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## **Northstar Meetings Group and Singapore Tourism Board Announce 2nd Annual ‘Their PASSION MADE Your Event POSSIBLE’**

*Awards Programme Recognizes Behind-the-Scenes ‘Unsung Heroes’ in the Meetings and Events Industry, Who Exemplify Singapore’s ‘Passion Made Possible’ Spirit*

SINGAPORE (11 April 2019) – Singapore Tourism Board and Northstar Meetings Group has launched the second annual “Their PASSION MADE Your Event POSSIBLE” awards programme. The programme recognizes behind-the-scenes industry professionals whose passion and commitment to excellence contributes meaningfully to the achievement of successful business events and the highest levels of customer satisfaction. It also highlights the importance of the meetings industry to the livelihoods of millions of hospitality professionals in Singapore and worldwide.

U.S. and Singapore meetings industry leaders and suppliers can nominate behind-the-scenes professionals – such as Convention Service Managers, Show Decorators, F&B Managers/Chefs, Transportation Managers and Audio/Visual Specialists – who embody the “Passion Made Possible” spirit and who contribute to successful business events for their organizations or their customers’ organizations.

Nominees will be evaluated by a panel of industry experts and those judged to represent the ideals of “Passion Made Possible” will be recognized and celebrated at MICE industry events Singapore MICE Forum (25-26 July 2019) in Singapore and IMEX America (10-12 September 2019) in the U.S. They’ll also be featured in articles and advertisements across various Northstar Meetings Group media, including: *Meetings & Conventions* (M&C), *Successful Meetings*, *M&C Asia* and *Incentive* magazines and their respective websites. The programme is supported by the Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS).

“One of the most important contributions we made to the meetings industry last year was this programme,” said David Blansfield, executive vice president, Northstar Meetings Group, referring to last year’s ‘Their PASSION MADE Your Event POSSIBLE’ campaign. “Not only was it meaningful to the professionals who were recognized, it was even more rewarding for the people and the organizations who nominated them. Nominees are behind-the-scenes staff members who show up for work on-time every day, go above-and-beyond in their jobs, and – unfortunately – rarely get the recognition they deserve. This programme changes that.”

Kershing Goh, Regional Director, Americas, Singapore Tourism Board, said, “Singapore is constantly evolving, reinventing and reimagining itself, but one important constant is her people, the people who embody the country’s ‘Passion Made Possible’ spirit. Singapore’s success in the meetings business did not come by chance. The many years of accolades that we’ve received is testament to the efforts of our industry colleagues who have always come together to punch above their weight and help deliver successful events, be it the Trump-Kim Summit or a corporate or association meeting.”

“Our business events and meetings industry is morphing in response to new factors affecting business and economic growth largely brought about by today’s digital era. Customers are now looking at an effective return on engagement. A meaningful customer experience can only be achieved through a well-designed interplay of engagement among the organisers, the service providers, and related communities,” said Priscilla Leong, SACEOS Vice President of Community. “SACEOS firmly believes that passionate people create exceptional service. Through our training and development programmes, SACEOS continues to nurture people with passion to create the delightful customer moments in our industry. We are pleased to support a programme that drives and highlights excellence across the Singapore MICE landscape, and to recognize these passionate individuals at the Singapore MICE Forum, the premier meeting for MICE professionals and thought leaders in the region, a SACEOS flagship event.”

In 2018, six behind-the-scenes meetings and events heroes were recognized.

To learn more about “Their PASSION MADE Your Event POSSIBLE”, the professionals who were celebrated in last year’s inaugural class, and to nominate someone you know this year who helps the meetings industry achieve success every day, visit [passionmadepossibleawards.com](http://passionmadepossibleawards.com). Nominations are due by 29 April for Singapore nominees, and July 1 for U.S. nominees.

For questions, email [STB Comms Contact](mailto:STB.Comms.Contact).

### **About Singapore Tourism Board**

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore’s key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions. For more information, visit [stb.gov.sg](http://stb.gov.sg) or [visitsingapore.com](http://visitsingapore.com) or follow them on Twitter [@STB\\_sg](https://twitter.com/STB_sg).

### **About Northstar Meetings Group**

Northstar Meetings Group is the leading B-to-B information and marketing solutions company serving all segments of the business meetings, events, sports and incentives market, including full-time and part-time meeting planners, as well as corporate, association, sports and not-for-profit decision-makers, and incentive professionals, facilitating their professional development and achievement of business goals. Its influential brands – *Meetings & Conventions*, *Successful Meetings*, *Meeting News*, *Incentive* and *SportsTravel* – currently serve over 350,000 active meeting and event planners and incentive professionals, across an integrated suite of data, digital, events and print products. For more information, please visit [NorthstarMeetingsGroup.com](http://NorthstarMeetingsGroup.com).

### **About Northstar Travel Group**

Northstar is the owner of well-known brands including *Travel Weekly*, *TravelAge West*, *Business Travel News*, *Successful Meetings*, *Meetings & Conventions*, *Travel Weekly China*, *Incentive*, *M&C China*, and *Web in Travel*. The company produces more than 75 face-to-face events in 13 countries in retail travel, hospitality, corporate travel, travel technology, and the meetings industry. In addition, Northstar owns Phocuswright, the leading research, business intelligence, and event producer serving the fastest growing segment of the travel industry, online travel distribution. Northstar is also the majority shareholder in Inntopia, the leading SaaS e-commerce software, CRM database marketing and predictive analytics business serving the mountain destination, activities, and specialty destination travel markets. Based in Secaucus, NJ, the company also has offices in New York, NY; Denver, CO; Los Angeles, CA; Winston-Salem, NC; Stowe, VT; Lombard, IL, and global offices in Singapore, Beijing, and Shanghai.

Northstar Travel Group is owned by funds managed by EagleTree Capital.

## About SACEOS

SACEOS is the Singapore Association for Conventions Exhibitions Organisers and Suppliers – the nation’s trade association for meetings, incentives, conventions and exhibitions (MICE) industry. The association leads and represents member organisations to advance the capabilities and growth opportunities for its members and communities committed to the MICE industry. Through its mission, SACEOS is positioning Singapore as a premier Global-Asia mode in the MICE industry:



- *Empowering Business*  
Through its business outreach and market opportunities platforms, SACEOS empowers and enables business growth, transformation and collaboration for its members and communities committed to the MICE industry.
- *Enriching Capabilities*  
SACEOS builds upon the people assets of the MICE industry to enrich the workforce with versatile skills, new knowledge, adaptable for the increased fluidity to perform in a hyperscale gig economy of the future.
- *Advocating for Industry*  
SACEOS serves as an active voice for the MICE industry by actively and responsibly advocating for advancement and a better business economy, while remaining a trusted and respected partner of the government and the agencies.

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