



CASE STUDY – PRIVATE HOSPITALITY EVENT 2007 - SINGAPORE

Background

A private dinner that needed to seamlessly blend VIP treatment with personal attention & hospitality that will cultivate relations for greater partnership.

Challenges

- Venue restrictions
- Protocol

Solution

In understanding the profile & sophistication of the guests, East West assured a service level that was impeccable & an environment set to impress.

Every part of the dinner was well thought of, and carefully executed. From décor to menu, table setting to the guests' reception, East West staff was onsite to ensure that we had the most conducive setting using available space both indoor and outdoor.

Due to the restrictions of space, we capitalized on the food element with elaborate set up and live stations to bring out the essence of the evening.

Result

An Asian hospitality at its best, from the best in cuisine, with a specially selected menu of Chinese and local hawker fare, with live cooking stations brought a special touch to the evening.

Added with exotic orchid floral displays, tailor made décor and live entertainment brought about a perfect setting for a private celebration with the Mayor.

