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3 ways to energise a corporate meeting

By Staff Reporter
03 Oct 2016

Best known for their live DJ gigs, pool parties and creative dynamism, W Taipei brings a touch of cool to corporate meetings. Harvey Thompson, W Taipei general manager says: "We have an innovative idea to respond to the trend of customisation and flexibility by empowering the clients to decide the critical components of their meetings—bringing the essence of haute couture to event planners."

We ask the W Taipei Events team how to keep corporate meetings lively:

1. Theme your canapés, live music and mood lights

Look for venues that offer maximum flexibility to design and customise your events, especially in the smaller details. Corporate meetings are usually cut from the same cloth, which can make them ubiquitous and forgettable, so details such as lighting and food can bring a much-needed breath of freshness to the format. W Taipei goes one further—they can synchronise colour with the food, lights and music so your guests are immersed in a theme. Meetings can even have their own signature scents.

2. Project and Partition

Create dramatic effects on walls and partitions using projection facilities usually available in a meeting room. W Taipei's Mega Room is one of Taipei's largest pillar-free ballrooms, with more than 903 sqm of expansive space and three dramatic purple partition walls for creative projections.

3. Source points

Natural light has been proven to have an effect on productivity and comfort while providing mental and physical stimulation. Corporate meetings stretch to full days and there is no better energiser than having natural light stream into the room. W Taipei has ten Studio and Strategy spaces best suited for smaller scale or intimate events with different table layouts, all illuminated by natural light.

Bells and Whistles

You name it, they make it happen—enliven your Food and Beverage offerings from the list of international choices, add colour themes, make them pop, and synchronise it with the AV and state of the art visual equipment for that Haute Couture W meeting.

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