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All the ingredients for a world-class banquet experience

Every organisation wants its annual party or banquet to be an enjoyable occasion. To ensure a successful event, the choice of venue is critical.

Widely regarded as one of Hong Kong's most prestigious colleges, Pui Ching Middle School has groomed many of the territory's most successful thinkers and businessmen. Today, its alumni in Hong Kong and around the world comprises a wide variety of acclaimed men, including Professor Yau Shing Tung, the well-known mathematician, and Mr. Daniel Tsui Chee, a 1998 Nobel Laureate in physics.



In 2009, this venerable institution celebrated its 120th Anniversary, and chose AsiaWorld-Summit— the largest indoor convention and banquet hall in Hong Kong— as the venue for its celebratory banquet. Underscoring the importance of this high-profile event, Chief Secretary for Administration Mr. Henry Tang Ying Yen, who is also an alumnus of the school, was invited to be the banquet's officiating guest.

The flexibility to accommodate changing needs

“We initially planned to have 80 tables,” recalled Dr Yip Chi Tim, Principal of Pui Ching Middle School. “Yet just one month before the event, more and more local and overseas alumni confirmed to attend. In the end, we had over 3,000 guests and 274 tables! This far exceeded our expectations.”



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Capable of hosting events of 700 to 5,000 people, AsiaWorld-Summit at AsiaWorld-Expo is designed to provide exceptional flexibility, complemented by a level of service that ensures a first-class banquet experience. “The venue is both spacious and visually stunning,” Principal Yip added. “The column-free design of the hall left a particularly profound impression on guests.”

The size and flexibility of AsiaWorld-Summit allowed Pui Ching Middle School to set up a fascinating ‘Time Tunnel’ in the spacious pre-function area outside the banquet hall. “This was a really special feature of the event,” Principal Yip explained. “It enabled our guests to relive their school days, and provided a nostalgic setting for reminiscing with old friends.”

Dedicated to service excellence

The event was a great success, and Principal Yip thanked AsiaWorld-Expo’s management and service team for their exceptional work. “The overall service was excellent and the F&B team in particular was exceptionally attentive,” he said. “It must have required superb organisation to serve 274 tables so efficiently, and with marvellous food too!”

By bringing together so many old friends and schoolmates, the event was set to be a unique occasion. Thanks to the choice of venue, the event surpassed expectations and proved an enjoyable experience for everyone in attendance – a fitting climax to the school’s momentous anniversary celebrations.

“Our guests arrived in excitement and left in bliss,” said Principal Yip with a fond smile. “This is all thanks to the skill and expertise of the AsiaWorld-Expo team.”

A banqueting venue you can depend on

In 2009, SPN Group chose to hold its annual Christmas dinner at AsiaWorld-Summit, a decision that was inspired by the venue's unique design. "AsiaWorld-Summit is so impressive, it literally took our guests' breath away," explained Mr. Sam Poon, Chairman of SPN Group.

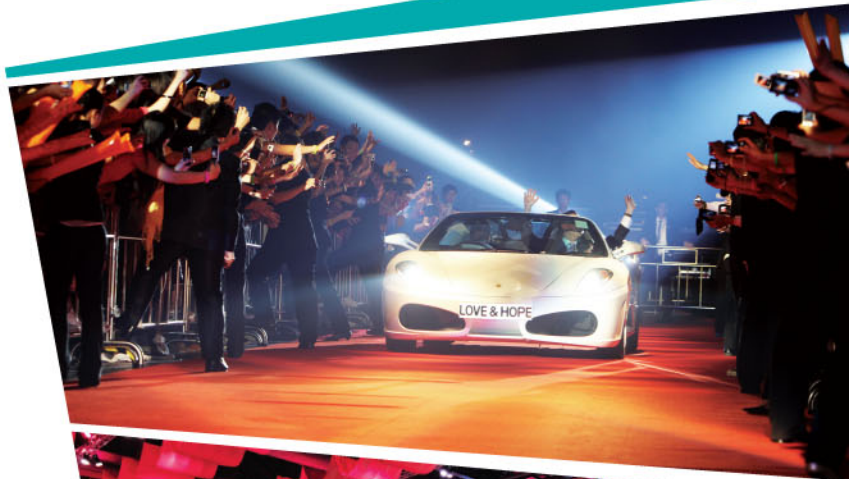
The company already enjoyed a close relationship with AsiaWorld-Expo— the company has regularly held conventions at AsiaWorld-Expo since 2007— but this was the first time it had used the venue for a banquet.

"The first-class F&B service at AsiaWorld-Summit was highly praised by all our guests," said Mr Poon. "I believe this success is based on the F&B team's attentiveness to its clients' opinions. The team always responded to our comments straight away, and tailored the dishes to our exact needs. In fact, we found everyone at AsiaWorld-Expo to be highly professional in their attitude and service."

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Creating extraordinary experiences

For Mr. Poon, the unique design of AsiaWorld-Summit was a key factor in the success of the company’s banquet. For instance, the extra-high ceiling and the column-free floor plan not only allowed ample space between tables, but also enabled diners to see every corner of the hall from their seats. The venue’s design and ease of access also enabled Mr. Poon to indulge one of his greatest passions: sports cars.

“When I found out that AsiaWorld-Summit allows vehicles right into the banquet hall, I was thrilled,” he said. “My colleagues and I made a grand entrance by driving different open-top sports cars right into the hall. This generated a real party atmosphere and wowed our guests!”

Throughout the event-planning process, Mr. Poon was thankful for the comprehensive and personalised assistance provided by AsiaWorld-Expo. He explained that AsiaWorld-Expo staff always demonstrated attention to detail and innovation, particularly in the way they quickly answered questions and resolved other issues. He also commented on their proactive and flexible approach to customer service, such as storing the luggage of guests from Mainland China even though no prior request had been made. This commitment to service excellence was appreciated by everyone in attendance.

Following the great success of the company’s first banquet at AsiaWorld-Summit, SPN Group has since hosted a Lunar New Year banquet at the venue in February 2010. This second event, which was even larger than the first with 100 tables, was also a successful occasion.

“For years now, we’ve always had successful experiences at AsiaWorld-Expo,” concluded Mr. Poon. “For us, it’s proof that AsiaWorld-Expo is always the best choice.”



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