



Three Firsts' for SGH Advance 2018 – New Perspectives on Strategic Event Planning

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Introduction and Background

SGH Advance 2018 is a biennial strategic leadership retreat held to stimulate engagement amongst leaders, engaging them to strategize and plan for the future of SGH.

In light of a constantly changing business environment, event organisation cannot be approached with a 'status quo' mentality. We must constantly rediscover new ways to better enrich participants' learning experiences and generate meaningful discussions.

Aim

To utilise new approaches in the event organisation of Advance 2018 to achieve greater engagement, discussion and learning opportunities.

Methodology

At SGH Advance 2018, 3 new approaches were introduced.

Offsite Retreat



The retreat was a 2D1N event that was held overseas for the first time. This creates an opportunity for participants to break out of their normal routines and expand their creative and cognitive flexibility.

Learning Rounds & Case Study



3 curated learning rounds on leadership concepts from SingHealth Strategy Retreat 2017 and a case study on Hepatitis C were weaved into the programme – conducted by SGH CEO, CMB and senior leaders.

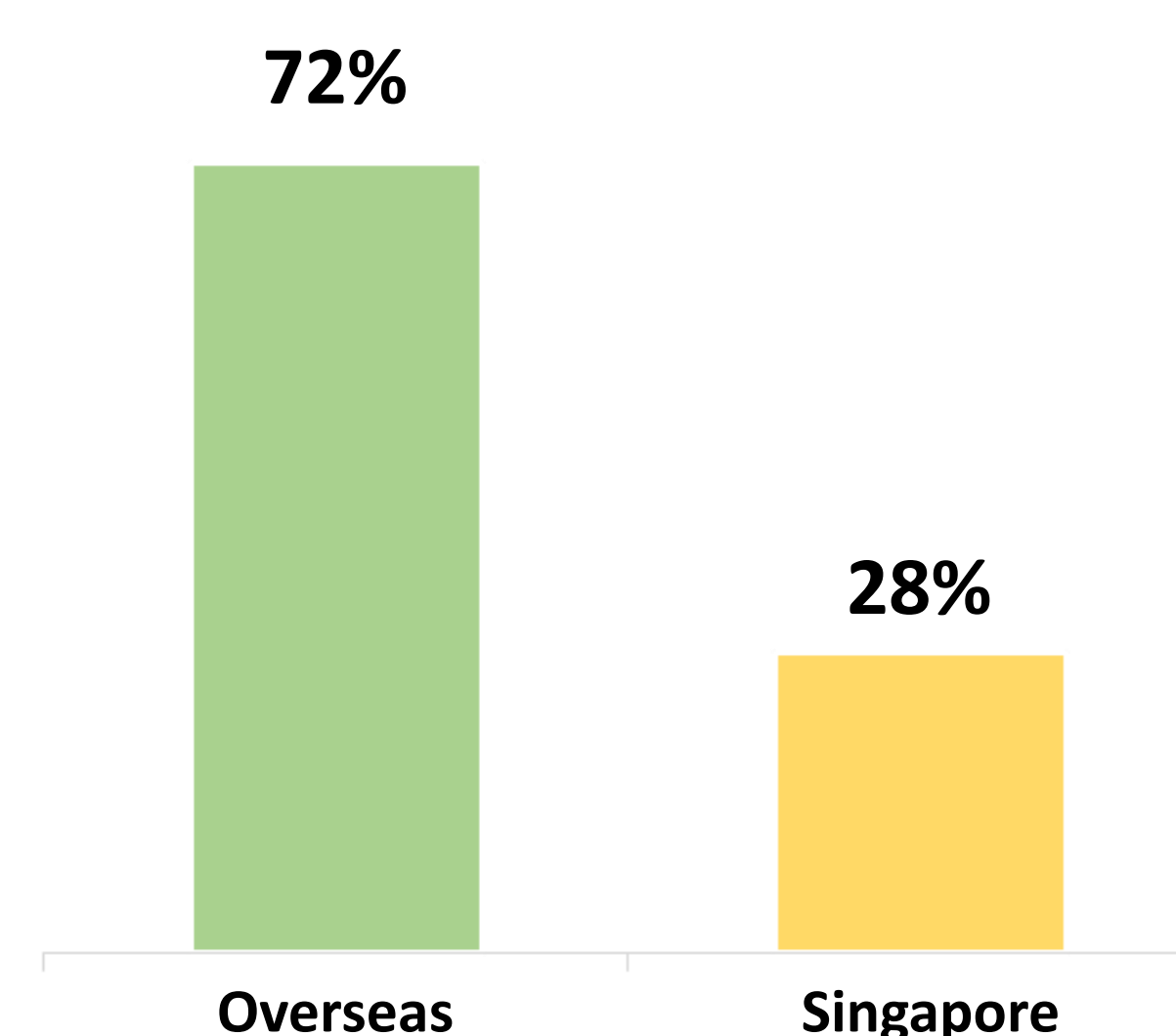
Environmental Consciousness



Environmentally-friendly planning principles were adopted to reduce ecological footprint. Non-printable event materials were disseminated for e-viewing & lanyards were recycled at the end of the event.

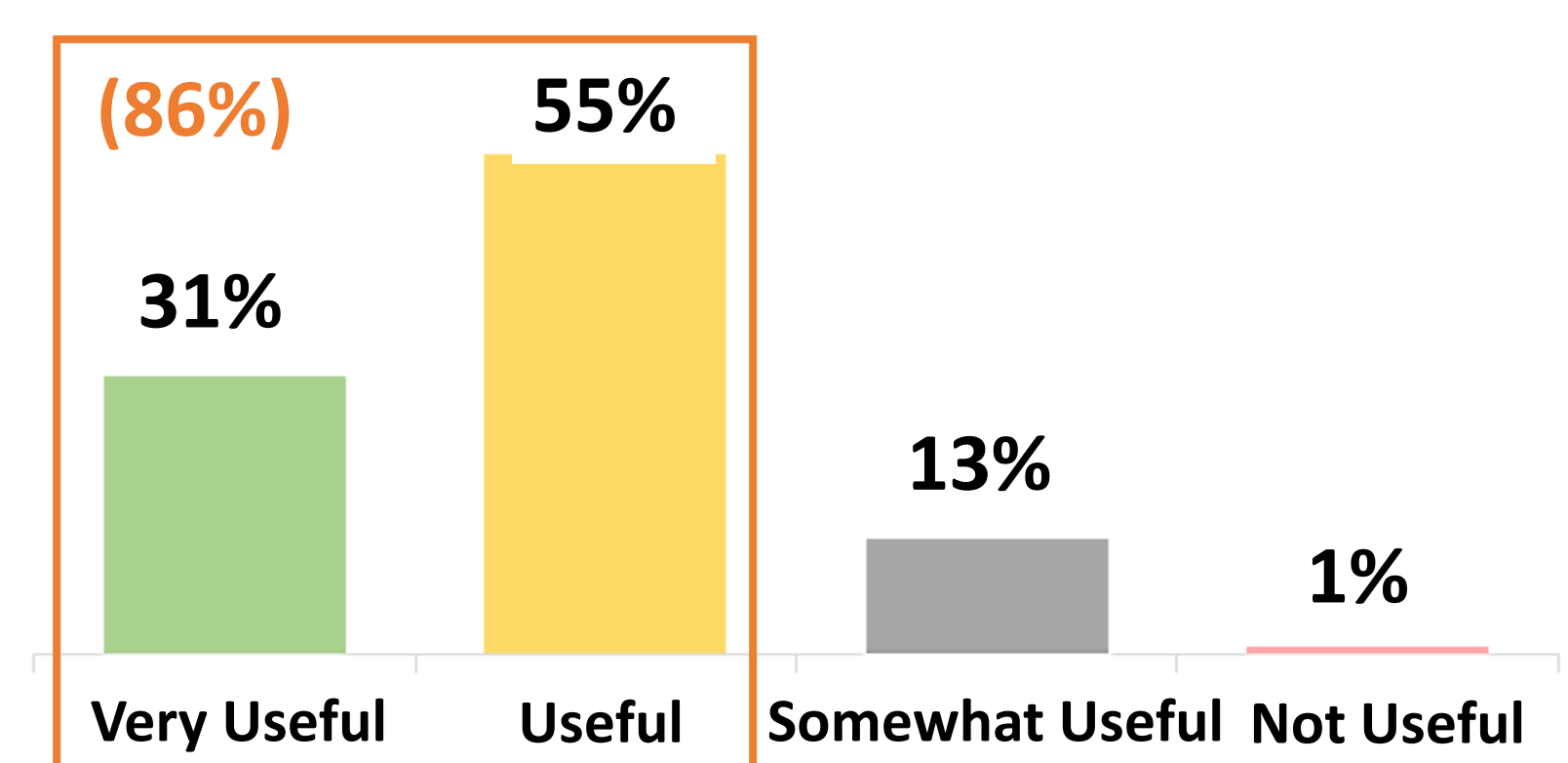
Results

Do you think SGH Advance should be held in Singapore or Overseas?



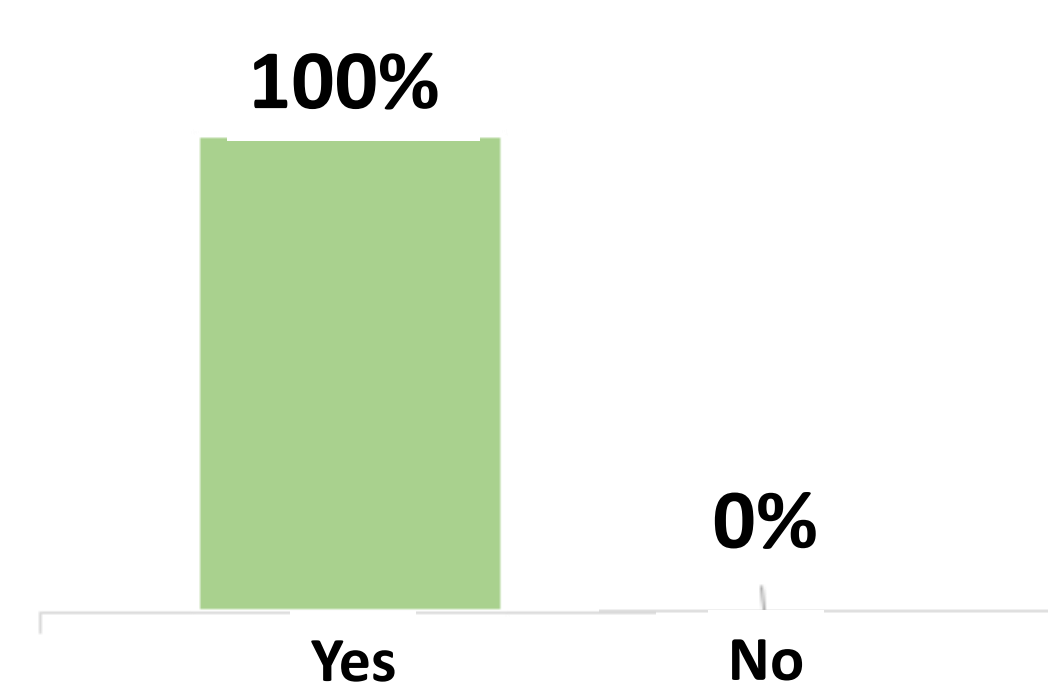
Based on feedback gathered, 72% of respondents preferred the Advance to be held overseas.

Do you find that the content of the learning rounds & case study useful in helping you lead sustainable transformational change after SGH Advance?



86% of respondents felt that the content was useful or very useful in helping them lead sustainable transformational change. The new format of learning encouraged ideas for future Advance topics as well.

Did you obtain Advance information & materials prior to the event via Workplace by Facebook?



- 100% of respondents obtained Advance materials prior to the event electronically.
- An estimated 176 pages per participant was saved (about 3.5 trees) by going paperless.
- Approximately 40% of lanyard were returned and recycled for future events.

Conclusion & future plans

Overall, the event was well-received by participants.

These new innovative approaches in event administration facilitated a fruitful retreat in garnering tangible initiatives for future planning and helped to enrich participants' learning experiences as well.