



CREATIVE PROPOSAL FOR SERVIER CYCLE MEETING 2018



Agenda



	Sunday 3/25	Monday 26	Tuesday 27	Wednesday
Morning	Arrival	Plenary session	Product group meeting	Product group meeting
Afternoon		Product group meeting	Product group meeting	Zone meeting (end by 16:00 PM)(TBC)
Evening		Gala	Team sports	Departure



SLOGAN&KV



同心致远 **TOGETHER**
EVERYONE
ACHIEVES
SERVIER 2017-2018 CYCLE MEETING **MORE**

KV - Gala



打CALL之夜

SERVIER

SERVIER2017-2018 CYCLE MEETING





打CALL

SERVIER
2017-2018
CYCLE MEETING

之夜

打CALL

SERVIER
2017-2018
CYCLE MEETING

之夜



Plenary

Suzhou Dushu Lake Stadium



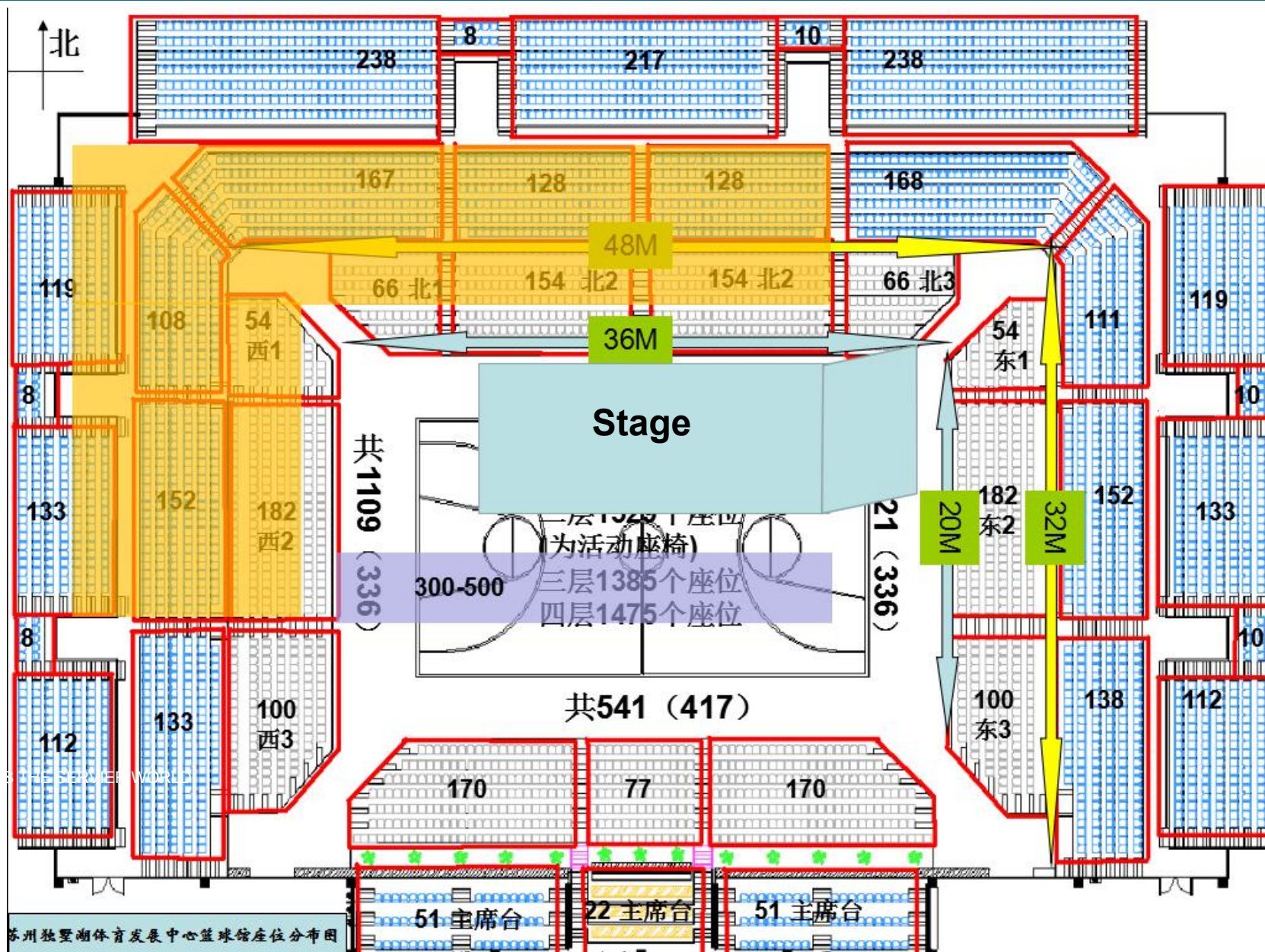
L : 48m

1536m²

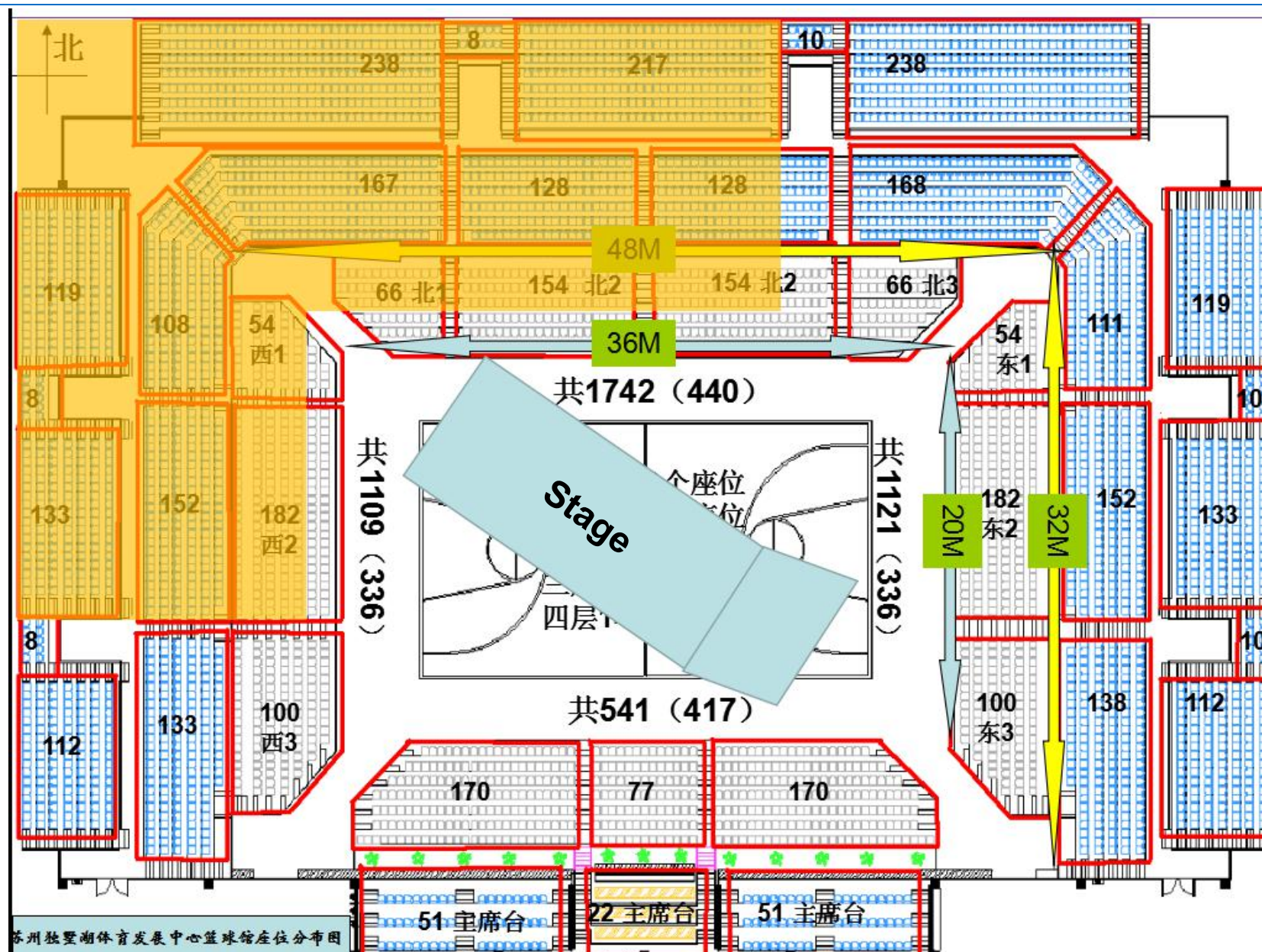
W : 32m

H : 14m

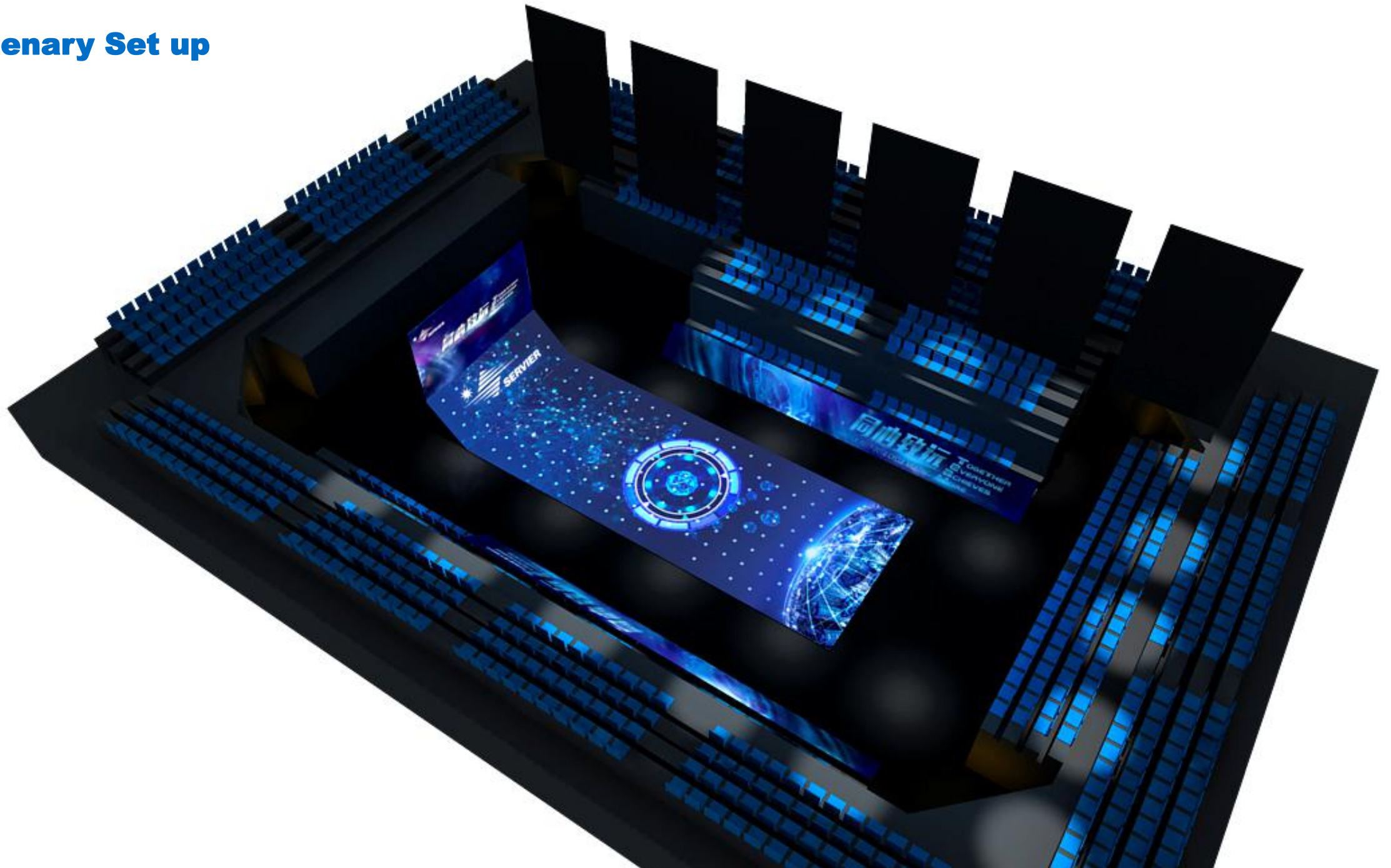




Plenary Layout - Backup



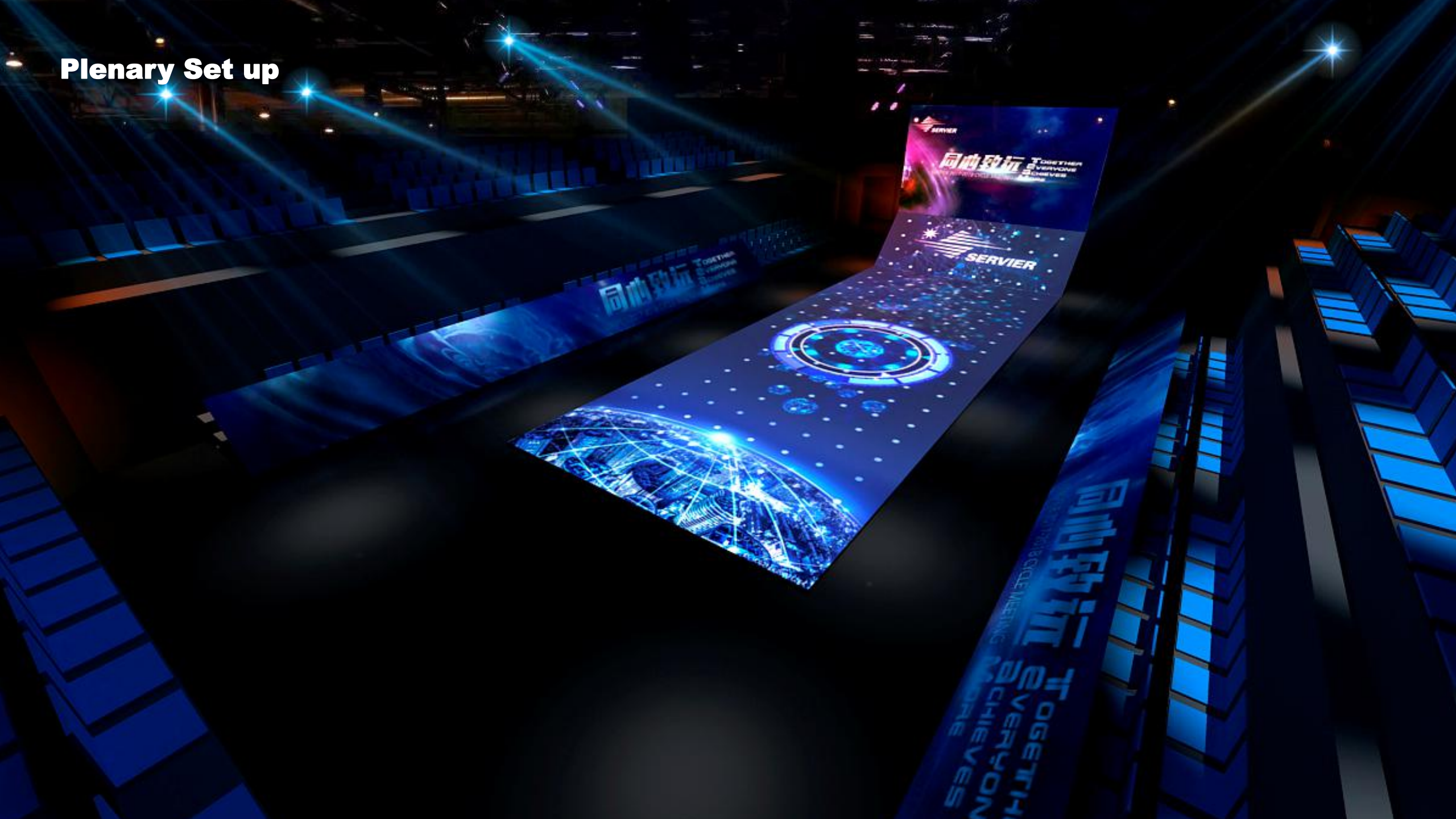
Plenary Set up



Plenary Set up



Plenary Set up



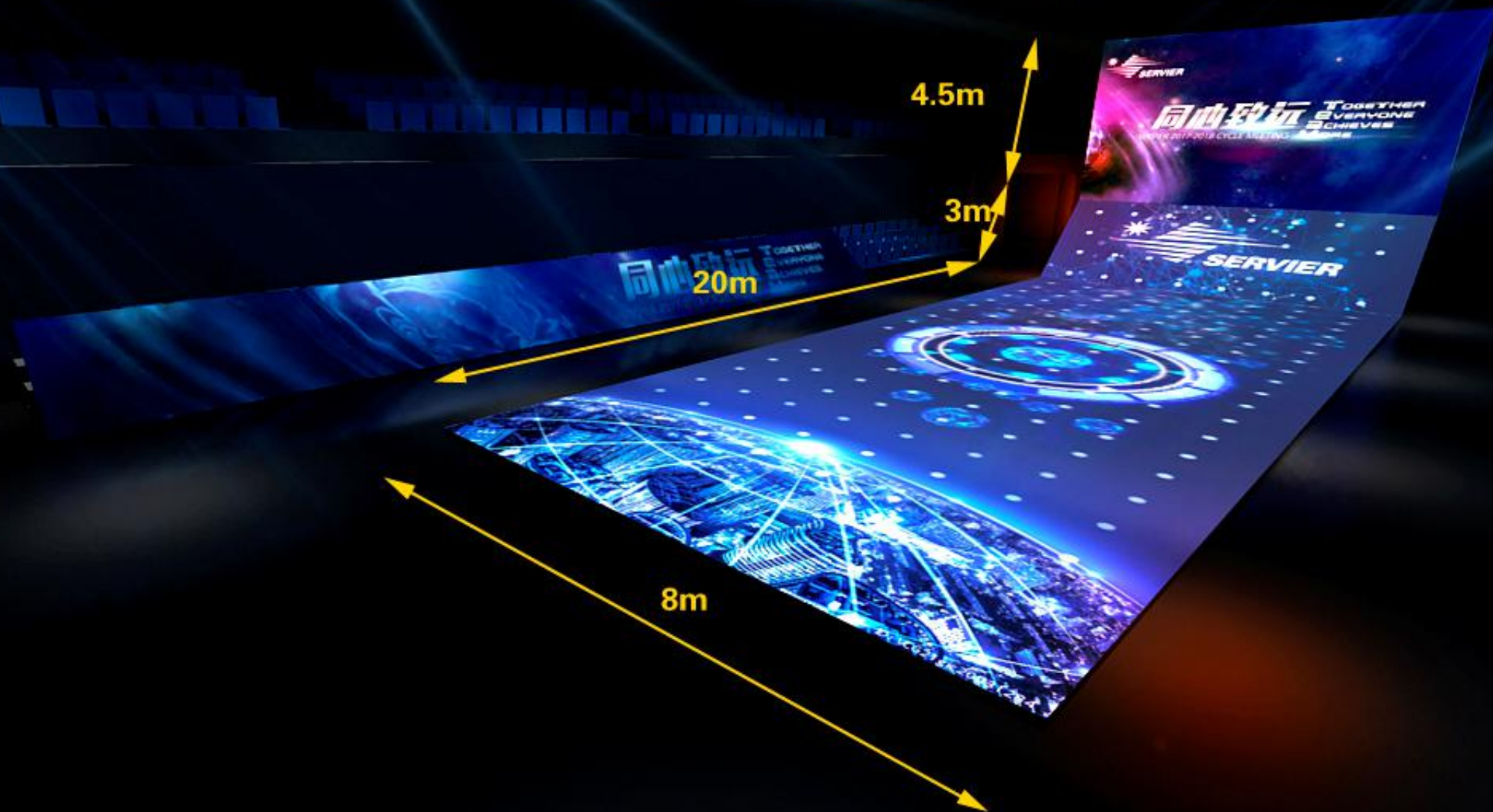
Plenary Set up



Plenary Set up



Plenary Set up



Warming

传旗 & 传奇
"Chuanqi" = Legend

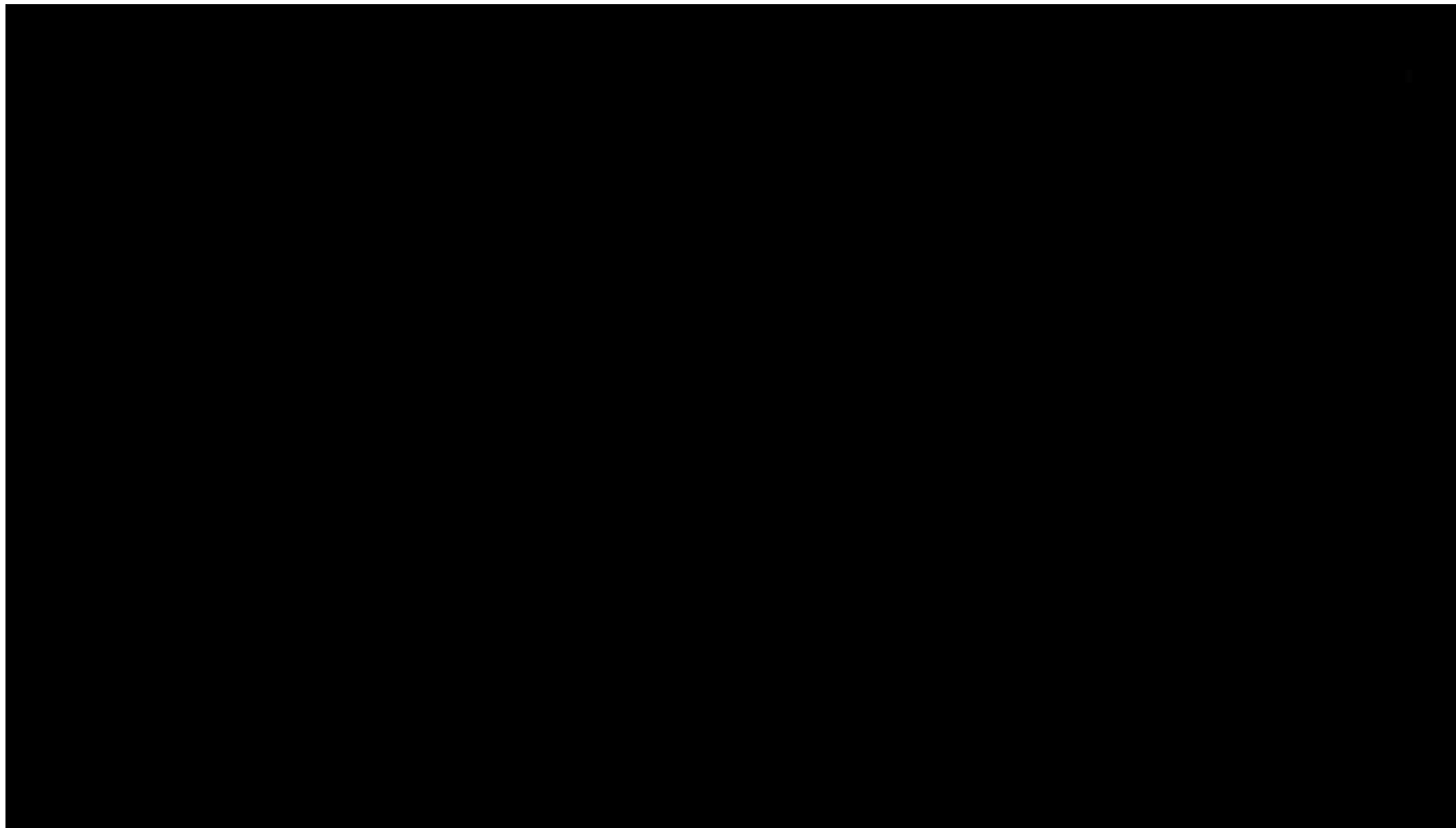




嘿，伙伴们
Hey, partners

Demo







GALA DINNER

- 北侧：现代大道
- 东侧：月廊街
- 南侧：水阁路/苏州大道
- 西侧：观凤街



- 博览中心正西方有一地铁口
- 博览中心西北侧有一地铁口



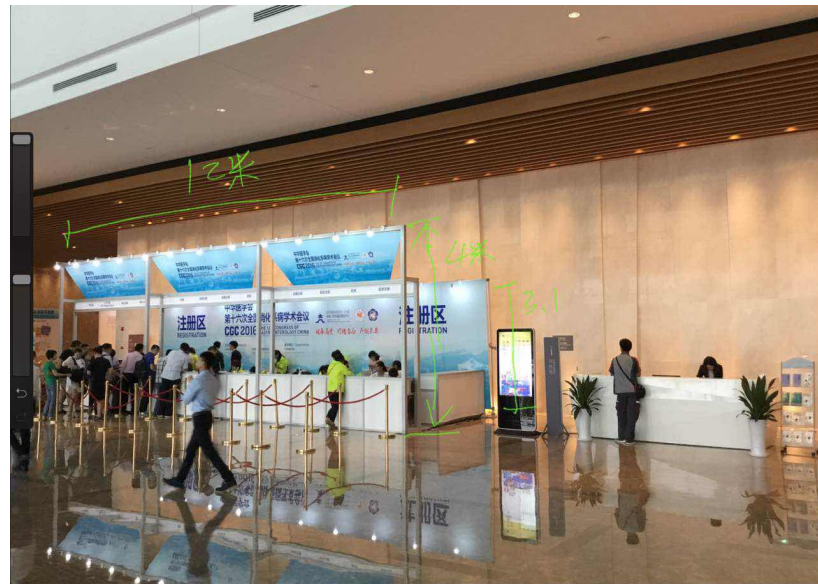
五星级酒店 Five-Star Hotel



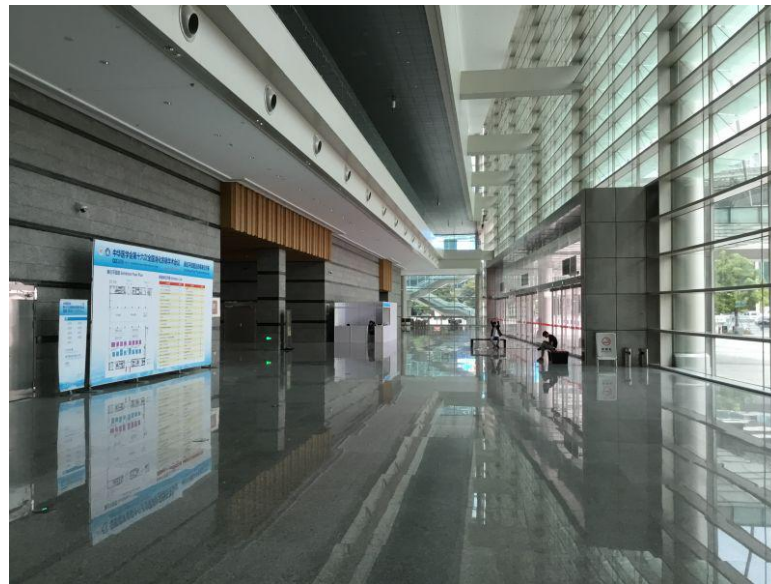
商场 Mall



Suzhou International Expo Centre



lobby



foyer



entrance

Suzhou International Expo Centre



4200m²

L : 70m

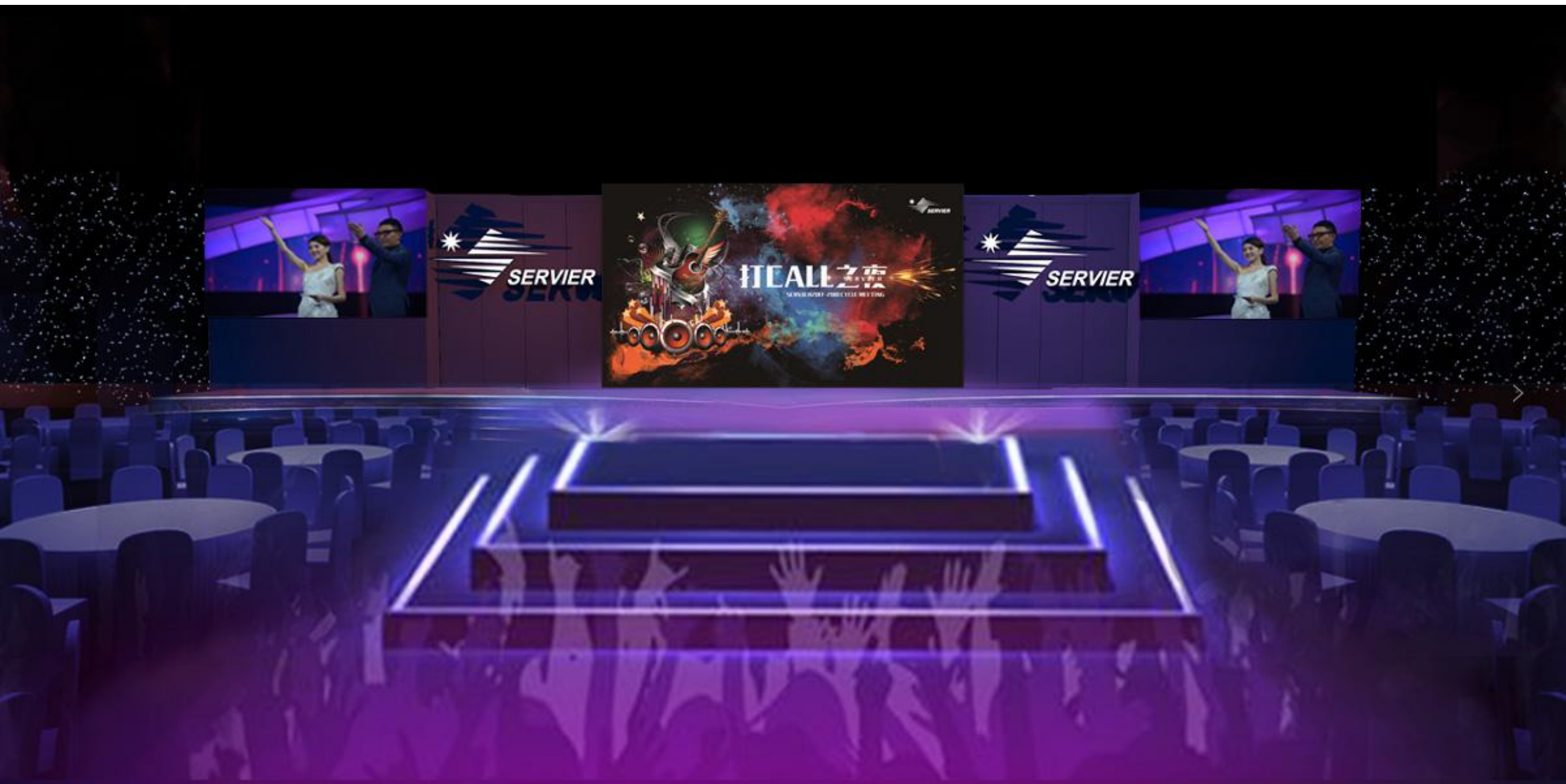
W : 60m

H : 12m

Gala Dinner Set up



Gala Dinner Set up



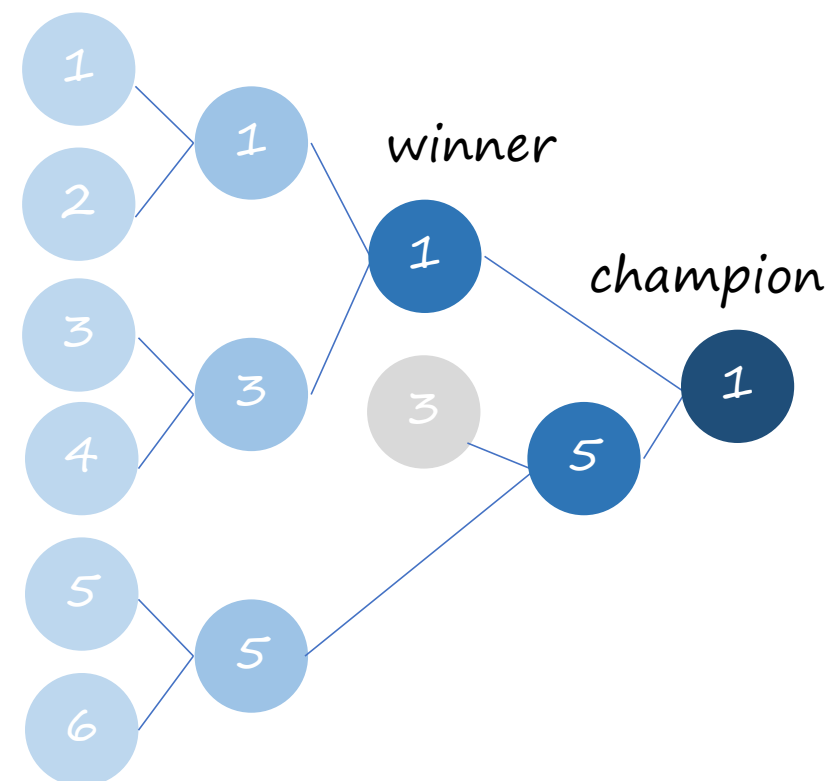


Team sports

Team sports – Football match



11 VS 11



各zone设计队徽，并结合队徽元素定制专属足球围巾

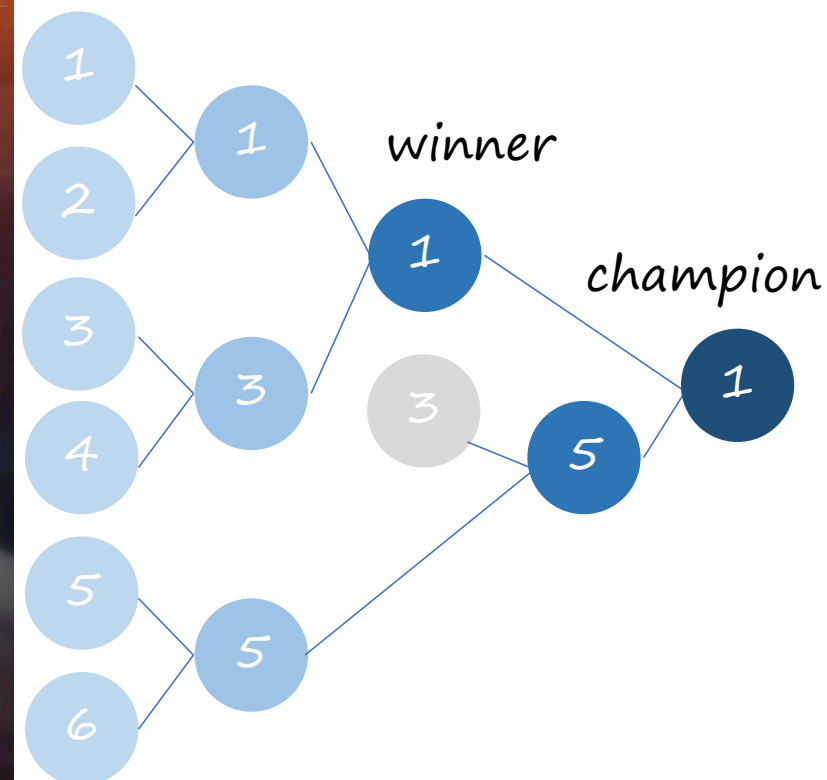
Customize exclusive football scarf with the badge.



Team sports – Basketball match



5 VS 5





结合各zone城市的历史文化和人文精神，每支球队设计自己特定的吉祥物。像NBA一样，在每场比赛期间，身着球队队服的吉祥物到赛场中央进行表演，拉动现场气氛

Every teams design their own specific mascots that combine with the historical, cultural and humanistic spirit of each zone city. During the game, the mascot will wear the team's uniform and perform in the center of the court, pull the atmosphere, just like the NBA

THANK YOU FOR YOUR ATTENTION.