

New Fam Sponsorship Opportunity

Minimum information that should be displayed on corporate website:

Page Title	STB Europe HelmsBriscoe Fam 2026
HelmsBriscoe Pan-European MICE FAM Trip Singapore 30 November – 5 December 2026	
STB Europe is organising a Pan-European MICE FAM trip with HelmsBriscoe, bringing up to 7 senior Associates and 1 STB Europe representative to Singapore from different European markets.	
The selected Associates manage international corporate and MICE accounts and influence destination, hotel and venue selection, with several already managing Asia-Pacific business or potential Singapore opportunities.	
The trip aims to: • Position Singapore as a leading MICE and incentive destination among key European buyers. • Showcase Singapore’s hotels, MICE venues, unique event spaces and incentive experiences. • Connect participants directly with Singapore’s MICE ecosystem and local partners. • Increase awareness of STB’s MICE support programmes. • Generate and accelerate qualified Singapore MICE opportunities. • Build long-term Singapore advocacy within HelmsBriscoe’s European network.	
The FAM is ultimately designed as a business-development platform, combining first-hand destination experience with relationship building and future MICE conversion.	
Dates of Fam	30 th November-5 th December
Group Size	Up to 7 HB Associates + 1STB
Country of Participants	Europe
Profile	The selected Associates are senior Global Account and MICE sourcing professionals managing multinational corporate portfolios, with significant international purchasing influence and established sourcing activity across Asia-Pacific, including existing and prospective Singapore business.
Type of Sponsorship	• Accommodation • Attractions and Experiences • Meals
Additional details/criteria for sponsorship	Looking for accommodation, venues, experiences and restaurants that showcase Singapore’s premium MICE offering , with a focus on innovative, authentic, experiential, lifestyle, sustainable and locally distinctive concepts . Priority will be given to partners offering strong corporate/incentive potential, unique event spaces, creative group experiences, exceptional F&B, biophilic design and/or innovative approaches to hospitality and events .
Information about FAM Participants	The HelmsBriscoe Pan-European FAM will bring together up to 7 senior Associates from the UK, France, Iberia, Benelux and Germany/Central Europe, representing a strong mix of Global Account Managers, senior MICE consultants, Vice Presidents and top-performing Associates. Participants manage multinational corporate, association and incentive accounts, with significant influence over international destination, hotel and venue sourcing. Several

	already have established sourcing activity across Asia-Pacific, previous Singapore experience and/or identifiable Singapore opportunities:
Eligibility	• All Singapore-based stakeholders are welcome to apply. • STB will shortlist and inform stakeholders of the outcome once the EOI closes. • STB reserves the right to decline/accept at their discretion
Expression of Interest Opens	28/09/2026
Expression of Interest Closes	09/10/2026, 23:59 (SGT)
Point of Contact	For more details and expression of interest, please contact: Alfonso Moreno Pombo, Manager, Western Europe Alfonso_moreno_pombo@stb.gov.sg