





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 m² 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

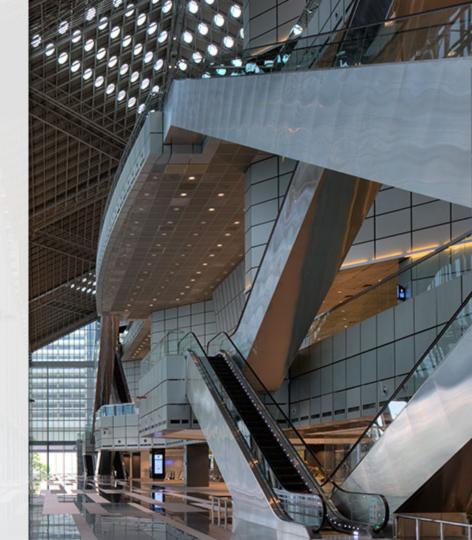
- A Diminished Experience
 - Queues
 - Toilet congestion

- 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

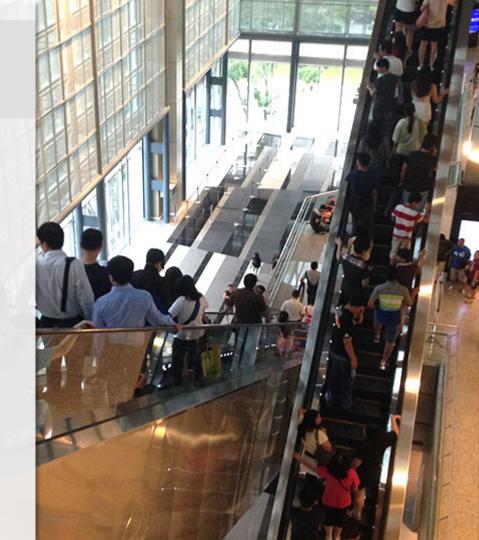
- Maintenance of Infrastructure
- Dynamic Wayfinding
- WiFi as an Enabler
- Active Monitoring of Facilities
- Making People Happy ©



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

