INFINITE POSSIBILITIES
Marina Bay Sands Meetings Concierge

A mobile app solution to enhance your meeting experience
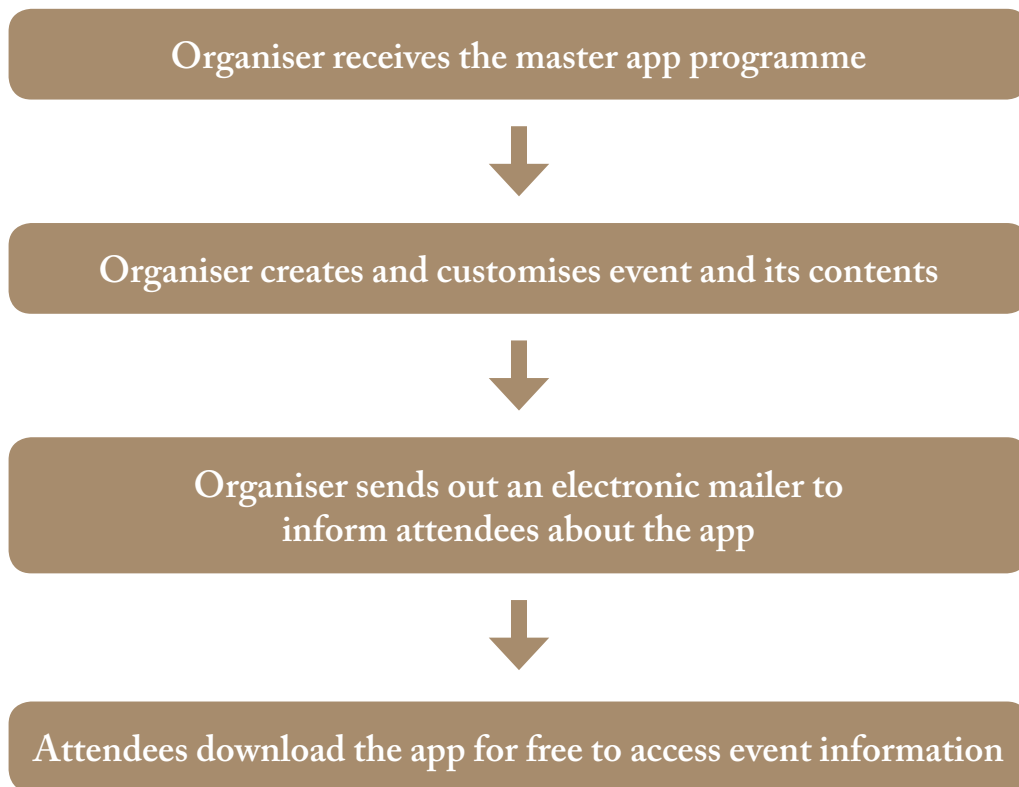
MARINA BAY Sands®
SINGAPORE

MOBILE APP SOLUTION FOR ORGANISERS

We are proud to introduce the Marina Bay Sands® Meetings Concierge, a mobile app solution that enhances your experience.

With the Marina Bay Sands Meetings Concierge, you can have a fully customisable app dedicated to your event, without the hassle and cost of developing an app from scratch.

What's more, the mobile app also gives you the added advantage of going paperless, helping you to eliminate the environmental impact and costs associated with developing and printing event guides, updates and other paper-based materials. Unlike printed guides, the app allows you to update your event schedules and make new announcements in real-time, providing your attendees with the most current and up-to-date information for the complete event experience.

IN A NUTSHELL

> **Organiser receives the master app programme**

⬇

> **Organiser creates and customises event and its contents**

⬇

> **Organiser sends out an electronic mailer to inform attendees about the app**

⬇

> **Attendees download the app for free to access event information**

APP FEATURES

- More than 30 fully customisable built-in features and components
- Security, privacy and access settings
- iOS and Android platforms (free for event attendees to download and use)
- Step-by-step training guide with SnappApp

COUNTLESS BENEFITS

OPTIMISE BRANDING

Reinforce your brand and its positive associations across multiple events with just one app.

ENHANCE EVENT EXPERIENCE

Allow attendees to connect with each other and create content at their own convenience.

SAVE TIME

Create and update your app as you need on your own time.

MEET OBJECTIVES

Use a comprehensive range of features to meet specific event objectives and leverage on corporate strategies.

CUSTOMISATION

Use a comprehensive range of features to meet specific event objectives and leverage on corporate strategies.

MULTILINGUAL

Create your event with multiple language options to reach out to a wider demographic.

ACT FAST

Adapt your events as needed from real-time, detailed analytic reports.
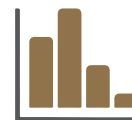
REDUCE COSTS

Eliminate high printing, shipping and distribution costs from hard copy programme guides, as well as the need to purchase a new app for each event.

FUNCTIONS

FOR ORGANISERS

Inform

- Showcase and highlight keynote speakers and their profiles
- Generate listings and details of event schedules to encourage participation
- Provide downloadable content (Maps, presentation slides, etc.) and other useful information

Target

- Gather reports such as number of downloads, page views, mobile platforms and more directly from the app
- Target select attendees for specific workshops
- Generate additional revenue through custom splash pages and rotating banner ads

Connect

- Connect and alert participants on important updates via messaging
- Network with event participants and event organisers through event-specific Twitter, Facebook and LinkedIn pages

Personalise

- Showcase your sponsors' brands with logo displays, descriptions and contact information in a scrollable list
- Customise your personal event with splash pages, logo displays and descriptions

FOR DELEGATES AND ATTENDEES

Learn

- Learn about the keynote speakers through listings and in-depth speaker profiles
- Check out what's on with event schedules and update
- Access presentation slides from speakers

Navigate

- Find directions and venue information at the touch of a button

Interact

- Search and connect with other users of the app through a messaging feature
- Link to event-specific Twitter, Facebook and LinkedIn pages to network with event participants and organizers
- Spread the word about an event by sending a pre-scripted email to your friends that lets them know about your event experience

Personalise

- Customise your own attendee profile
- Create your own personal event schedule
- Add sessions to your mobile calendar
- Add contacts from attendee list to your mobile contact directory

5 WAYS TO OPTIMISE YOUR APP

SPONSORSHIP

Find a sponsor/partner for your app to cover the expenses and market to a wider audience.

ADVERTISING

Find several interested small partners to purchase advertising banner space in your app and cover the expenses at a lower cost across multiple parties.

REACHING OUT

Send out an announcement eDM to your guests to download the app before they arrive to extend your reach.

PERSONALISATION

Send a welcome message to your guests as they arrive at Marina Bay Sands via in-app messaging

PROMOTIONS

Include your delegate program offers in your app for your guests to enjoy special offers while they are at Marina Bay Sands!

The Marina Bay Sands Meetings App is available at:

Google play

Available on the iPhone
App Store

EVENT HEADER & LOGO

Attendees   Exhibitors   Info Booth

My Schedule   Schedule   What's On

Videos   Speakers   My Notes

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