

SINGAPORE

Convention  
Exhibition Centre



World's Leading Meetings & Conference Centre



Best Corporate MICE Venue



Exhibition Venue of the Year



Best Convention & Exhibition Centre



UFI 2015 Award for Innovative Catering Concepts



Vendor of the Year



NS Advocate for SMEs



Suntec  
SINGAPORE  
Convention & Exhibition Centre

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ARUN MADHOK

CEO, SUNTEC SINGAPORE

CROWD MANAGEMENT IN AN URBAN FACILITY

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Convention Exhibition Centre



THE PREFERRED PLACE TO MEET FOR IMMERSIVE MEMORABLE EXPERIENCES



Central Location

Amazing Food

Flexible, Customisable Space

Sustainable Business Practices

Attentive Service Experts



World's Leading  
Meetings and  
Conference Centre



# Perspective from a Convention Centre

A Microcosm of the Urban Society

## The Environment

- Capacity of 200,000 people daily
- 100,000 m<sup>2</sup> of space
- 10 Entrances
- 16 Escalators
- 7 Elevators
- 3 MRT stations
- 5 Taxi stands
- 61 Bus services
- 3,600 carpark space
- Junction of multiple expressways and highways

## Population Demographics

- International delegates
- C-level executives
- General shoppers
- Office executives
- Church worshippers
- Concert goers
- Students
- Families



# The Problem of the Peak

Influencing Factors

**Staggered Arrival  
but Mass Departure**

- **Established Social Rhythms**
  - Start times, Lunch times, Break times
- **Occupancy**
- **Event types**



# The Problem of the Peak

## Consequences

- **A Diminished Experience**
  - Queues
  - Toilet congestion
- **Increased Costs**
- **Safety & Security**
- **Stress on Infrastructure**
- **Hygiene**

# Dealing with the Peak

## Strategies

### **Dilute** the peak

- Opportunities to Stagger Meal Timings
- Co-location of Diverse Events
- Pre-event / Mobile Registration



# Dealing with the Peak Strategies

## Manage the peak

- Maintenance of Infrastructure
- Dynamic Wayfinding
- WiFi as an Enabler
- Active Monitoring of Facilities
- Making People Happy 😊





# Dealing with the Peak Strategies

## Dissolve the peak

- Escalators Adaptability
- Clear Exit Signages
- Creating Alternative Focus
- Peak Forecasting with Taxi Companies





# Optimising the Use of Technology

## Bringing Everything Together

### Wi-Fi Analytics

- Visitor Trends
- Toilet Cleaning

### Video Analytics

- People Counting
- White List / Black List

### Intelligent BMS

- Dynamic WayFinding
- Smart Controls
- Google Indoor Mapping

### Business System

- Integrated Bookings
- Customer Portal

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Thank You