Microsoft partners against the backdrop of exotic Phuket.

NON-EXHAUSTIVE

EVENT LISTING

CLIENT	EVENT TITLE	COUNTRY	YEAR	PAX
Airbit Club	Airbit Club Singapore 2019	Singapore Expo Halls 1 to 3	2019	7000
Microsoft	Future Now 2018	Suntec Convention Centre, Singapore	2018	1000
William Reed Business Media	Asia's 50 Best Bars 2018 & 2019	Capitol Theatre, Singapore	2018-2019	500
Prudential	Learner's Week 2018	Marina East Tower, Singapore	2018	5000
Microsoft	APAC Delegation at Inspire	Walter E. Washington & Mandalay Bay Convention Centre, USA	2017-2019	250
Allergan	Juvederm Launch	Hilton Sentral, Kuala Lumpur, Malaysia	2014	100
Aon Risk Solutions	Aon ARS Asia Leadership Meeting	International Asiana Saigon, Ho Chi Minh, Vietnam	2015	150
Aon Risk Solutions	Aon Insight Series	Shangri-La Hotel	2019	850
APF Group	SMEOne Asia Awards	Marina Bay Sands Convention Centre, Singapore	2011 - 2012	1200
AXN	AXN Trade Event	Starhub Green Auditorium, Singapore	2012	150
Bayer Healthcare	Sivextro Launch Symposium	Four Seasons Hotel, Singapore	2015	50
Bayer Healthcare	Xarelto Launch Symposium	National Museum, Singapore	2012	120
DBS Bank	I Remember Broadway - Staff Gala Night	Marina Bay Sands Convention Centre, Singapore	2014	7000



NON-EXHAUSTIVE

EVENT LISTING

CLIENT	EVENT TITLE	COUNTRY	YEAR	PAX
Design Singapore Council	Singapore Design Week - Innovation by Design Conference	Drama Centre & Hotel Fort Canning, Singapore	2016 - 2017	600
International SOS	30th Anniversary Dinner	Red Dot Design Museum, Singapore	2015	300
Microsoft	Microsoft Inspire Singapore + Partner Awards	Chinese Cultural Centre + JW Marriott South Beach, Singapore	2017	750
Microsoft APAC	Platinum Partner Summit 2014	JW Marriott Hotel, Phuket, Thailand	2014	100
Microsoft APAC	Platinum Partner Summit 2015	Sheraton Saigon Towers, Ho Chi Minh, Vietnam	2015	100
Microsoft APAC	APAC Delegation at Microsoft Inspire	Walter E. Washington & Mandalay Bay Convention Centre, USA	2017 - 2019	250
Microsoft Dynamics	Asia Partner Summit & Technical Symposium	Ayana Resort, Bali, Indonesia	2013	400
Microsoft Dynamics	Asia Partner Summit & Technical Symposium	The Mulia, Bali, Indonesia	2014	600
National Gallery Singapore	CIMAM 2017 + Off Site Tours	National Gallery Singapore + Vietnam + Jakarta + Yogyakarta	2017	280
Singapore Maritime Foundation	New Year Cocktail Reception 2018	PSA Building, Singapore	2018	200
Singapore Press Holdings	iink Awards 2016	Ritz-Carlton Millenia Hotel, Singapore	2016	350
Sunray Woodcraft Construction	Sunray Grand Opening	Sunray Building, Singapore	2015	1200



SATISFIED PARTNERS

ASIA RISK SYMPOSIUM 2015

...professional and had great chemistry, providing excellent suggestions. They have our highest recommendation.

Neelay Patel
Regional Sales & Marketing Director
Aon Risk Solutions

LAUNCH SERIES OF XARELTO

You understood what I wanted and were able to provide solutions that met my needs through your close follow up and speedy response.

Joy Tang
Product Manager, Xarelto
Bayer Healthcare (SEA)

ASIA PARTNER SUMMIT & TECHNICAL SYMPOSIUM 2014

...the ability to think differently and execute well.

Emily Fork
Partner Sales Director
Microsoft Dynamics

CLIENTS





03. OUR PEOPLE

The Team
Contact Us

THE TEAM

We are a diverse mix of people with different backgrounds, talents, passion and personalities. And it's this diversity that makes us a strong collective. It's the magic sauce that makes us curious, creative and authentic.

For more than a decade, we're grateful that many clients have embraced us and our ideas, trusting us with their events. And together, our hard work has clinched us 17 regional industry awards.

Many of our clients, collaborators and partners have become friends we treasure. We hope to get the opportunity to co-create amazing events with you too.



Some of our accolades:



MARKETING MAGAZINE'S
BRONZE WINNER - EVENT MARKET-
ING AGENCY OF THE YEAR 2016
TOP 10 EVENT MARKETING AGENCY -
2012, 2014 & 2015



MARKETING MAGAZINE'S
MARKETING EXCELLENCE AWARDS 2016
GOLD WINNER
EXCELLENCE IN EVENT MARKETING



MARKETING MAGAZINE'S
MARKETING EVENT AWARDS 2015 & 2018
GOLD WINNER
BEST EVENT - ARTS & CULTURE
BEST EVENT FOR A TARGETED COMMUNITY



MARKETING MAGAZINE'S
LOYALTY & ENGAGEMENT AWARDS 2016 & 2017
GOLD WINNER
BEST USE OF EXPERIMENTAL / LIVE MARKETING



MARKETING MAGAZINE'S
MARKETING EVENT AWARDS 2016
SILVER WINNER
BEST GOVERNMENT SECTOR EVENT
BEST ARTS AND CULTURE EVENT
BEST USE OF VENUE



MARKETING MAGAZINE'S
THE MARKIES WINNER
BEST IDEA - BUSINESS EVENT



MARKETING MAGAZINE'S
MARKETING EVENT AWARDS 2019
BRONZE WINNER
BEST EVENT: ARTS & CULTURE

ANDRINA YEO

Account Director



Armed with 13 years of events experience, Andrina is our specialist in **high-level business events management**.

Over the decade, Andrina has amassed a strong portfolio of clients from government agencies to blue-chip MNCs, such as **DesignSingapore Council, Microsoft, Aon, Dell, DBS Bank and Singapore Press Holdings**.

Andrina has led our team in producing **Conferences, Incentives and Business Galas in Singapore, Thailand, Vietnam and Indonesia** - attended by international and C-Suite audiences, demanding meticulous attention to event programme content, show production and business travel arrangements.



WAI MAYLENG

Managing Director



In 2006, Mayleng founded The Events Artery, with the vision of building an independent and home grown agency that creates world class experiences.

Over the past 18 years, she has directed and managed a myriad of campaigns and live events for government agencies and MNCs. Mayleng spearheads The Events Artery and oversees all aspects of Business Strategies, Creative Concepts and Client Servicing.

Today, The Events Artery is an established Experiential Marketing Agency, which was voted as **Top 10 Event Marketing Agency from 2012 - 2016** and has clinched **17 industry awards**.



AGNES HO

Account Director



Agnes Ho is our specialist in **high-impact consumer events and activations**. Over the past 8 years, she has built a strong portfolio of **product launches, media events, festivals and promotional activations**.

Her ability to combine production practicality with creativity has made her an expert in transforming venues into experiential spaces that are on-brand and on-message.

To date, she has helped clients such as **Netflix, Volkswagen, Cycle & Carriage and Johnnie Walker** launch their products by creating immersive event set designs and buzzworthy programming.



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**the
events
artery**
ideas with heart