



CASE STUDY – MINISTERIAL CONFERENCE 2007 - SINGAPORE

Background

Specially appointed by Singapore Tourism Board, East West Executive Travellers was given the charge of the Ministerial Delegation during the ASEAN Tourism Forum 2007. Fully aware of the status of our guests, we were able to ensure seamless and efficient services for the ministers, the heads of national tourism boards, and their delegation.

Challenges

- Cross cultural and protocol expectations
- Security & foreign liaison

Solution

East West worked very closely with the tourism board and all third party vendors on all protocol, security and logistics requirements for clockwork precision that was pertinent

- coordination with venues, vendors and tourism board
- coordination with police, airport, press & foreign consulates
- staffing and logistics management

From meetings to social activities, a private golf tournament to spectacular dinners, no effort was spared to ensure a polished and efficient management that took into consideration all aspects, from security to protocol, creativity to entertainment.

Result

As exacting and demanding as the VIP and Ministerial delegation, together with the cross cultural and protocol expectations, East West assured an implementation that was planned meticulously. This provided for precision & procedures that complied to all of the required expectations.

