

BUSINESS & LEISURE EVENTS

Updated as of 23 October 2020

A: PERMISSIBLE EVENTS

- 1. What constitutes a MICE event?**
- 2. What constitutes a Leisure event?**

- a. MICE events refer to Business-to-Business (B2B) events such as Meetings, Incentive travel, Conferences and Exhibitions. Events that are substantially recreational or social in character, such as company D&Ds, networking events or gala dinners, do not fall within the MICE events contemplated here and are currently not permitted.
- b. Leisure events refer to events which are targeted at consumers (i.e. B2C event) and open to physical attendance from the general public (i.e. anyone can attend the event), regardless of whether attendance is ticketed or free.
- c. On 20 October 2020, the Multi-Ministry Taskforce (MTF) announced that work-related events of up to 50 persons will be permitted to be held outside of workplaces/own premises with effect from 22 October 2020. Work-related events include consumer-facing events (such as product launches, marketing / branding events) and work meetings (among colleagues or with external parties, training, board meetings, HR talks, townhalls, seminars, corporate retreats, conferences on business strategies, Annual/Extraordinary General Meetings, tender briefings to vendors and award ceremonies). More details on the MTF's announcement on 20 October 2020 can be found [here](#) . FAQs on the Ministry of Manpower's Workplace SMMs can be found [here](#).

3. What events are currently permitted*?

Updated as of 23 October 2020

Event Type	Venues	
Location	Within workplace/ enterprise's own premise	Third party venues (i.e. Venues outside of workplaces/enterprise's own premises) e.g. function rooms
Work-related events	<ul style="list-style-type: none"> Up to 50 persons at any time or the maximum number of individuals which the room or venue may accommodate if there is a distance of at least one metre between any 2 individuals, whichever is lower; and At least 1 metre spacing between individuals at all times <p><i>E.g. Conferences, seminars, corporate retreats, Annual General Meetings, Extraordinary General Meetings, tender briefings to vendors, commemorative ceremonies, ground-breaking ceremonies, award and promotion ceremonies. Attendees may include external parties such as business associates, customers as well as members of associations etc.</i></p> <p><i>With effect from 22 October 2020, work-related events are permitted at third party venues</i></p>	
In-house training without 3 rd party service provider Training & educational courses by Education Business	<ul style="list-style-type: none"> Up to 50 persons at any time, <u>or</u> the maximum number of individuals which the room or venue may accommodate if there is a distance of at least one metre between any 2 individuals, whichever is <u>lower</u>; and At least 1 metre spacing between individuals at all times <p><i>E.g. Company holding training for employees within the office compound</i></p> <p><i>E.g. Company engaging training provider to conduct training for employees in one of the office meeting rooms/auditorium</i></p> <p><i>E.g. Company engaging training provider to conduct training for employees at a hotel function room</i></p> <p><i>E.g. Company holding training for employees at hotel function room</i></p>	
Consumer-facing events	<ul style="list-style-type: none"> Up to the premises' venue operating capacity, subject to the implementation of safe management measures Up to prevailing group size limit of 5 individuals per group At least 1 metre spacing between individuals and between groups at all times <p><i>E.g. Product launches, store openings and marketing and branding events at enterprise's retail premises</i></p>	<ul style="list-style-type: none"> Up to 50 persons (including all persons and vendors except venue staff) at any time <p><u>or</u></p> <ul style="list-style-type: none"> The maximum number of individuals the room or venue may accommodate to ensure a distance of at least one metre between any 2 individuals, whichever is <u>lower</u> At least 1 metre spacing between individuals at all times

		<p><i>E.g. Product launches, marketing and branding events at hotel function rooms</i></p> <p><i>With effect from 22 October 2020</i></p>
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**Please note that the prevailing respective sector specific requirements and Safe Management Measures under the COVID-19 (Temporary Measures) (Control Order) Regulations 2020 continue to apply.*

Workplace events which are substantially recreational or social in nature (such as gala dinners, networking functions, company D&Ds) are currently not permitted.

Eating and drinking should be avoided at these events as these activities require masks to be removed which raises the risk of COVID-19 transmission. However, if meals are necessary, attendees must be seated and served individually and minimise contact with one another while eating or drinking. Safe distancing also needs to be maintained during the meal. Meal durations should be kept short to minimise the period that individuals are unmasked, and the meal should not be a main feature of the event. Any pre-recorded music, speech or sound played at these events should not exceed 60 decibels in any part of the room or place where food or drinks are served or consumed.

Please see details on the updated Requirements for Safe Management Measures (SMMs) at the Workplace by the Ministry of Manpower [here](#). Separately, you may find the FAQs on Workplace SMMs [here](#).

4. Are events permissible at third party venues such as F&B establishments?

- a. With effect from 22 October 2020, work-related events (including B2C consumer-facing events) and training workshops can take place in third party venues. This includes F&B establishments which would be rented as function centres for the purpose of the events.
- b. **Meals should not be the main feature of the event.** However, if meals are deemed necessary, attendees must be seated 1 metre apart and served individually and minimise contact with one another while unmasked. Meal durations should be kept short to minimise the period that individuals are unmasked. Any pre-recorded music, speech or sound played at these events should not exceed 60 decibels in any part of the room or place where food or drinks are served or consumed.
- c. Enterprise Singapore (ESG) will be providing more information through an updated advisory. Please refer to ESG's website for the latest updates [here](#)

C: MICE EVENT PILOTS

5. How can we start organising a MICE event under STB’s MICE event pilots?

- a. For applications of MICE events of up to 250 pax under the STB MICE events pilots, Event Organisers and Event Venues (collectively, EOs) must submit a joint application, including an event proposal to STB.
- b. EOs must demonstrate the readiness and capabilities to implement the Safe Management Measures (SMMs) required to meet the five outcomes to pilot MICE events in a safe and controlled manner.
- c. STB and the Ministry of Trade and Industry (“MTI”) will review the submitted event proposal and EOs may proceed only upon obtaining MTI’s approval.
- d. Event Organisers may continue to apply with STB to pilot MICE events of up to 250 persons under the [Safe Business Events Framework](#).

	STB MICE Events Pilots Adherence to Safe Business Events (SBE) Framework
Location	Third Party Venues (eg: External event venues such as function rooms in hotels or attractions)
Event Type	Meetings, Incentives, Conferences, Exhibitions <ul style="list-style-type: none"> • Not consumer facing (B2C) (e.g. roadshows, product launches, fairs, marketing and branding events etc.) • Not predominantly social in nature
Examples	A B2B event attended by professionals or business entities to exchange knowledge or to discuss a particular subject, a trade association convening for an education session or panel discussion etc.
Pax	Up to 5 zones (250 pax)
Zone/Cohorts/ Groups	<ul style="list-style-type: none"> • Limited to ≤ 20 pax per cohort • Limited to ≤ 50 pax per zone • Up to 5 zones of 50 pax each
Safe Management Measures (SMMs)	Comply with STB’s Safe Business Events (SBE) Framework
Approval	Event organiser and event venue must submit a joint application and event proposal for STB’s assessment. If STB is satisfied with the proposal, the Ministry of Trade and Industry (“MTI”) will give the EOs approval to carry out the event.

6. How do I apply? How long is the application process?

- a. The application form must be jointly completed by both the Event Organiser and Event Venue (collectively, EOs).
- b. Please use the Industry Self Help Checklist to check if your event falls under the purview of STB MICE event pilots by going through the checklist before putting in an application. Industry Self Help Checklist can be found [here](#). We strongly encourage EOs to put in their applications as early as possible (**preferably 3 months in advance**) to cater sufficient time for planning, registration and marketing. Minimally, EOs should submit their application **at least 1 month before the event date**.
- c. Each MICE event and its related marketing efforts may be carried out only after receiving approval from STB and MTI.
- d. Please note that STB and MTI will take up to **14 business days to assess** each application.
- e. Please send the completed application form as well as your event proposal to secb@stb.gov.sg. The application form and details of the SMMs required under the “expansion of MICE pilot events in Singapore” can be found [here](#).
- f. STB has started accepting applications from 1 October 2020.

7. Can I apply for my event (up to 250 pax) which is scheduled for the later part of the year (Dec 2020 onwards) to resume? I would need to start event planning, production and marketing.

- a. Yes. Event Organisers and Event Venues (collectively, EOs) must submit their application and event proposal **at least** 1 month prior to the commencement of each MICE event. STB and MTI will take up to 14 business days to assess each application. As such, EOs are encouraged to put in their applications as early as possible (**preferably 3 months in advance**) to cater sufficient time for planning, registration and marketing.
- b. STB has started accepting applications from 1 October 2020.

8. Are there limitations to the event venues allowed under the STB MICE event pilots?

- a. There is no restriction to the types of event venues allowed as long as the venues can be hired as a function centre and is able to comply with SG Clean standards as well as implement measures under the Safe Business Events Framework.

9. Can foreign delegates attend MICE events in Singapore?

- a. Singapore has implemented travel arrangements with some countries to facilitate travel while safeguarding public health.
- b. Foreign delegates from these countries may submit their request to enter Singapore through such arrangements to attend the approved MICE pilot events.
- c. Please refer to ICA's website for the list of countries and the respective requirements [here](#).

10. Do event organisers need to confirm the venue before submitting the application form?

- a. Yes, the application will need to be jointly submitted by the Event Organiser and Event Venue (collectively, EOs). This includes an event proposal to be submitted to STB.
- b. The event proposal must detail how the SMMs are achieved within the proposed event venue. Any application received without this information will be rejected. If the venue is changed after the application is submitted or approved, EOs will need to re-submit the event proposal. Should this happen, please note that the application processing time will also be affected.

11. What would these SMMs (e.g. cohorts of 50pax) look like for tradeshow?

- a. As announced on 7 September 2020, The Alliance for Action on Enabling Safe and Innovative Visitor Experiences, an industry-led coalition, has developed a prototype for safe tradeshow and exhibitions, which will be tested out at a new event in November called TravelRevive – powered by ITB Asia & STB.
- b. As more insights and data are obtained through such pilot events, STB will work with the MICE industry to adapt and adjust our protocols for safe exhibitions and tradeshow. The resumption of more events in the MICE sector will be dependent on the success of the pilot events and the ability and readiness of the event owners and organisers to implement the necessary safe management measures effectively, taking into account the local health situation. More information on this will be shared in due course.

12. When will large scale business events be allowed to resume?

- a. Since 1 October 2020, STB has begun accepting applications for organisers to pilot MICE events of up to 5 zones of 50 attendees (250 pax) with attendees to be divided into cohorts of 20 in Singapore. Organisers who intend to pilot events with up to 250 attendees must demonstrate their ability to implement Safe Management Measures to meet a set of health and safety outcomes.¹
- b. The safe resumption of MICE events requires close coordination and partnership between public and private sector stakeholders. Given the need to act quickly and decisively in order for our economy to emerge stronger from the COVID-19 crisis, the Emerging Stronger Taskforce² (EST) under the Future Economy Council (FEC) has convened the Singapore Together Alliances for Action (“Alliances”), which are industry-led, Government-supported coalitions that will act quickly by prototyping ideas on key opportunity areas for Singapore.
- c. Recognising health and safety as key imperatives, the Alliance on Enabling Safe and Innovative Visitor Experiences has developed a prototype for safe tradeshows and exhibitions – these are larger events which would not have been permitted to resume in their pre-COVID-19 format. The prototype has been developed in partnership with the private sector and will provide delegates with the degree of interaction they would normally be accustomed to in a regular tradeshow setting – but in a far safer way which minimises infection risks. This will be first tested at a new event in November called TravelRevive – powered by ITB Asia & STB.
- d. STB will only be able to advise on the general resumption of large-scale events after the successful conclusion of the pilot events.

¹ An example of some outcomes to be achieved include: implementing infection control measures for pre and post event; limiting overall density of attendees, especially in enclosed places; and limiting opportunities and number of close contacts between individuals

² The Emerging Stronger Taskforce (EST) was formed under the Future Economy Council (FEC) to review how Singapore can stay economically resilient and build new sources of dynamism to emerge stronger from COVID-19. The EST is co-chaired by Minister for National Development, Mr Desmond Lee and Group CEO of PSA International, Mr Tan Chong Meng, and comprises 15 members from various sectors, including businesses and trade associations and chambers.

D: OTHER EVENT RELATED QUERIES

13. What is the role of the Event Organiser and Event Venue? Who would be penalised in the event of a contravention?

- a. Both the Event Organiser and Event Venue are jointly responsible for the events taking place under their purview. In the event of any contravention, Enforcement Officers will investigate the facts and circumstances leading to the contravention to determine which party is liable, or if both parties are liable.

14. As a venue operator, can I have multiple events at my venue?

- a. Yes. In the event of multiple concurrent events taking place in the same facility (more than 930sqm), the event venue must ensure that the overall density capacity requirement of at least 10sqm per attendee must be met.
- b. If the overall event facility demarcated for use by events is less than 930sqm, your event venue is not bound by the operating capacity of 10sqm per attendee. Please note that you will need to comply with the Safe Business Events Framework. The event venue and respective EOs must work out a plan to stagger the movement of attendees within each zone to ensure that attendees of each zone would not be able to intermingle with attendees from other zones.

15. Are venues allowed to accept bookings for permitted enterprises to conduct examinations, tests or for the purpose of assessment?

- a. Yes, examinations, assessments for professional or vocational training, testing, certification or accreditation; or tests, examinations or other methods of assessing the level of proficiency, aptitude, skill, knowledge or understanding of an individual in any subject matter are permitted to take place at external venues for up to 50 pax per room.
- b. Please ensure at least 1 metre spacing between groups (currently 5 individuals per group) at all times.

16. Can media content productions, filming, livestream, broadcast events take place in event venues? Does my venue need to seek approval from Government to accept this booking?

- a. For companies involved in the production of programmes for broadcast and other digital media, such as TV commercials, short narratives, documentaries, feature films, requiring large crew: no more than 50 personnel on location, including no more than 20 onscreen talent/performers unmasked, at any given time. These companies are to register with IMDA. No live singing is allowed at this production size.
- b. For companies involved in all other productions: no more than 30 personnel on location, including no more than 10 onscreen talent/performers unmasked at any given time.
- c. For “live” singing as part of the production, all productions must adhere to no more than 30 personnel on location, including no more than 5 onscreen talent/performers singing unmasked at any given time, and must observe a 2-metre safe distancing from the next person.
- d. Unmasking dispensations are to be kept strictly to the fixed cast of onscreen talent/performers (not interchangeable with other non-onscreen performing roles) for the entire production.
- e. Please refer to IMDA guidelines on the requirements [here](#).

E: FINANCIAL SUPPORT FOR MICE EOs

17. What are some of the financial assistance available for EOs?

i. Marketing and Visitor Experience

- a. MICE Event Organisers (EO) can tap on the [Marketing Partnership Programme \(MPP\)](#). This programme aims to support MICE EOs in their international marketing initiatives, market and maintain international presence and position Singapore as the choice destination for business events. The programme also supports EOs in their marketing efforts for virtual or hybrid events with the aim of driving international attendance for their next physical event in Singapore.
- b. EOs with new products and experiences which will improve the overall visitor experience and increase the attractiveness of Singapore to visitors can tap on the [Experience Step-Up Fund \(ESF\)](#). Some examples include the development of virtual reality (VR) and augmented reality (AR) products which showcase Singapore during the conference, contactless technology which enhance delegate experience etc.

ii. Technology and Innovation

- c. Separately, there is the [Productivity Solutions Grant \(PSG\)](#) under Enterprise Singapore (ESG) which encourages enterprises to continue digitalisation and productivity upgrading efforts. EOs can refer to the list of supportable solutions and identify relevant solutions that best suit your business needs on the PSG website. Some of the pre-scoped IT solutions and equipment include virtual meeting and telephony tools, temperature screening solutions, video analytics for crowd management, autonomous floor cleaner, fleet management, etc to support local enterprises in their digitalisation and productivity efforts.
- d. If you're taking this period to rethink your company's current business models or redesign your work processes to be more efficient, there is the [Business Improvement Fund \(BIF\)](#) which aims to encourage technology innovation and adoption to improve productivity and competitiveness. Companies could also leverage on technologies and customised solutions to make routine tasks more efficient. These could include the development of an integrated e-registration system to serve the needs of your clients, automation of cleaning processes at event venues which integrates Artificial Intelligence (AI) navigation to clean floors without human intervention, or customised hybrid meeting solutions which enable simultaneous broadcast of multiple sessions on a single platform etc.

iii. Financing Schemes

- e. Small and Medium Enterprises (SMEs) can also consider the [Enterprise Financing Scheme – SME Working Capital Loan](#) (EFS-WCL) and [Temporary Bridging Loan Programme](#) under Enterprise Singapore to seek help with working capital and cashflow needs.

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