

# CASE STUDY



JUNE 2014

Dell EMC impresses their customers tech teams in Singapore

THE EVENT

Dell EMC Technical Advisory Board – APJ  
Shangri-La Rasa Sentosa Resort Hotel, Sentosa Island, Singapore

# case study

## DELL EMC IMPRESSES THEIR CUSTOMERS TECH TEAMS IN SINGAPORE

### THE BRIEF

An advanced technical event for senior technologists and technical architects from customers in the APJ (Asia Pacific, Japan) region. These technical contacts act as the solution evangelists, providing thought-leadership influencing many more customers than are represented directly at the meeting. This event was part of a global roll-out of the new TAB initiative reporting directly back to the senior leadership team.

### THE SPEC

- 2 day meeting with accommodation before and after for some.
- 25 senior delegates from Dell and customers
- Main plenary plus structured break out areas
- Welcome dinner plus off-site gala dinner
- All accommodation and in-country transportation
- On-site local language support plus English speakers
- Branded themed materials – lanyards, notepaper, pens and signage
- Branded documentation

### THE CHALLENGES

This needed to be presented as an executive level event with an up-market venue easily accessible from the airport in Singapore. However, the fixed budget was set centrally and did not take account of the local geography. It certainly did not accommodate the spectacular, and spectacularly expensive, downtown Singapore hotels.

Feeding such a diverse group from a broad geography threw up some challenges regarding dietary requirements. The devil really was in the detail on this event which prompted a blog article - [here](#).

## THE CHILL OUT SOLUTION

### Outside the box locations

Chill Out has managed events in the region before, so we worked with our local contacts to offer suitable locations and venues to meet the brief and fit the tight budget. We discussed the pros and cons of alternatives with the client and they accepted our recommendation of the Shangri-La Rasa Santosa Resort Hotel on Santosa Island. This hotel is only 15 minutes easy travel from the city and is famous as Singapore's only 'beachfront resort'.

### The Meeting

This venue provided the option of formal and informal break-out areas as requested together with a spectacular plenary presentation space. As this was a highly interactive technical forum with a limited formal agenda, the hotel was supremely helpful and reactive to our client's needs. Coffee and drinks were on-demand as the meeting stopped for breaks and a wide choice of menus were available in the areas set aside for our delegates.

### Dining Out in Style

In choosing the venue, we were aware of the possibility of 'losing' delegates to the many delights on offer in such a beautiful resort. We room-dropped additional itinerary information and guides to ensure that every delegate – whether speaker or attendee – was aware of where they needed to be at any time. We arranged flexible transport to make sure any stragglers didn't either delay the main party or miss the event.

The gala dinner at the prestigious Sentosa Golf Club impressed everyone, including us. Our hosts could not have been more hospitable and dinner was a culinary feast of the senses. We had worked with the Club to ensure that our guests with specific dietary requirements were catered for so that everyone could relax and enjoy their evening. The feedback was excellent all round.

### Summary

Given the original wish to host the event in downtown Singapore, a lot of hard work paid off and delivered a successful event and many happy guests. We showed that it is possible to create a statement event that meets the brief while working within the limitations of the budget.

### A Happy Client



Thank you for all your effort and hard work Julie. The whole event was a success!

# GALLERY

