



ASIA PACIFIC

A GUIDE TO EVENTS IN THE REGION

Welcome

Broadsword Asia Pacific is made up of a dynamic team based in Hong Kong.

Hong Kong acts as main hub to help clients deliver their global events seamlessly with our on-the-ground team but we can provide support across APAC including Shanghai, China, Japan, Singapore, Taiwan, Korea, and Australia.

We are excited to share some of our favourite destinations across the region.

Jase

ASIA PACIFIC LEAD





About Broadsword Asia Pacific

Based in Hong Kong, Broadsword Asia Pacific is part of a global award-winning event communications agency.

Broadsword exists to connect, engage and inspire audiences through live and digital experiences such as leadership off sites, conferences, exhibitions, and award ceremonies. A global presence amplifies this mission, with the team in Hong Kong passionate about driving engagement.

As an extension of Broadsword's global presence, we embody the company wide values that shape our responsible, meticulous, collaborative, and creative approach. With extensive experience and deep understanding of the diverse region, we are able to tailor events to the specific needs of the APAC market. The team is dedicated to delivering exceptional event experiences across Asia Pacific, supported by a network of trusted suppliers.

01/

Production

Our in-house team and trusted suppliers are experts in creating high impact event spaces from the registration and logistics to set design and audio visual.

02/

Venue

Experts in finding the perfect venues across APAC to facilitate your event audience and agenda as well as transforming the space with renders and branding solutions.

03/

Creative

We can work with you to create event identities, elevating production with animated branded content. Solutions to maximise your brand presence, content and messaging across all floors and spaces.

04/

Digital

Branded, user friendly platforms including apps and websites are key tools for engagement. Our mobile responsive platforms can facilitate registration, networking, polling, feedback and store FAQs and agendas.

05/

Broadcast

Whether from a studio or fully virtual, seamless virtual events allow attendees across global business operations to join remotely. Our capabilities range from videography, animated graphics, and branded content, to managed breakouts, polling, and live captioning.





01



02



03

01

CONFERENCE

- Sales kick offs
 - Meetings
 - Team building
 - Global summits
 - Gala Dinners
 - Luncheons and gastronomy
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02

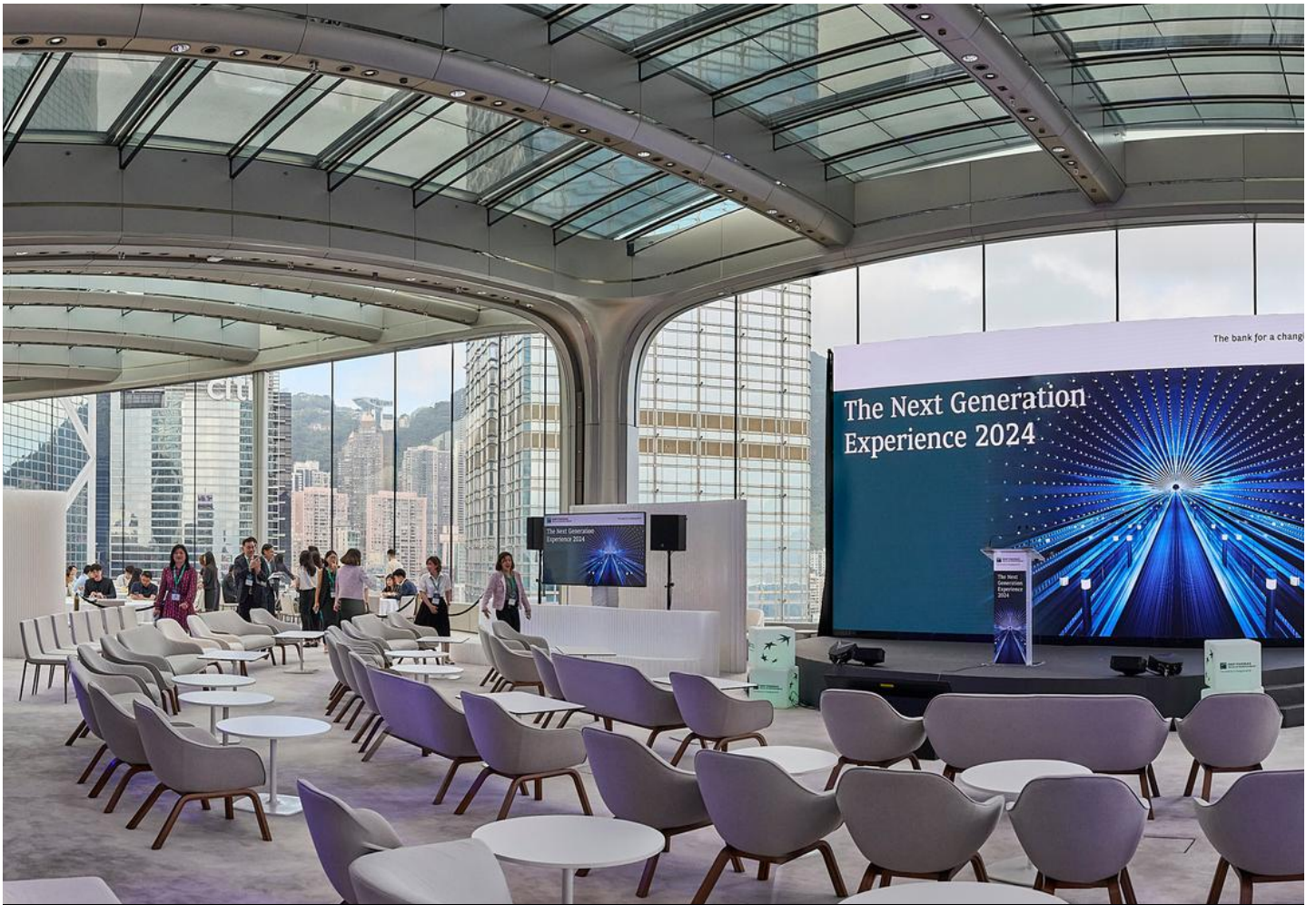
EXHIBITION

- Exhibition stands
 - Recruitment events
 - Fashion shows
 - Experiential brand activations
 - Product launches
 - Gaming festivals
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03

BROADCAST

- Global series
 - Trend reports
 - Hybrid conferences
 - Training and development
 - Studio recordings
 - Interactive webinars
-



Hosting your event in Hong Kong

Hong Kong is a fantastic destination for meetings and events with its glittering skyline and the bustling Victoria Harbour.

Whether you are seeking modern skyscrapers with panoramic views or historic landmarks, Hong Kong provides a dynamic backdrop for events of all kinds.

Hong Kong is the home to Broadword Asia Pacific, our dedicated and knowledgeable team on the ground to navigate your event. We bring a deep understanding of the city's logistics, culture, local suppliers, and authentic experiences. We closely support our neighbours in the business district with conference production, broadcasts, celebrations, and luncheons.



01 SOAK UP THE CULTURE

Discover a variety of culture venues including Tai Kwun - a police station turned cultural hub and The Hong Kong Museum of Art.

02 OASIS IN THE CITY

There is no shortage of luxury hotels in Hong Kong. Take the iconic Peninsula Hotel or the tranquil Upper House Hotel.

03 ICONIC EXPERIENCES

Set sail on Hong Kong's iconic red-sail Chinese junk boats with stunning panoramic views of the city.



Held in the Four Seasons Hong Kong this 300pax formal lunch included a presentations and panel discussions providing global insights into 2023.

Broadsword providing event management and production support. On-screen graphic design along with in-room AV, including recording and editing all sessions.



Why not try Singapore?

Singapore, the Garden City, is known for its lush green spaces amidst the bustling city and world-class airport that features an indoor waterfall and over 500, 000 plants. Almost 50% of the metropolis consists of green spaces, with innovative ways to weave nature throughout.

DESTINATIONS



SUPER TREE GROVE | GARDENS BY THE BAY

If you're looking to embrace the nature of the garden city for a conference, one option is Singapore's first hotel in a garden. The PARKROYAL Collection Pickering which is enveloped by towering greenery and intertwined with nature from its sky gardens to its reflecting pools. A stay at the world's leading green city hotel is sure to leave guests feeling inspired.



The St. Regis Singapore is a grand option for celebratory events in its grand event spaces, adorned with chandeliers and art deco features.

For a show stopping cocktail evening, there are countless rooftop and penthouse venues with views of the Singapore skyline. VUE, with its spritz bar and copper ceilings, is perfect for a sunset event. Booking Altro Zafferano provided this hybrid town hall (with 80 in person and 5000+ online) with the perfect backdrop over Marina Bay Sands to live stream this one hour panel discussion.





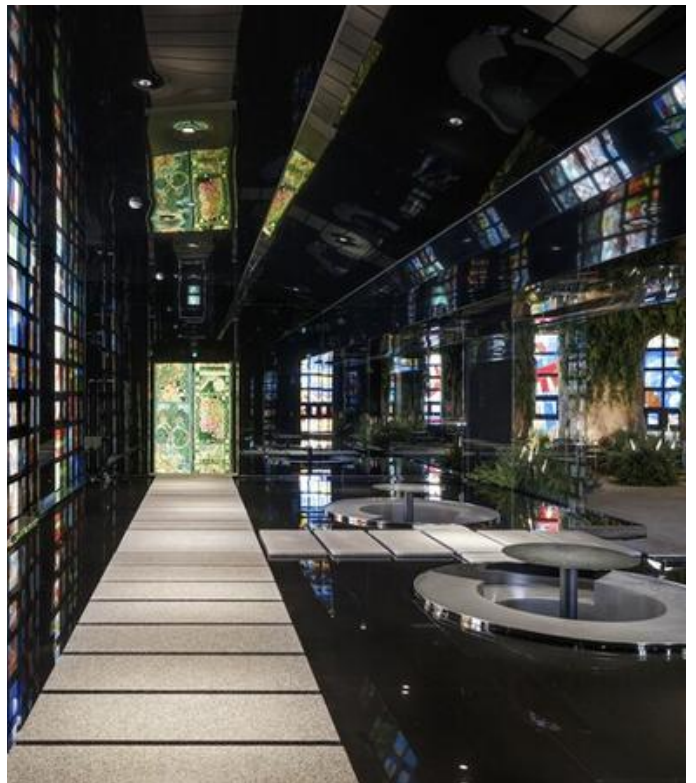
Discover South Korea

South Korea is made up of a dynamic mix of cityscapes and offers unique cultural experiences, vibrant traditions, exceptional hospitality, and cutting edge technological innovations that provide the perfect setting for inspirational events.



South Korea's capital city is Seoul - offering extraordinary venues including the Sky Observatory (at the top of the world's 5th tallest building) as well as cultural centres such as HiKR Ground. The four storey venue is an immersive space with a K-pop museum as well as media installations and digital exhibitions - its name a nod to an ability to act as a playground for visitors.

Across Korea there are surprising venues such as MADE LIM Café in Incheon. Inside an intact historic church you'll find a space reimagined as a modern venue with spaces ranging from floating balconies and stained glass features to indoor forests.



Travel to Tokyo

Tokyo is a constantly evolving city that is famous for its innovative technology and cherry blossoms. The city regularly appears on 'top cities of the world lists' by Time Out and Condé Nast Traveller.



WHERE TO VISIT

One of the city's newest additions is TeamLab's Borderless. The art museum broke records at its first location as the world's most visited museum and will feature mesmerising digital installations.



WHERE TO RELAX

The Janu Tokyo wellness hotel at the centre, with its light-filled rooms and sense of calm, is the perfect place to recharge in the energetic city.

The hotel also features eight dining and socialising venues including an authentic Omakase experience and afternoon tea. Private dining options range from intimate Asian-inspired rooms to grand open spaces.



WHERE TO MEET

Tokyo's hotel in the clouds is a superb hospitality destination, known for its magical Japanese Garden enshrouded in a sea of clouds. After-event activities on offer - such as craft workshops, and tea ceremonies - allow participants to experience authentic Japanese culture.

The hotel features a banquet building with event spaces ranging from small meeting rooms and private terraces that seem to merge with the gardens to a ballroom accommodating up to 600, and a grand hall for up to 2,000.





AUSTRALIA

The Land Down Under is a vast, diverse backdrop for any kind of event - from magical rainforest and desert landscapes to tranquil lakes and bustling cityscapes. It also landed at the top of the list of 'hottest destinations' among luxury travellers in Asia Pacific according to a new report from Marriott International Luxury Group.

Australia is a bucket list destination and a paradise for nature, wildlife, and adventure - as well as an integral part of Broadsword Asia Pacific's work portfolio. At the heart of Australia's MICE offering is one of the world's most popular travel destinations - Sydney stuns with its iconic sights such as the Sydney Opera House which you can actually host your event in. With spectacular views of Sydney Harbour and a grand atmosphere, it's an experience your guests won't forget.



Melbourne is Known for its vibrant arts and culture scene with dynamic venues such as Federation Square, The Melbourne Convention Centre, and The Ritz-Carlton - Australia's tallest hotel at 80 stories.

The State Library Victoria, opened in 1856, is a historic space for an event held under the Reading Room's domed ceiling or the 19th century hall that come to life for events.



The Rydges Hotel is a modern meeting venue named 'Best Meeting & Event Space in Melbourne' at the Accommodation Awards of Excellence 2024. It's home to 1500 sqm of conference space spanning across two levels as well such as their state-of-the-art Centre Stage function room, breathtaking rooftop terrace, and beautifully designed accommodation.

Perth & Adelaide are often more affordable destinations that offer a more secluded, and naturally beautiful setting along with some delightfully unique venues. In the middle of a vineyard is one of the South Australia's most extraordinary venues - The d'Arenberg Cube. A five-storey space inspired by winemaking with a tasting room, museum, and views over McLaren Vale.



Closer to the cityscape is The Raft, Perth's first permanent floating venue anchored on the Swan River. It has unrivalled views of the city and coast.



Transitioning to a New Paradigm

FOUR SEASONS HOTEL
Singapore

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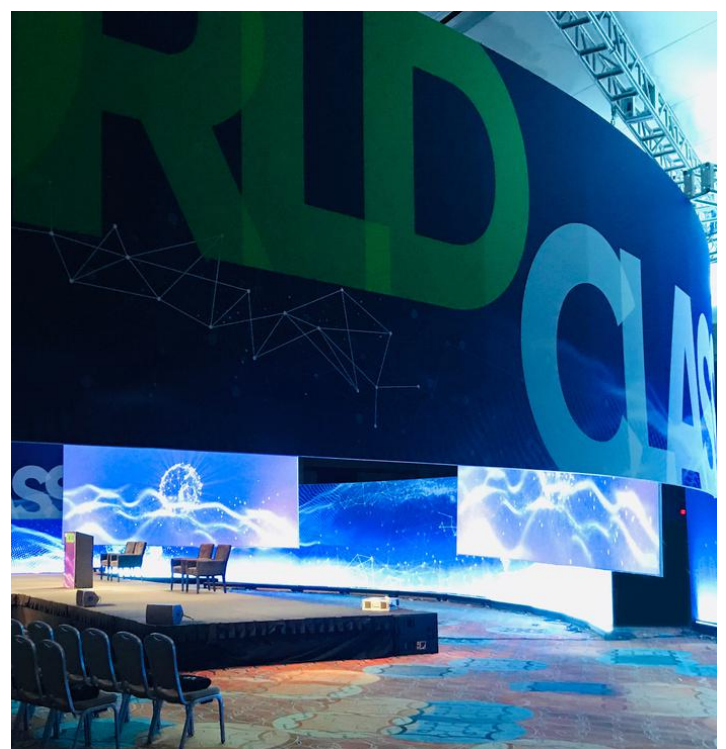
OUR WORK



Tasked to stage the start of a tremendous year for this analytics firm, Broadword rose to the challenge of producing a bold and inspiring three-day Annual Sales Kick Off event in three global locations, Bangkok, London and Philadelphia for 600 delegates per location. We created an arena style layout, creating a feeling of being 'in the round'. Streaming the main plenary to colleagues unable to attend we directed a multi-camera shoot, capturing the event's proceedings from all angles with a live feed to screen.

The sheer scale of the digital backdrop and the dynamic motion graphics that we reimagined, amplified the message and purpose of the event: to instil a sense of confidence and pushing forward.

One of the challenges we relished was the complex task of sending a simultaneous live stream of the main plenary, along with numerous breakout rooms, via control rooms in the venue and back in London, to employees across the globe.

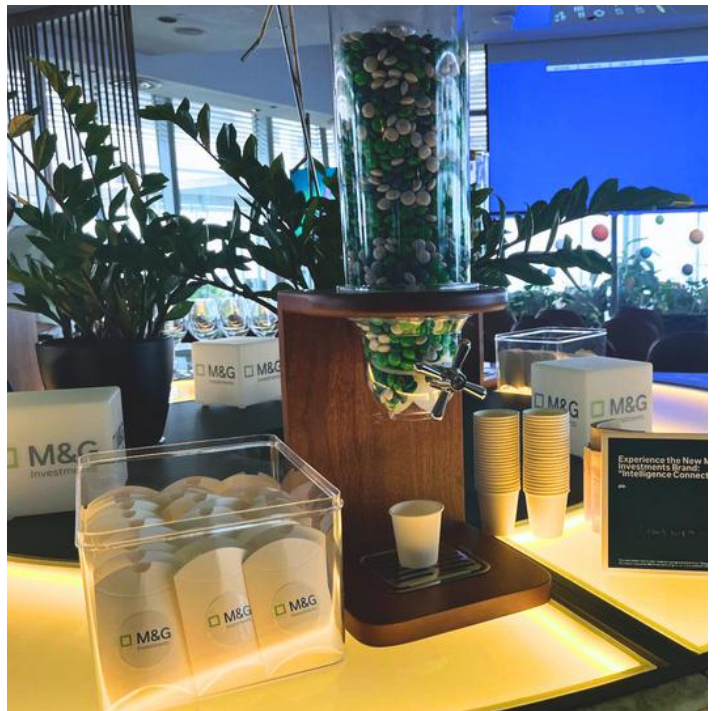
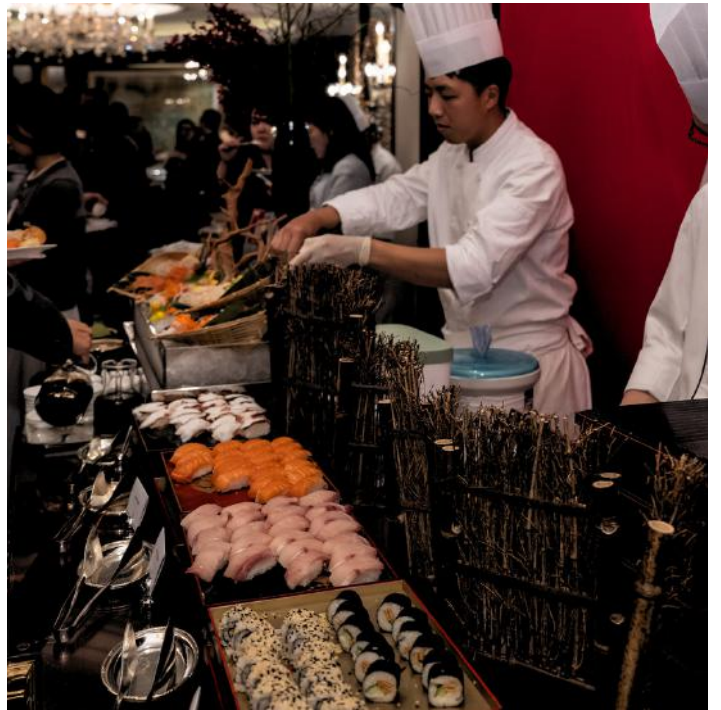
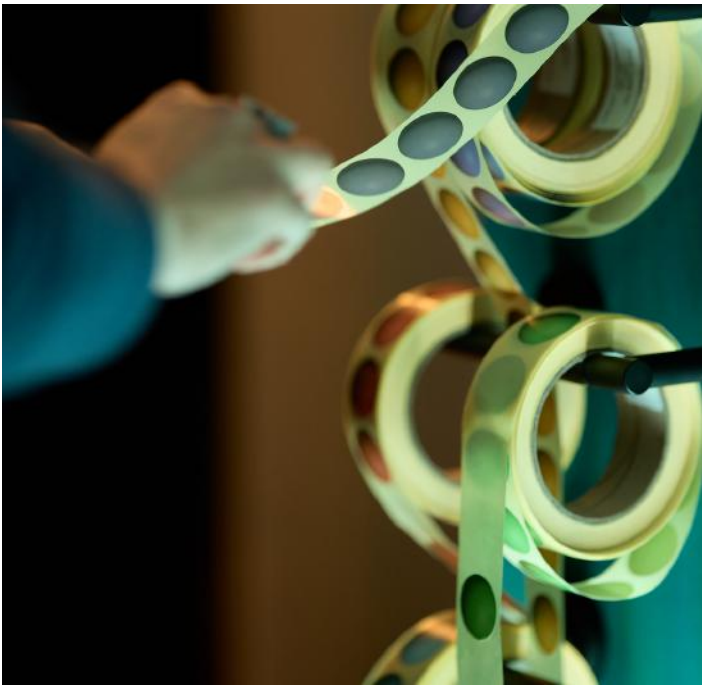




BNP Paribas Wealth Management APAC held its flagship next generation event in Hong Kong, enlisting the support of Broadsword Asia Pacific to produce the event with the goal of supporting future leaders to navigate complex changes and trends with coaching, discussions, and inspiration. We took charge of the end-to-end event delivery, from creative concepts, to event management, technical and even content production.

Next generation leaders gathered at the top of **Hong Kong's new landmark building, the Henderson**. The conference was the first to be held on the 39th floor event space against the backdrop of Hong Kong's dazzling skyline, and it proved to be the perfect setting to embrace change and celebrate the event's 17th year in style. Broadsword were tasked with creating dynamic content to rival the surroundings, making the most of large LED screens to capture the audience's attention. The entrance to the venue was transformed into a futuristic tunnel illusion.

During the event, a line up of business Leaders, innovators, and entrepreneurs were invited to speak on a range of trending topics including the rise of esports, gaming, and live entertainment. A noteworthy segment was Responsible Brands and the New Consumer Ethos, in which a panel explored how business leaders can adapt to expectations of conscious consumers and balance purpose with profit. With leaders on the cutting edge of business, BNP Paribas Wealth Management APAC created a one-of-a-kind event filled with NextGen insights.



Ready to plan your event in Asia Pacific? **Let's talk.**



Contact us.

Contact the team at AsiaPacific@wearebroadsword.com to transform your live events, conferences, and broadcasts and reach a global audience.

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