



# MEMBERSHIP BENEFITS

The Singapore Business Circle (SBC) was established in 2015 to build on the growing number of business and people-to-people ties within Singapore as well as globally. Dr Bill Foo is the Chairman of SBC and is based in Singapore. SBC is part of the Trans-Tasman Business Circle Group (the Circle) – a strategic growth partner for the region's leading organisations in the public and private sectors.

## BECOME A MEMBER

SBC is a member-based organisation. Membership is the basis on which we build our programme of engagement with our clients.

Enjoy the full benefits of SBC by joining as a Member to PROFILE your business, ENGAGE with our offerings and ACCESS our programme – benefits are as follows:

## STANDARD INCLUSIONS

### Strategic Planning

- We build a stakeholder engagement map
- Meet with us regularly to review your objectives
- CEO to CEO meetings to explore and highlight opportunities
- Receive guest lists in advance

### Access Our Network

- All company senior executives included
- Access programmes in Singapore, Australia and New Zealand
- Attendance at limited-numbers, member only briefings
- Member ticket rates
- Invitation to private reception prior to keynote briefings
- Invitation to private events for your CEO or their nominee
- "How to use the Circle" session annually for your team

### Brand Promotion

- Listing in Company We Keep member directory
- Listing on Circle website
- Promote SBC membership on company website and marketing
- Event partnership / hosting
- Shape our briefings by identifying potential speakers and industries
- Logo on display at high-profile keynote briefings
- Provide content for monthly e-newsletter

### Hospitality

- Complimentary tickets at briefings (conditions apply)
- Business introductions at briefings
- Priority table placement and waitlist for sold out events
- *Membership is non-exclusive and while we are sensitive to competitive issues we strive to offer our clients a level playing field in which opportunities are shared.*
- *The Circle is non-partisan and does not engage in lobbying activity.*

## Investment \$10,000 SGD

This includes invitations to the briefings featured on the programme and a minimum of one seat at each briefing.