



## EQUINOX SINGAPORE

### PRE-EVENT GUIDE

DATE 24/11/22  
DAY Thursday  
TIME 6pm- 10pm  
VENUE Pan Pacific  
Hotel

# HOW TO CONNECT WITH DESIGN PROFESSIONALS AT EQUINOX

## Research

Prepare your questions and conversations beforehand by researching industry trends, local practices and their projects before the event (BCI LeadManager can help with this). We've helped you out by providing some of the projects our registered Equinox practices are working on.

## Make Your Products the Central Attraction

Design professionals are generally attracted to stands that have a lot to touch and see. Making your display inviting and exciting also helps to create easy conversation starters.

## Ask Questions That Can Be Used to Follow-Up

Aim to make your conversations both memorable and relevant to the individual. This will help to warm up your post-event email or phone call. Take a look at our conversation starters on the next page.

## Follow Up Promptly

Follow up with your leads within 48 hours after the event. Try to immediately schedule calls for the most eager leads, and mention points from the conversations had at your stand. Invite them to connect on LinkedIn, and request a virtual or face-to-face meeting to build on the connection established at Equinox.

# CONVERSATION STARTERS

Striking up a conversation with a design professional can be challenging. They aren't always so giving with information relating to their practice and their projects. Equinox is a perfect opportunity to connect with design professionals in a relaxed environment, so that you can begin to build rapport with them.

Showing an interest in their work and asking questions aimed at supporting them through their design process will help them open up about their projects, and will assist you in your relationship building.

## **Here are some conversation starter suggestions for you to try out...**

- What projects are you/your firm working on right now?
- Have you worked on a similar project previously? What was your overall experience like?
- What is your overall design intent for this project?
- What is your project timeline?
- What is most important to you when looking to specify a product like ours?
- E.g. performance, warranty, aesthetic, pricing, lead times.
- Have you used a product like ours previously? What was your overall impression of us?
- What are some of the challenges you're facing on your current project?
- What are some of the biggest challenges you've faced on previous projects when it came to product specification?
- What can we as a business do to assist you with your product selection?
- If you have already made a decision on which product you are looking to use, would you be open to considering another option from our range that might be a better fit for the project?
- Outside of product information, are there any additional services that we can provide you with? E.g. specification writing, CPD presentations.

# ACTIVE PROJECTS IN OUR DESIGN PROFESSIONAL NETWORK

## CONDOMINIUMS (748) | HOTEL (307) - new

**Architect:** Architects 61 Pte Ltd

**Stage:** Design & Documentation

**Project Status:** Plans in Progress

**Const Start:** Quarter 4, 2023

**Const End:** Quarter 4, 2025

**Location :** Marina View, Singapore

**Value:** 285 million estimated.

**Project ID:** 26870006

**Category:** Residential / Sport & Recreation

## FORMER PIL BUILDING

**Architect:** DP Architects Pte Ltd

**Stage:** Design & Documentation

**Project Status:** Building Approval

**Const Start:** Quarter 4, 2023

**Const End:** Quarter 4, 2024

**Location :** Cecil Street, Singapore

**Value:** 40 million estimated.

**Council:** Unincorporated

**Project ID:** 28845006

**Category:** Office / Retail / Infrastructure

## TOWNHOUSES (3) - 2 storey | UNITS (2) - single storey

**Architect:** AECOMProject

**Stage:** Design & Documentation

**Project Status:** Development Approval

**Const Start:** September 2018

**Const End:** N/A

**Town:** Stromlo

**Value:** 100 million estimated.

**Council:** Unincorporated

**ACTState:** ACT

**ProjectID:** 29823010

**Category:** Sport & Recreation / Hospitality / Communal & Cultural