

Cliftons x AWS:

Partnering Across APAC
for Seamless Experiences





Introduction

Amazon Web Services (AWS) is the cloud computing division of Amazon, providing on-demand IT infrastructure and services to businesses, governments, and individuals worldwide. AWS has partnered with Cliftons as a trusted event delivery partner across Asia-Pacific, leveraging Cliftons' expertise in both experiential engagement activations and end-to-end event management. From internal employee engagement initiatives to high-level customer-facing events, Cliftons has consistently delivered seamless, branded experiences across diverse markets.



Coffee Cart Engagements Across ASEAN

The Situation

To strengthen employee engagement, AWS launched a series of branded coffee cart activations across seven ASEAN cities; Singapore, Jakarta, Manila, Bangkok, Hanoi, Ho Chi Minh City, and Kuala Lumpur.

Scope & Delivery included:

- Coordinated with local coffee vendors in each market for simultaneous rollout.
- Managed logistics, vendor alignment, and on-site coordination despite language and operational challenges.
- Delivered a consistent AWS-branded experience with customised carts, cups, and signage.

The Solution

The project was confirmed only two days before rollout, creating the challenge of rapidly mobilising resources across multiple countries. To overcome this, Cliftons swiftly activated its extensive vendor network, secured logistics, and streamlined both payment and communication channels, ensuring flawless execution despite the compressed timeline.

The Result

The activation received overwhelmingly positive feedback from AWS employees across all seven locations, and its success in September led AWS to re-engage Cliftons for a repeat activation in November – a strong endorsement of the team's agility and reliability.



APAC Partner Roadshows & CXO Roundtables

The Situation

To engage regional partners and customers, AWS partnered with Cliftons to deliver CXO-level roundtables and partner roadshows across Asia-Pacific; Penang, Hanoi, Ho Chi Minh City, Manila, and Singapore.

The Solution

The scope and delivery encompassed the organisation of executive-level roundtables and partner roadshows tailored to AWS' strategic objectives, along with venue sourcing, logistics, catering, and on-site execution across multiple countries. Cliftons also supported experiential elements such as branded activations and audience engagement activities, while ensuring seamless coordination of all event details, including attendance management and supplier communication.

The Result

Over the past year, Cliftons has delivered consistently high-quality events that have strengthened AWS' engagement with regional partners and clients, while also reinforcing its reputation as a trusted APAC event partner capable of executing both the creative and logistical aspects of complex initiatives across diverse markets.

Why Cliftons Was Chosen

- **Regional Reach:** A strong vendor and venue network across APAC.
- **Agility:** Ability to mobilise quickly, even under tight timelines.
- **Consistency:** Seamless brand experiences across multiple markets.
- **Trust:** A proven partner for both internal and external initiatives.

Conclusion

From coffee cart activations that energised employees to executive roundtables that deepened partner relationships, Cliftons has proven to be a reliable and innovative partner for AWS. Their ability to combine creative engagement with operational excellence ensures that AWS can deliver impactful experiences across the region, every time.

