

**MENTOR MEETING MINUTES**

Iteration No.	7
Meeting No.	2
Date of Meeting: (Day Month Year)	12 February 2014
Time: (hh:mm to hh:mm)	10:30 to 12:00
Venue:	SIS GSR 2.7
Meeting Chairperson	Tan Rui Jia Noelle

1. Meeting Agenda

(a) External Validation: Jennifer of EventClique

2. Attendance**Name [Absent/Present]**

Bie Ya Qing [Present]

Low Wen Guang [Present]

Sebastian Kiran Joy [Present]

Tan Guo Hao [Present]

Tan Rui Jia Noelle [Present]

Victor Lee Hong Zhi [Absent]



IS480 AY2013/14 SEMESTER 2

3. Discussed Content

Topic

EventClique: More of a gateway to event entry. Scope ends once people obtain their tickets and enter the event venue.

Jennifer's LinkedIn: eventClique is an audience development platform and social ticketing gateway for events across the Asia-Pacific region. The company's vision is to create robust and healthy event ecology that is beneficial to all players in the sector. They include the advancement of ticketing technologies; the tangible returns for event promoters and venue operators as well as enhancement of purchasing experience of ticket buyers and consumers.

E Vance: Excludes ticketing, but encompasses the process of event "management" from start to end. Takes organisers and participants through an event before its establishment, all the way to its closure.

Sistic: Similar to EventClique: Provides ticketing services for events. Singapore Sports Council holds 65% shares in SISTIC; explains the focus on sporting events

Jennifer's Profile:

2011-Present	Founder/CEO	EventClique
2009-2010	Director, Ticketing & Accreditation	Singapore GP Pte Ltd
2008-2009	Transition Advisor/Consultant, Singapore SportsHub	Global Spectrum
2008	Managing Director, OpsCo	Capitala, Abu Dhabi
1996-2008	CEO	SISTIC
1996-2004	General Manager	Singapore Indoor Stadium, Singapore Sports Council
1992-1996	General Manager	MP Convention Pte Ltd (Meeting Planners)

Questions	Answers
Besides the profits from ticket transactions, are there other ways that you define success of an event? Especially unique or niche categories	number of attendees, getting the crowd, marketing, location app must be practical, essential, a lot of people looking for integration



4. Next Meeting	
Date of Meeting: (Day Month Year)	24 February 2014
Time: (hh:mm to hh:mm)	16:00 to 17:00
Venue:	SIS SR 3.2

5. Pre-work/Preparation (documents/handouts to bring, reading material, etc.)		
Description	Prepared by	Due Date

Minutes Prepared By Low Wen Guang, Tan Guo Hao

Date 12 February 2014

Vetted and Edited By Tan Rui Jia Noelle

Date 12 February 2014