

# M!A



Melbourne's  
winning

# ways

**visions of**  
Shanghai

Phuket  
**team efforts**



**MEDIA STRATEGY  
CYBER-CRIME THREAT  
5-POINT PLANNER  
FOOD & WINE TOURS  
COLOURFUL INSIGHTS**

## insiders' views

### Yvonne Suberamaniam

Event consultant/executive producer  
of YS Productions

#### WHAT MAKES SHANGHAI SPECIAL?

"Shanghai is the 'hip' global city at the moment. The deluxe wine-and-dine scene here provides a fabulous reason for many clients to host their events."

#### ANY EXAMPLE?

"I am in the middle of producing an awesome event for a client out of the UK this month at the Science and Technology Museum where we take over the globe atrium. From converting the lower basement atrium into a cocktail lounge to a funky sit-down dinner complete with fashion show accompanied by the infamous Shanghai acrobats. This city is all about being modern, chic, glam and contemporary.

"We combine the modern and contemporary elements with the traditional to get a fusion unlike any other city."

#### WHAT ABOUT HOTELS?

"I have had some interesting events in otherwise ordinary hotel venues. When a client of mine, a pharmaceutical company, wanted to hold a press conference with a difference, we held it at Grand Hyatt's Piano Bar.

"It has a view to die for (I personally like it better than Cloud 9, provided the city is not covered in smog and misty) and the media appreciated a different style press conference setup.

"That is the joy of organising events in Shanghai; with the right mix, we get to create simple yet elegant events or totally mind-blowing spectacular shows."

#### WHAT'S GOOD AND WHAT'S NOT?

"There are clubs in abundance which *provide the right mix for different venues*. Attica, Bar Rouge and New Heights, to name a few, have great views of the Bund and are funky for event venues.

Le Royal Méridien downtown is opening three floors of a club/lounge setting with great views overlooking the city in the pedestrian mall in Nanjing Road.

"Shangri-La Pudong's Jade 36 offers a



Yvonne Suberamaniam

great view as well, but the venue is set up as a C-shape so it is not ideal for most events due to sheer logistics."

#### WHAT'S PARTICULARLY HOT?

"Converting art galleries or old dilapidated warehouses into an event venue. Going to Song Jiang, an hour away from Shanghai downtown to the film studio there and having a wild time by creating a completely different 'set/scene' for your event."

#### WHAT ARE THE CHALLENGES?

"In Shanghai, no doubt there are challenges. Local and cultural experiences always pose a problem for event organisers. But at the same time, the very same elements that are 'challenges' serve to provide the basis and fundamentals for creative out-of-the-box thinking and events."