



智荟新加坡 MeetSG

Mini Program & Service Platform



智荟新加坡小程序



# About MeetSG 智荟新加坡

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# Case Study: SFF x SWITCH 2019



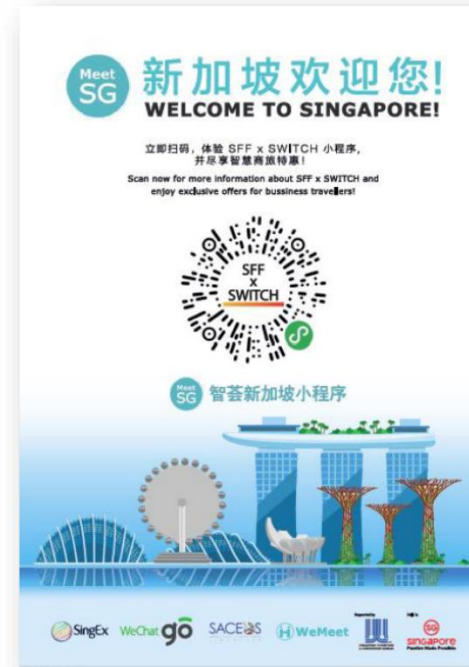
## Preparation for SFF x SWITCH



**Customized WeChat Mini-Program for SFF x SWITCH**



**Customized Service Guide for SFF x SWITCH**



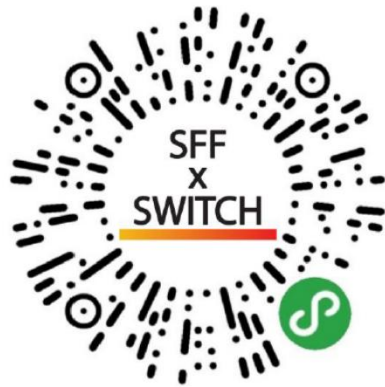
**Onsite Signage for SFF x SWITCH**



# Case Study: SFF x SWITCH 2019

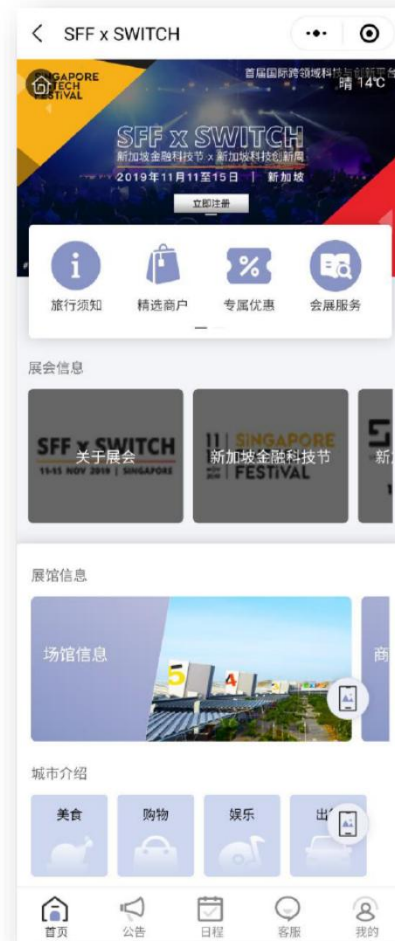


## SFF x SWITCH Mini-Program



智荟新加坡小程序

Customized  
**WeChat**  
Mini-Program for  
SFF x SWITCH



### SFF x SWITCH

#### Rotating Banners (Weather)

Travel  
Tips

MeetSG  
Merchant

Exclusive  
Discount

Event  
Services

#### Event Info (Swipe left to see info listing)

About the show

About SFF

About SWITCH

Contact us

#### Venue Info (Swipe left to see info listing)

About the Venue

Venue map

How to arrive

Contact

#### City Information

Transportation

Attractions

Dining

Shopping

Home-  
page

Announce  
ment

Agenda

Customer  
Service

Me

# Case Study: SFF x SWITCH 2019



## Service Guide for SFF x SWITCH

Floor Plan  
展馆信息



Sow Info  
展会信息



Cover &  
Mini-program  
Code  
封面+小程序码

### 服务指南

Service Guide  
2019. 11. 11 — 2019. 11. 15



**展会信息**

SFF x SWITCH展会信息

展览时间: 2019年11月11日-13日

展会地点: 新加坡博览中心 (MALL 1) 展览厅

展览时间: Singapore Expo Hall 1 to 6, Expo Drive, Singapore 481510

每日开放时间

展览开放时间: 09:00 - 18:00 hours

观众开放时间: 10:00 - 18:00 hours

\*展商及参会代表均可免费入场

展商开放时间: 09:00 - 18:30 hours

参会代表开放时间: 09:00 - 18:00 hours

智慧新加坡小程序

出席SFF x SWITCH 2019 参会代表可在如下场所享受相应优惠!



### 当地景点

**当地景点**

**鸟巢公园 Merlion Park**

鸟巢公园 Merlion Park 是滨海湾金沙酒店 (Marina Bay Sands) 的标志性景点。您可以在鸟巢公园一睹这座神奇建筑的风采。鸟巢酒店高 3.6 米，宽 70 米，中心部分不能到达。鸟巢酒店已经成了新加坡最热门的景点。

地址: One Fullerton, Singapore 049213

**滨海湾金沙科学博物馆 ArtScience Museum**

滨海湾金沙科学博物馆是一座六层高的科学博物馆。它展示了各种科学和艺术展览。博物馆由著名建筑师扎哈·哈迪德设计。它是新加坡最受欢迎的景点之一。

地址: 10 ArtScience Road, Singapore 179057

**滨海湾金沙赌场 The Sands Casino**

滨海湾金沙赌场是亚洲最大的赌场之一。它拥有数千个赌桌和老虎机。赌场内还有各种娱乐设施和餐厅。

地址: 10 Marina Gardens Drive

### 智慧新加坡

**智慧新加坡**

MeetSG 智慧新加坡平台由新加坡政府推出。它是一个集成的平台，提供各种服务和信息。用户可以通过该平台访问政府网站、支付账单、申请签证等。

地址: 10 ArtScience Road, Singapore 179057

### 当地游玩

**当地游玩**

新加坡缆车 45 周年 智慧新加坡

新加坡缆车 45 周年 智慧新加坡

地址: 10 ArtScience Road, Singapore 179057

### 圣淘沙专属优惠

**圣淘沙专属优惠**

**滨海湾金沙赌场 The Sands Casino**

滨海湾金沙赌场提供多种专属优惠。包括赌场积分、贵宾服务等。用户可以通过 MeetSG 平台申请这些优惠。

地址: 10 Marina Gardens Drive

**圣淘沙名胜世界 Sentosa Island**

圣淘沙名胜世界提供各种娱乐设施和景点。包括过山车、动物园、主题公园等。用户可以通过 MeetSG 平台预订门票。

地址: 10 Sentosa Island

### 当地游玩

**当地游玩**

新加坡缆车 45 周年 智慧新加坡

新加坡缆车 45 周年 智慧新加坡

地址: 10 ArtScience Road, Singapore 179057

### 当地游玩

**当地游玩**

新加坡缆车 45 周年 智慧新加坡

新加坡缆车 45 周年 智慧新加坡

地址: 10 ArtScience Road, Singapore 179057

Exclusive  
Discounts  
From Sentosa  
圣淘沙专属优惠

Local  
Attractions  
当地景点

MeetSG  
智慧新加坡

Local Tour  
from TTG  
当地游玩



# Case Study: SFF x SWITCH 2019



## Service Guide for SFF x SWITCH

WeChat Envelope 微信红包



WeChat Pay Merchants Recommendations 微信支付商户

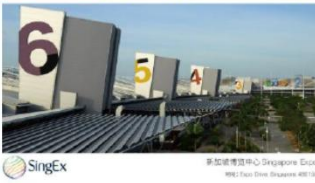


Advertisement for Partners 合作伙伴广告



Partners highlighted on Map 合作伙伴在地图标注

Tourist Map Designed by TTTG 官方旅游地图



# Case Study: SFF x SWITCH 2019

## SFF x SWITCH Onsite Signage

### - Onsite Signage on STB booth





# About WeMeet



Meet Shanghai  
2018



Meet Vegas  
2019



MeetSG  
2019



Meet Hangzhou  
2022

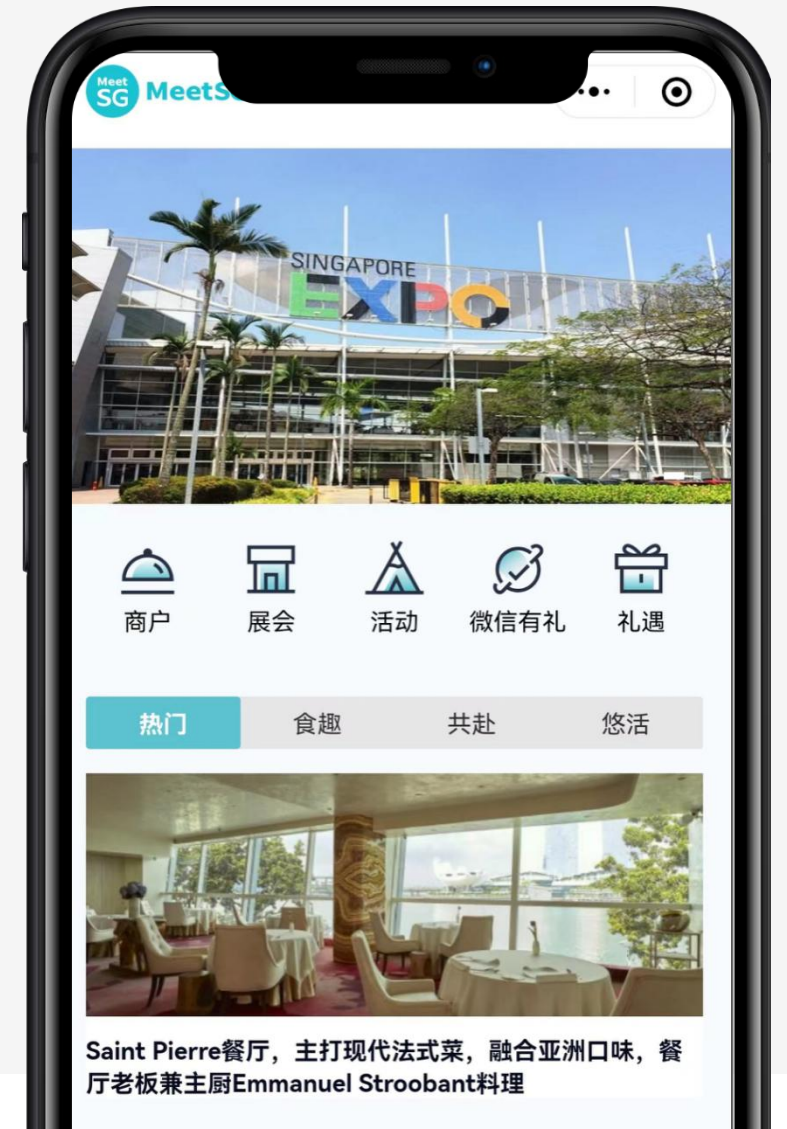


# Meet SG 2.0

# MeetSG 2.0



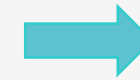
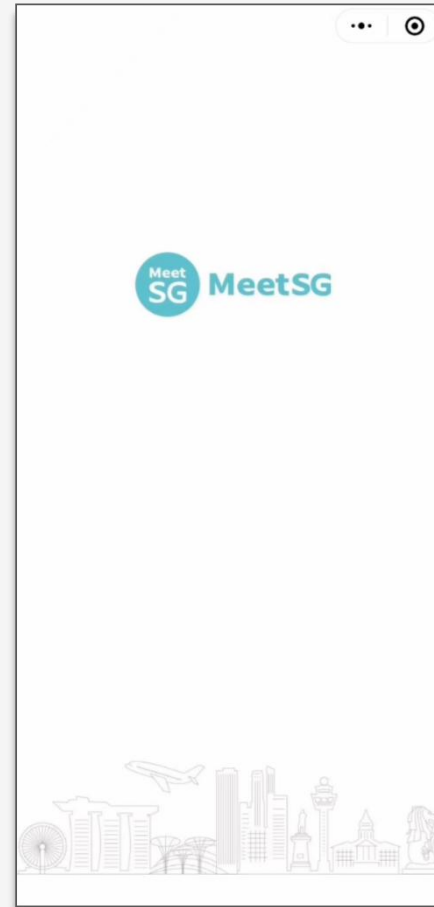
- Open Eco-System
- Better Event Mini Program
- More engagement for Merchants
- More friendly for Business Traveler
- Web3 Ready





# Accessing the Mini Program in WeChat

## 1st Time User



- Scan with WeChat to access the mini program
- Authorize your WeChat account to access

Launch page and Full page Ad.

MeetSG Homepage

# MeetSG Homepage



## MeetSG

### Rotating Banners

Merchant

Event List

Activities

WeChat  
Promotion

Exclusive  
Discount

### Recommend List

Popular

Restaurant

scenic spot

Relax

Homepage

Agenda

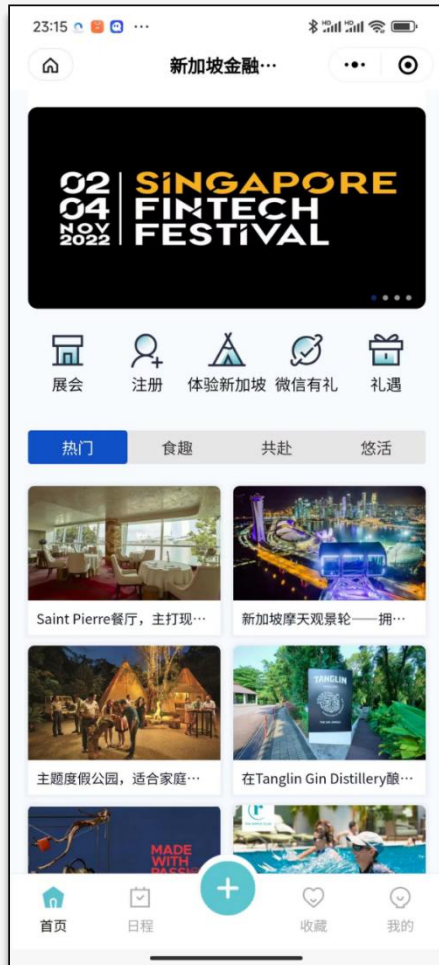
Event Code

Collection

Me



# Singapore Fintech Festival Mini Program



## SFF Homepage

### Rotating Banners

Event

Register

Explore  
Singapore

WeChat  
Promotion

Exclusive  
Discount

### Recommend List

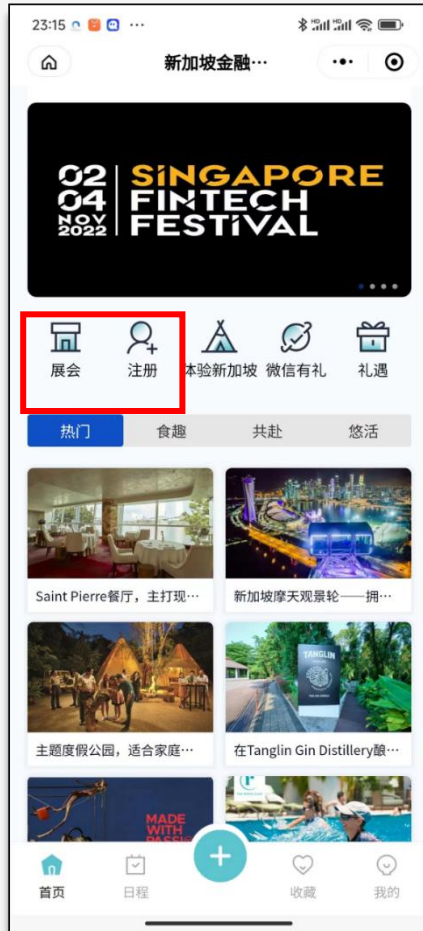
Popular

Restaurant

scenic spot

Relax

# Event Introduction & Register



Click "Event" or "Register"



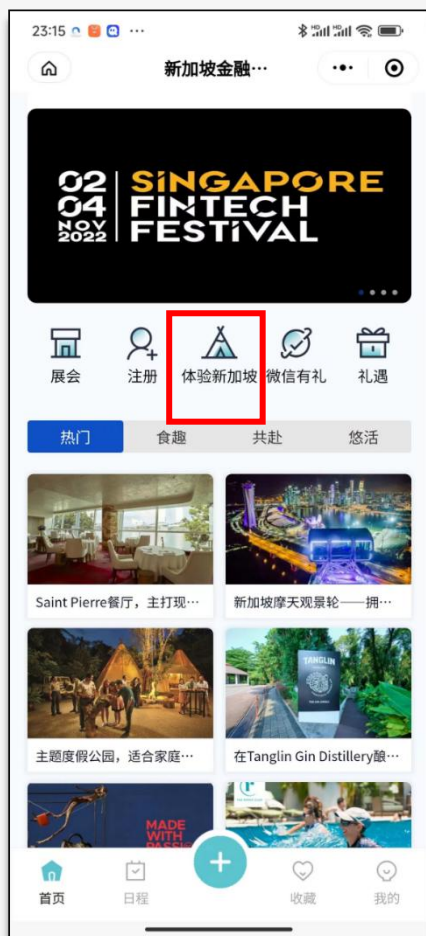
Event Intro



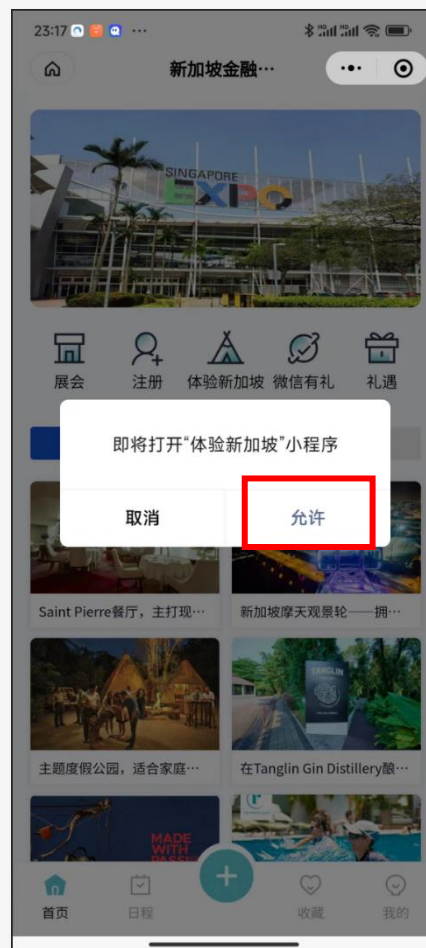
Register



# MeetSG + Explore Singapore



Click "Explore Singapore"



Click "Allow"



Link to "Explore Singapore"

# MeetSG + WeChat



Click "WeChat Promotion"



Click "Allow"



Link to "WeChat Promotion"



# Exclusive Discounts



Click "Exclusive Discount"



Click "Saint Pierre restaurant"

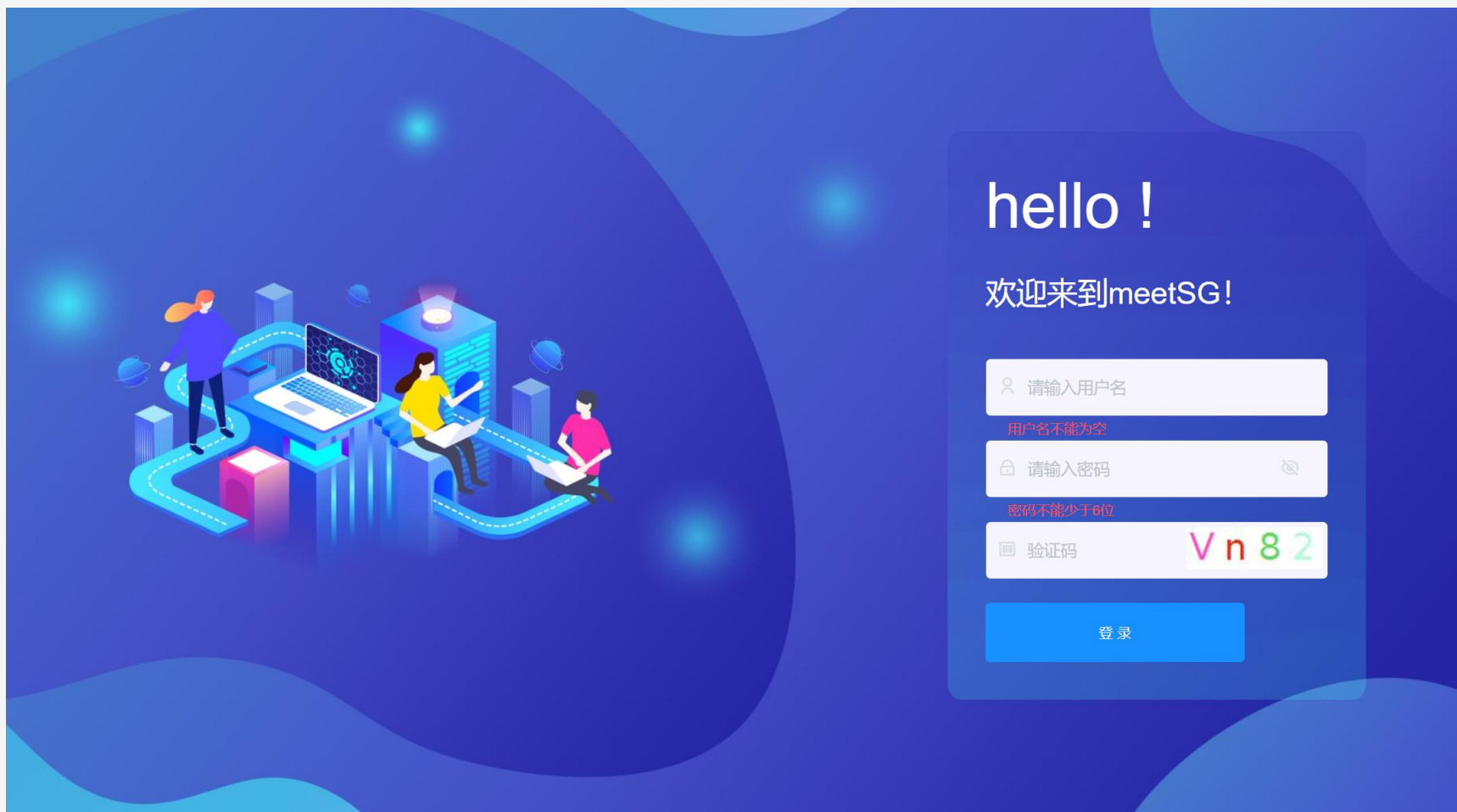


Link to the restaurant



# Meet SG Backend

# Backend Login



# 页面配置-MeetSG首页 / MeetSG Backend Login



## 页面模板-页面配置

点击“添加”，编辑添加的页面名称，如“SG首页”，选择模板类型“首页”；创建完成后再回到列表页 点击“配置”，去丰富该页面内容。

## Page Template -Page Configuration

Click "Add", edit the name of the added page, such as "SG Homepage", and select the template type "Homepage". After the creation is complete, return to the list page and click "Configure" to add to the content of the page.

The screenshot shows the MeetSG backend interface. The main interface displays a table of page templates with columns for name, type, status, and actions. A red box highlights the '+ 添加' button, and another red box highlights the '配置' button in the actions column. A red arrow points from the '配置' button to a modal window titled '编辑' (Edit). The modal window shows the configuration details for the 'SG首页' template, including a search bar, a table for the template name, a section for the template cover image, and a dropdown menu for the template type. The '配置' button is highlighted in the modal.

模版名称	模版类型	状态	操作
SG首页	首页	下线 <input checked="" type="checkbox"/> 上线	<a href="#">编辑</a> <a href="#">配置</a> <a href="#">删除</a>
新加坡金融科技展	内页	下线 <input type="checkbox"/> 上线	<a href="#">编辑</a> <a href="#">配置</a> <a href="#">删除</a>
测试	内页	下线 <input type="checkbox"/> 上线	<a href="#">编辑</a> <a href="#">配置</a> <a href="#">删除</a>

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# 页面配置-MeetSG首页 / Home Page Configuration

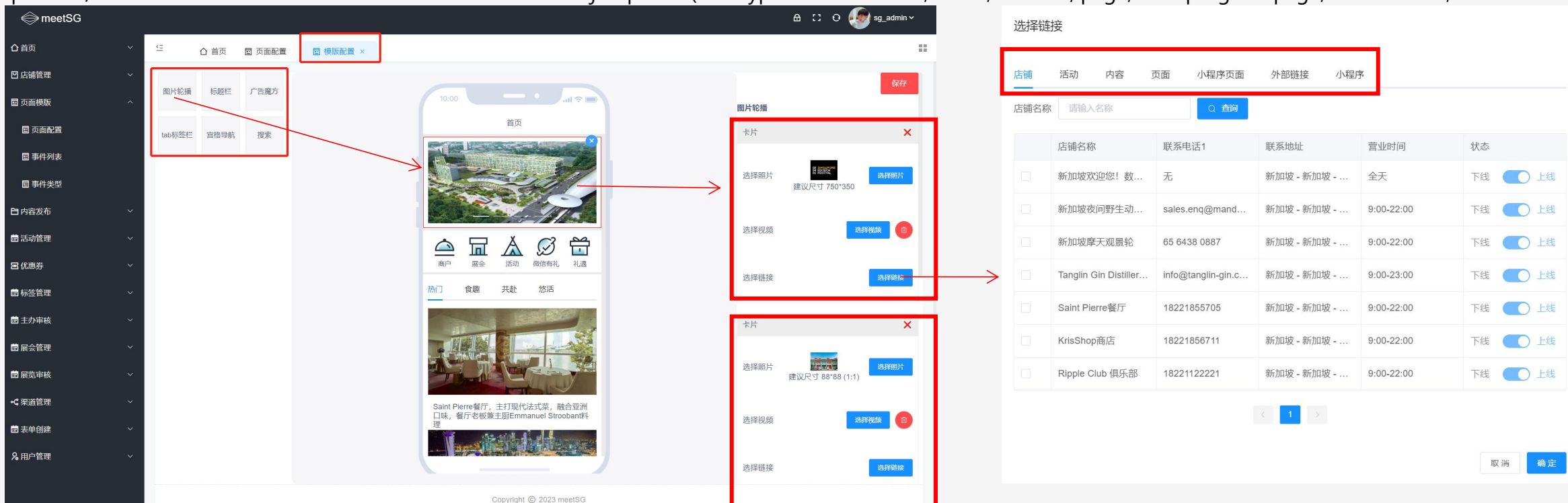
## SG首页-配置

点击“配置”，进入模板配置页面，选择左上角的6种模板拖入手机预览框进行页面搭建。

图片轮播：例如，将“图片轮播”拖入手机预览框，点击右侧卡片，可以增加多张图片/视频进行轮播。每一张轮播还可以选择跳转链接。（链接类型有：店铺、活动、内容、页面、小程序页面、外部链接、小程序）

## MeetSG Home-Configuration

Click "Configure" to enter the template configuration page, select the 6 templates in the upper left corner and drag them into the "Mobile Phone" preview box to build the page. Picture carousel: For example, drag the "picture carousel" into the phone preview box, click the card on the right, you can add multiple pictures/videos for carousel. Each carousel can also choose a jump link. (Link type includes: store, event, content, page, mini program page, external link, mini



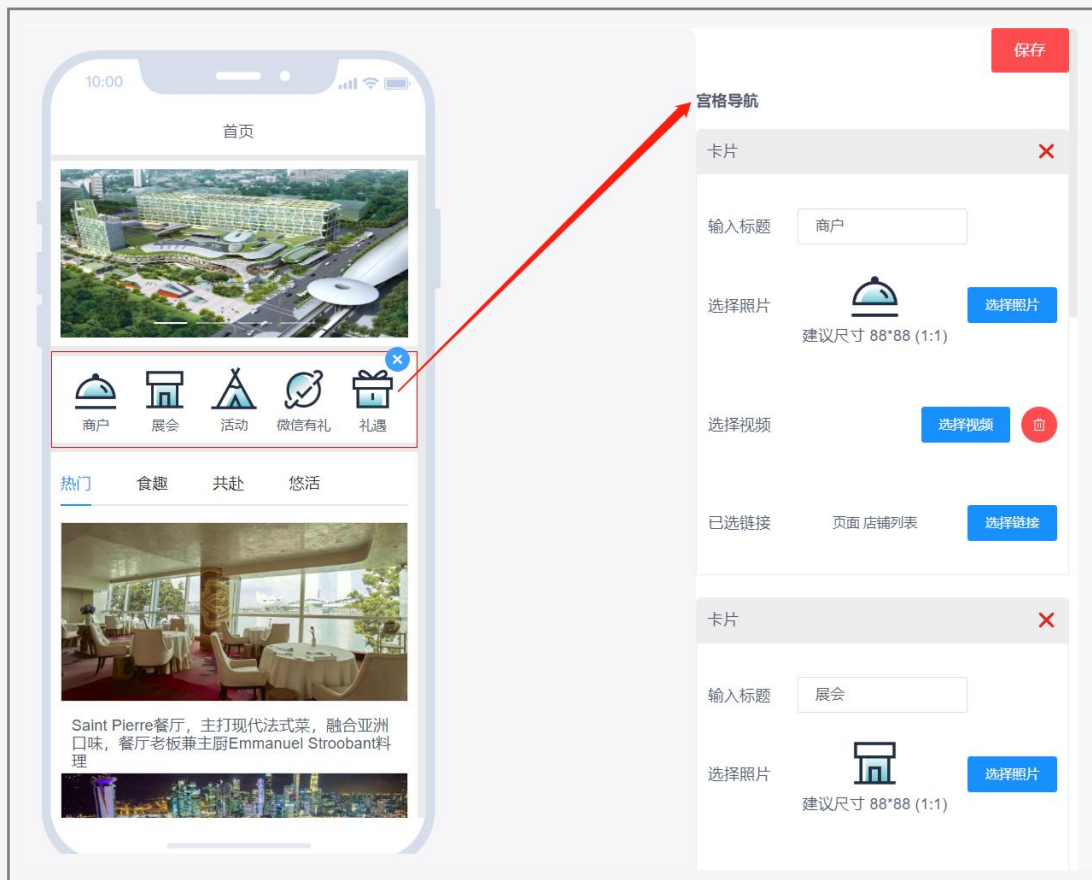
The screenshot displays the MeetSG Home Configuration interface. On the left is a dark sidebar with navigation options. The main area shows a mobile phone preview of a homepage with a carousel and navigation bar. A red box highlights the '模板配置' (Template Configuration) button in the top navigation. Another red box highlights the '图片轮播' (Image Carousel) template in the left sidebar. A third red box highlights the '卡片' (Card) selection modal, which includes options for '选择照片' (Select Photo), '选择视频' (Select Video), and '选择链接' (Select Link). A fourth red box highlights the '选择链接' (Select Link) modal, which features a search bar and a table of store information.

店铺名称	联系电话1	联系地址	营业时间	状态
<input type="checkbox"/> 新加坡欢迎您! 数...	无	新加坡 - 新加坡 - ...	全天	下线 <input type="checkbox"/> 上线 <input checked="" type="checkbox"/>
<input type="checkbox"/> 新加坡夜间野生动...	sales.enq@mand...	新加坡 - 新加坡 - ...	9:00-22:00	下线 <input type="checkbox"/> 上线 <input checked="" type="checkbox"/>
<input type="checkbox"/> 新加坡摩天观景轮	65 6438 0887	新加坡 - 新加坡 - ...	9:00-22:00	下线 <input type="checkbox"/> 上线 <input checked="" type="checkbox"/>
<input type="checkbox"/> Tanglin Gin Distiller...	info@tanglin-gin.c...	新加坡 - 新加坡 - ...	9:00-23:00	下线 <input type="checkbox"/> 上线 <input checked="" type="checkbox"/>
<input type="checkbox"/> Saint Pierre餐厅	18221855705	新加坡 - 新加坡 - ...	9:00-22:00	下线 <input type="checkbox"/> 上线 <input checked="" type="checkbox"/>
<input type="checkbox"/> KrisShop商店	18221856711	新加坡 - 新加坡 - ...	9:00-22:00	下线 <input type="checkbox"/> 上线 <input checked="" type="checkbox"/>
<input type="checkbox"/> Ripple Club 俱乐部	18221122221	新加坡 - 新加坡 - ...	9:00-22:00	下线 <input type="checkbox"/> 上线 <input checked="" type="checkbox"/>

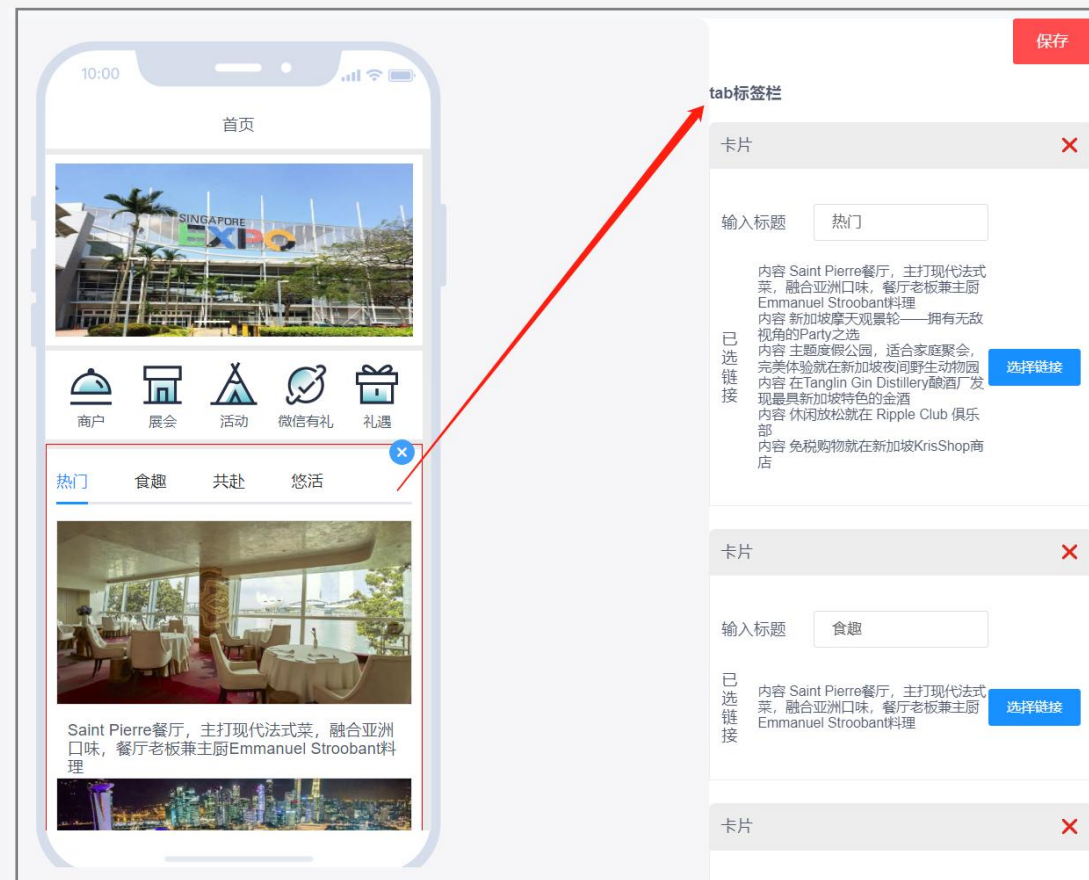
# 页面配置——MeetSG首页 / MeetSG Home Page



## 宫格导航 / Grid Navigation



## Tab标签栏 / Tab Bar



# 页面配置 / Page Template - Page Configuration



## 页面模板-页面配置

添加“新加坡金融科技展”，类型选择为“内页”，点击“配置”。进入模板配置页面后，选择左上角的6种模板拖入手机预览框进行页面搭建。（与MeetSG首页搭建方式一致）

## Page Template - Page Configuration

Add "Singapore Fintech Exhibition", select "Inside Page" as the type, and click "Configure". After entering the template configuration page, select the 6 templates in the upper left corner and drag them into the phone preview box to build the page. (Consistent with the build method of the MeetSG homepage)

The screenshot displays the MeetSG administration interface for page configuration. On the left is a sidebar menu with options like '首页', '店铺管理', '页面模板', '事件列表', etc. The main area shows a table of templates:

模板名称	模板类型	状态	操作
SG首页	首页	下线 <input checked="" type="checkbox"/> 上线	<a href="#">编辑</a> <a href="#">配置</a> <a href="#">删除</a>
新加坡金融科技展	内页	下线 <input type="checkbox"/> 上线	<a href="#">编辑</a> <a href="#">配置</a> <a href="#">删除</a>
测试	内页	下线 <input type="checkbox"/> 上线	<a href="#">编辑</a> <a href="#">配置</a> <a href="#">删除</a>

The row for '新加坡金融科技展' is highlighted with a red box. An arrow points from this row to a mobile phone preview on the right. The preview shows a page titled '首页' with a banner for '02 04 2022 SINGAPORE FINTECH FESTIVAL' and navigation icons for '展会', '注册', '体验新加坡', '微信有礼', and '礼遇'. Below the preview is a '热门' section with a restaurant listing for 'Saint Pierre' and a '图片轮播' section with options to '选择照片', '选择视频', and '选择链接'.



# 内容发布 / Content Publishing – Add

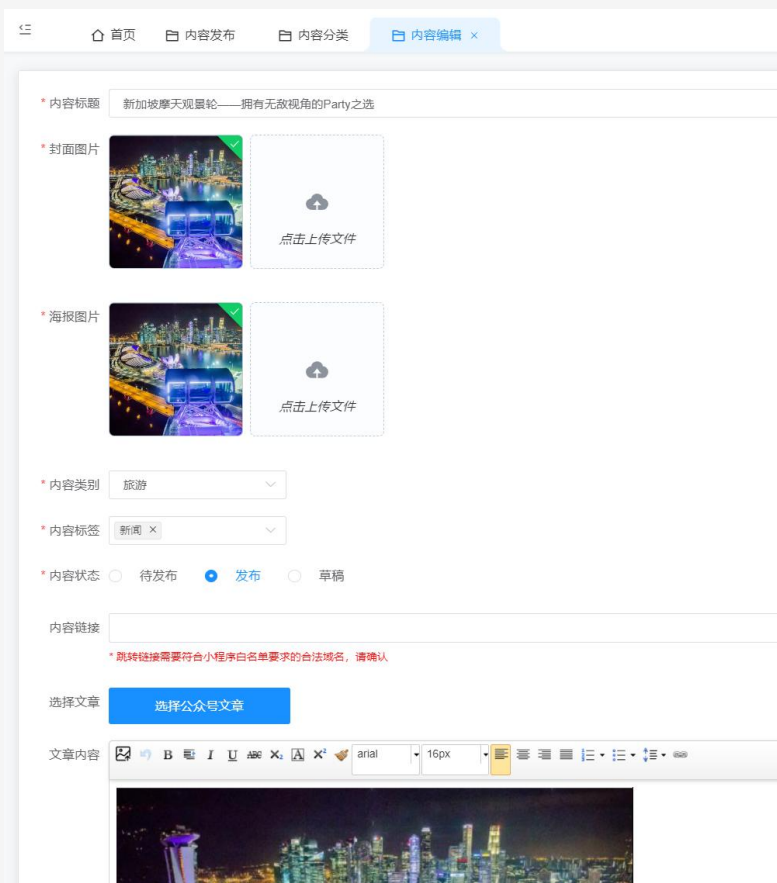
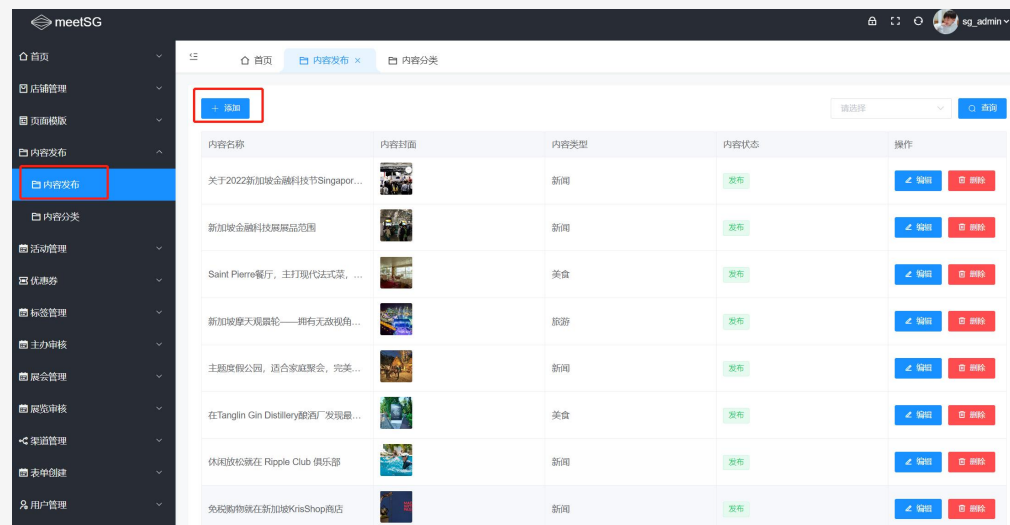


## 内容发布-添加

输入内容（图文信息）标题、封面图、正文图文等信息。在页面配置时，可以选择将某篇文章链接到某个按钮处进行跳转。

## Content Publishing – Add

Enter content (graphic information) title, cover image, body text and other information. When configuring the page, you can choose to link an article to a button for going to another page.



# 商户入驻-Merchant Configuration



## 店铺管理-店铺列表

点击添加，填写店铺名称、营业时间、地址、照片、logo等信息，提交保存。

## Store Management - Store List

Click Add, fill in the store name, business hours, address, photo, logo and other information, submit and save.

The image displays a three-part interface for merchant configuration. On the left is a sidebar menu with 'meetSG' at the top and various management options. The '店铺列表' (Store List) option is highlighted. The middle section shows a table of existing stores with columns for '排序' (Order), '店铺名称' (Store Name), and '联系电话1' (Phone 1). The 'Saint Pierre餐厅' (Saint Pierre Restaurant) is listed with phone number 18221855705. A '+ 添加' (Add) button is visible. The right section shows the '编辑店铺' (Edit Store) form for 'Saint Pierre餐厅'. Fields include: Store Name (Saint Pierre餐厅), Order Value (5), Business Hours (9:00-22:00), Province (新加坡), City (新加坡), District (新加坡), Detailed Address (新加坡中央商务区中心), and Phone Numbers (18221855705). There are also fields for '封面图片' (Cover Image) and '店铺logo' (Store Logo), each with a '点击上传图片' (Click to upload image) button. At the bottom right, '取消' (Cancel) and '提交' (Submit) buttons are shown. A red arrow points from the '提交' button to the right, where a mobile app preview of the 'Saint Pierre餐厅' profile is shown. The profile includes the store name, category (法餐), hours (9:00-22:00), address (新加坡新加坡新加坡新加坡新加坡中央商务区中心), and a '0折' (0% off) promotion for '满0' (spend 0) from 2022-10-01 00:00:00 to 00:00:00, with a '已领取' (Already claimed) status.

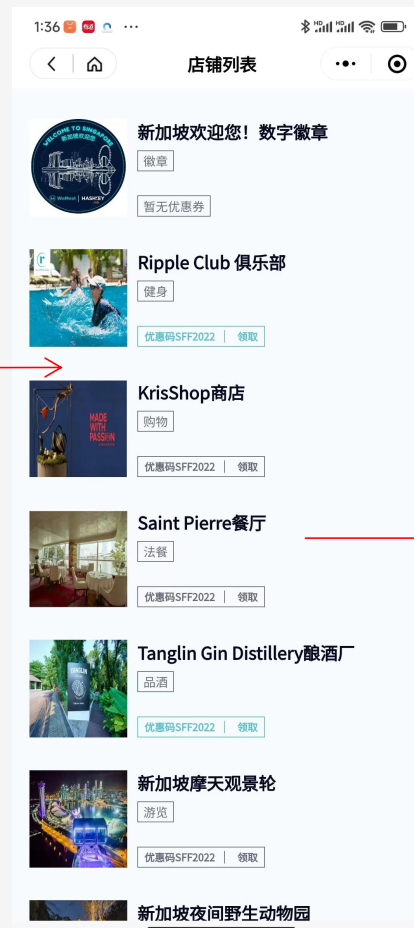
排序	店铺名称	联系电话1
8	新加坡欢迎您! 数字...	无
2	新加坡夜间野生动物园	sales.enq@mandai....
3	新加坡摩天观景轮	65 6438 0887
4	Tanglin Gin Distillery...	info@tanglin-gin.com
5	Saint Pierre餐厅	18221855705
6	KrisShop商店	18221856711
7	Ripple Club 俱乐部	18221122221

# 商户入驻-Merchant Configuration

小程序首页-商户-店铺列表  
添加的商户，将会在小程序的店铺列表中显示。

## Mini Program Homepage - Merchant-Shop List

The added merchants will be displayed in the store list of the Mini Program.



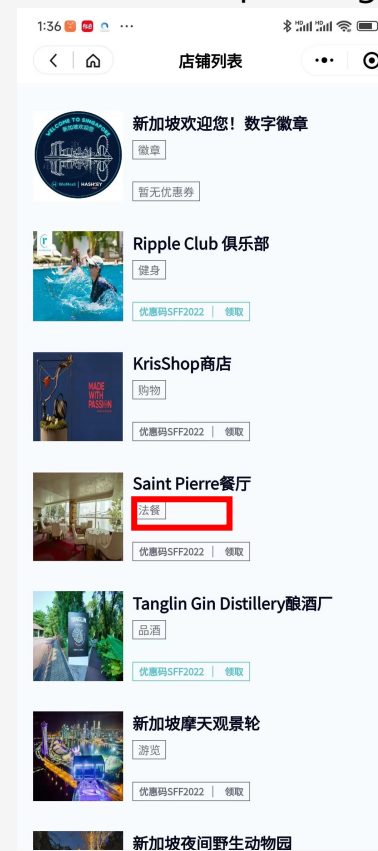
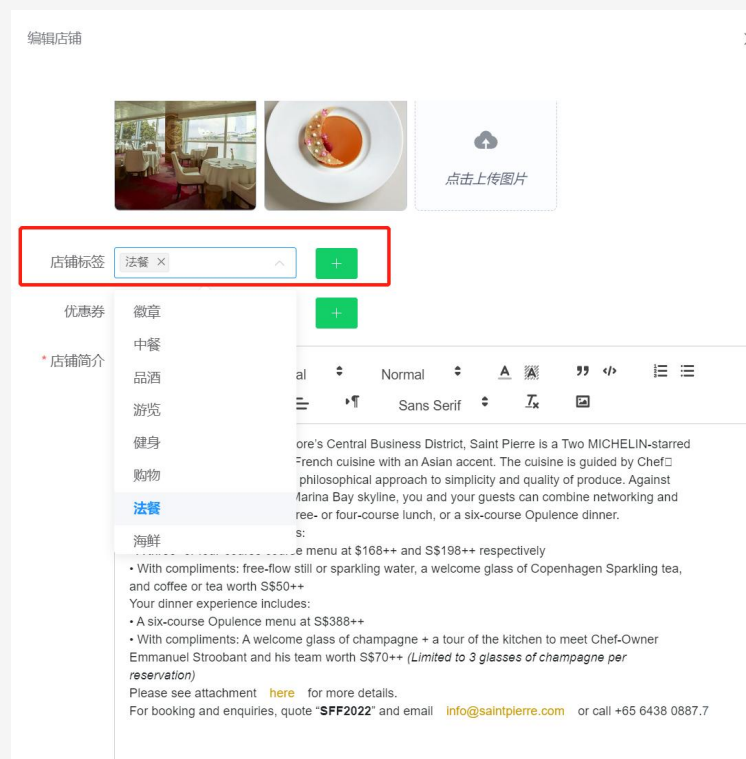
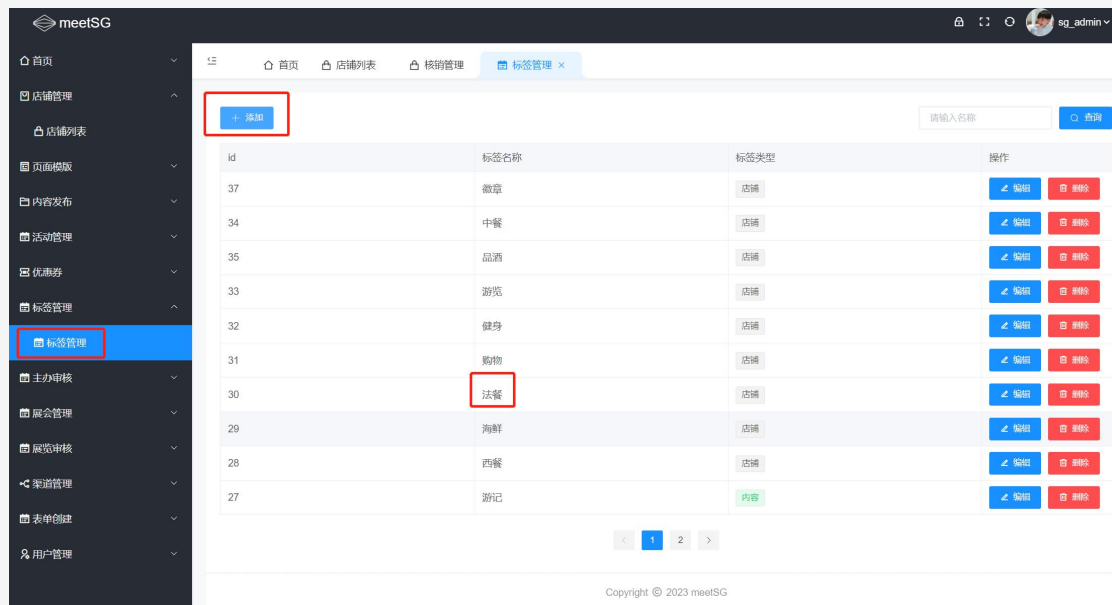
# 标签管理 / Tag Management

## 标签管理

点击“添加”，创建新的标签。在添加店铺时，在“店铺标签”一栏点开下拉框，选择相应标签。该标签会在相应前端页面进行展示。

## Tag Management

Click "Add" to create a new label. When adding a store, click the drop-down box in the "Store Label" column and select the corresponding label. This label will be displayed on the corresponding front-end page.





# 优惠券管理 / Vouchers Management



## 优惠券-优惠券列表-添加

点击“添加”，填写优惠券名称、类型、折扣等内容。在编辑店铺时，在“优惠券”一栏点开下拉框，选择相应优惠券。该优惠券会在相应商户详情页进行展示。

## Coupons - Coupon List

Add Click "Add" and fill in the coupon name, type, discount, etc. When editing a store, click the drop-down box in the "Coupon" column and select the corresponding coupon. The coupon will be displayed on the corresponding merchant details page.

The image displays three screenshots from the WeMeet system illustrating the coupon management process:

- Left Screenshot:** The 'Add Coupon' form. The '添加' (Add) button is highlighted. The form includes fields for: 优惠券名称 (Coupon Name), 优惠券类型 (Coupon Type), 消费门槛 (Spend Threshold), 折扣 (Discount), 领取限制 (Redemption Limit), 发行数量 (Issuance Quantity), 时间 (Time), and 活动描述 (Activity Description).
- Middle Screenshot:** The 'Edit Store' page. The '优惠券' (Coupon) dropdown menu is open, showing the selected coupon '优惠券SFF2022'.
- Right Screenshot:** The merchant details page for 'Saint Pierre 餐厅'. A coupon card is displayed, showing '0折' (0% off) for orders over \$0, valid from 2022-10-01 00:00:00 to 00:00:00.

# 商户入驻资料准备 Information for Merchants

## 店铺基础信息 / Company or Store's Basic Info

- 店铺名称 / Company Name
- 营业时间 / Business Hours
- 地址：省、市、区 / Address: Province, City, District
- 详细地址 / Exact Address
- 联系电话 / Contact Number
- 封面图片 / Cover Image
- 店铺logo / Company Logo
- 店铺图片 / Company Image
- 店铺标签 / Company Label
- 店铺简介 / Company Profile

## 优惠券 / Coupon Information

- 优惠券名称 / Coupon Name
- 优惠券类型（折扣/满减/外部） / Coupon Type (discount/full discount/external)
- 消费门槛 / Consumption Threshold
- 折扣 / Discount
- 领取限制（几张） / Receipt Limit (several)
- 发行数量（几张） / Issue Quantity (several copies)
- 可用时间 / Runtime for Coupon (Availability)
- 活动描述 / Activity Description

**商户资料提交方式：**我们会给您发送EXCEL模板，请填写相应的内容并发送至邮箱：[jane@wemeet.com](mailto:jane@wemeet.com).

**资料上传方式：**我们的技术人员将会按照您提供的资料在后台上传店铺详情及优惠信息

### **Merchant information submission method:**

We will send you an EXCEL template, please fill in the corresponding content and send it to: [jane@wemeet.com](mailto:jane@wemeet.com)

### **Data upload method:**

Our technicians will upload store details and preferential information in the background according to the information you provide

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