

BESPOKE MARKETING SDN BHD

Corporate Profile

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 MPI
MEETING PROFESSIONALS INTERNATIONAL

Bespoke Marketing



CUSTOMIZED



IDEAS



SOLUTIONS

Expertise

- Bespoke Marketing provides a mix of expertise spanning over **20 years** in the Malaysian marketing industry
- We provide **experiential marketing services** that will bring each strategy and marketing plan to life
- We **customize** every service to **fit your marketing needs** – each service can be engaged individually or together to create fully integrated campaigns
- We take care of all the details to manage each marketing campaign **professionally, efficiently and cost-effectively**



Creating Experiences!

An Innovative
TECHNOLOGY
EXPERIENCE

We create stimulating environments using interactive solutions

A Reliable
CLIENT
EXPERIENCE

We partner with you to execute your marketing efforts, anticipating ahead for you

A Memorable
ATTENDEE
EXPERIENCE

We design valuable experiences that promote discussion, communication and networking

The WOW! Factor - Technology and Services that connects People

be&poke

Clients



Big Dutchman



NU SKIN
DISCOVER THE BEST YOU™



TRX

TUN RAZAK EXCHANGE



TREND
MICRO™

Securing Your
Connected World



Labuan



Financial Services Authority



The Institute of
Internal Auditors
Malaysia



GLAD TIDINGS
ASSEMBLY OF GOD



pico



IWCITY
Iskandar Waterfront City Berhad
A member of the IWH group of companies

Services



Professional Conference Organiser

- Virtual & Hybrid Events
- Meetings, Workshops, Seminars, Product Launches
- VIP Itinerary Management
- C-Level Roundtables
- Exhibitions
- Hospitality Management
- Social Events & Annual Dinners
- Off-Site Events
- Incentive Trips



PCO Services: Scope of Work

- Venue Selection & Management
- Congress/Conference Technology
- Finance Management
- Speakers & Program Management
- Demand Generation
- Exhibition & Sponsorship Management
- Show Production
- Logistics & Onsite Management
- Creative Design & Printing
- Excursions



PCO Services – Venue Management

- Venue Sourcing
- Price negotiation
- Logistics coordination
- Menu planning
- Preparation of room layouts
- Accommodation bookings for speakers & delegates
- On-site management
- On-site coordination with banquet team



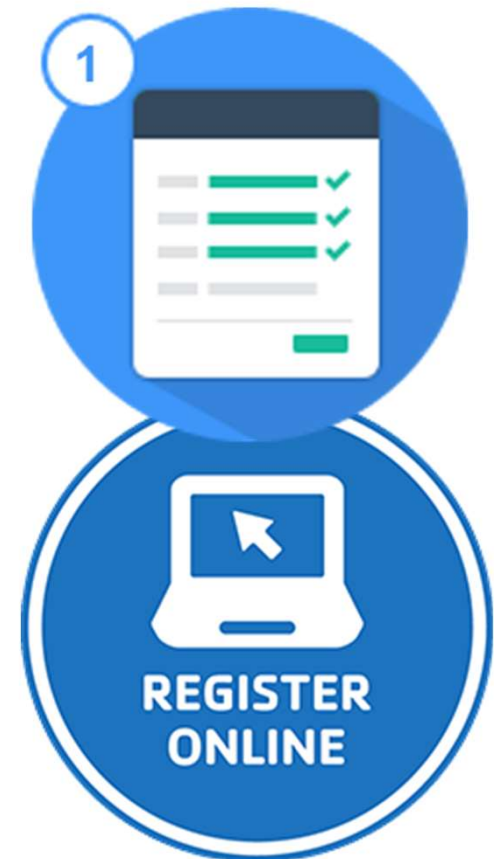
PCO Services – Congress Technology

- Event website creation containing detailed information of the congress
 - Overview, agenda, speaker, info about Malaysia etc
- Contains the latest information about the congress which can be updated periodically
- Provides exclusivity to the congress with a website of its own

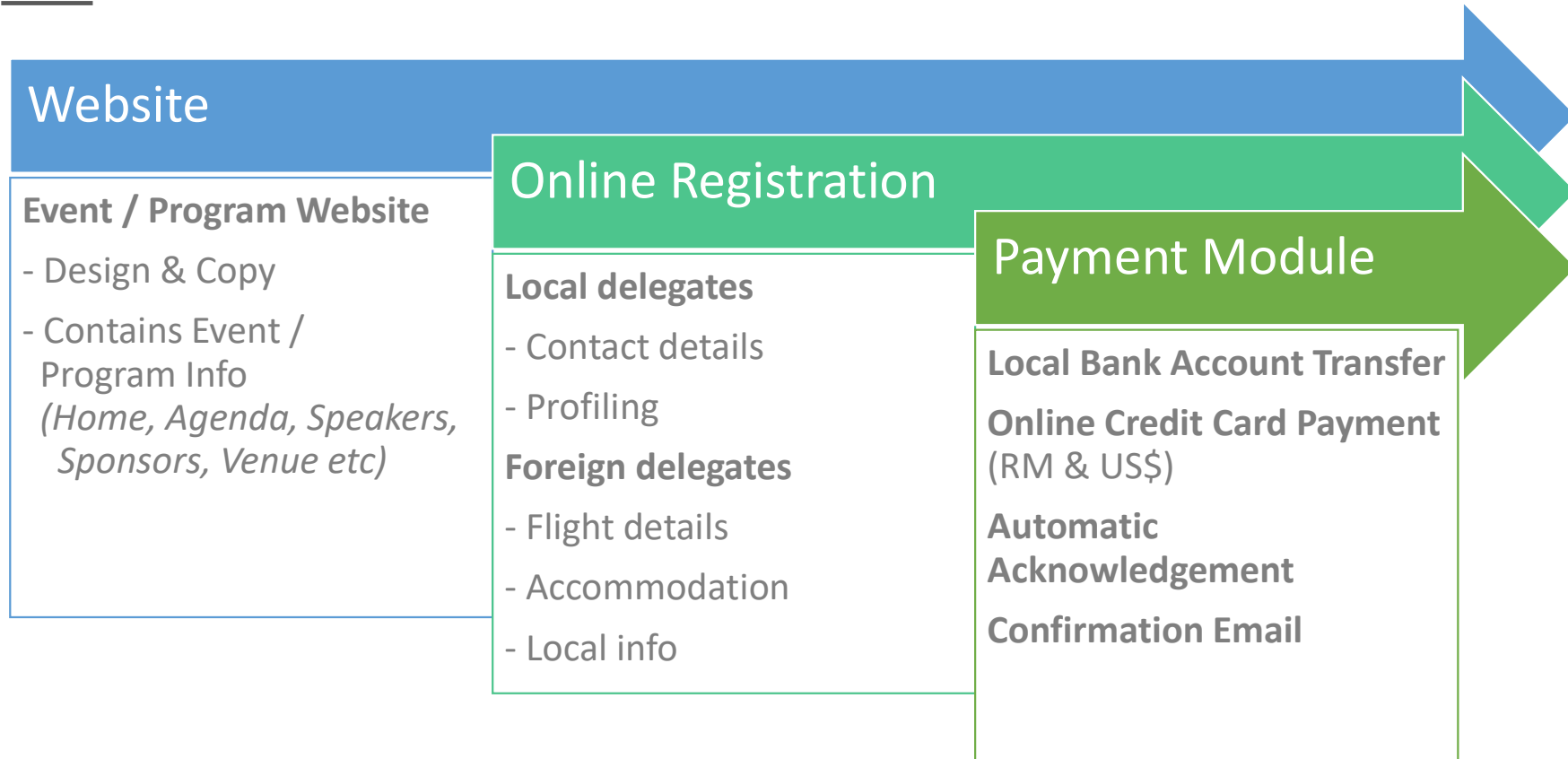


PCO Services – Congress Technology

- Online registration is highly recommended especially when dealing with international delegates
- Captures “mandatory” details such as contact information, meal preference, flight information etc
- Captures payment details on a secured portal
- Delegates will be assigned a unique login ID to access the site
- Serves as a single-point of registration medium so that the registration details are captured uniformly



PCO Services – Payment Portal



PCO Services – Congress Technology

- eDM is the most cost effective way to communicate to international delegates
- Contains basic information and links to the congress website for complete event details and registration
- Should also be sent to local delegates as a reinforcement exercise
- Registration confirmations are sent with QR code for easy onsite registration



Take a sneak peek through the keyhole!

Dear Mrs. Lim,

As one of our key partners in the industry, it is our pleasure to welcome you to the

Opening Ceremony of the new Big Dutchman Distribution Centre

near Kuala Lumpur, Malaysia on Monday, March 13, 2017.

The program is as follows:

March 13, seminars from 9.30h
 Venue: The Saujana Hotel, Jalan Lapangan Terbang Subang, Saujana, 40150 Shah Alam, Selangor DE.

- Nan-Dirk Mulder, Senior Analyst Animal Protein, Rabobank
- Bob Langert, Former VP of Sustainability, McDonald's Corporation
- Professor David Hughes, Emeritus Professor of Food Marketing and Consumer Behaviour, Imperial College London

Dress code: Business

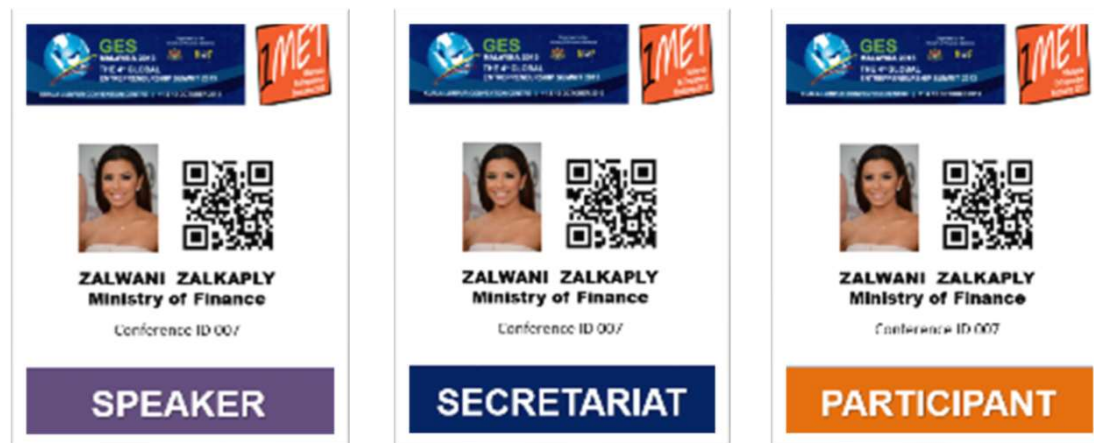
PCO Services – Registration

- To set up a networked-computer system to provide a polished & tech-savvy event outlook with an onsite computerized registration system
- The system will efficiently register delegates, facilitate distribution of name tags & event kits, and provide instant real-time attendee analysis

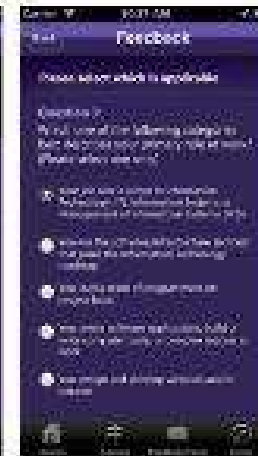


PCO Services – Congress Technology

- Name tags printed with a personalized QR code enable easy tracking of delegates throughout the conference
- At important check-points, delegate tags can be scanned to allow access or access will be rejected (depending on access level)
- Reports can be generated real-time, for example, tracks attended, booths visited, etc



PCO Services – Mobile App



EVENT PAGE

The event page will not be available from version 4 to version 7

AGENDA PAGE

The event page will not be available from version 4 to version 6, and part of the agenda (version 5) will not be available in version 6 when you're taking the course (version 6)

FEEDBACK

VENUE

PCO Services – Congress Technology

Social Media serves as a:

- A marketing and promotion tool to attract potential delegates, sponsors and exhibitors
- Communication channel of communication for delegates, sponsors and exhibitors
- Regular announcements and content updates on activities for the congress



PCO Services – Speaker Management

- Speaker Sourcing
- Liaison with all speakers prior to the congress on individual requirements
 - ie: congress requirements, travel & accommodation requirements, technical requirements etc
- Consolidate presentation requirements of each individual speakers
- Manage speakers rehearsal
- Communication and briefing with speakers
- Liaison with all speakers onsite during the congress



PCO Services – Sponsorship & Exhibition

- Preparation of exhibition requirements
- Conceptualize booth designs and layouts
- Communicate exhibitors benefits and guidelines
- Exhibition booth locations and provisions
- Preparation of Exhibitor Manual and Briefing
- Invoicing and booth payment collection
- Final preparations – move-in/move-out schedule, onsite coordination, etc



PCO Services – Onsite Management

- Creative conceptualization of overall congress flow
- Overall planning of congress program
- Establish setup timeline and event rundown
- Ensure that items are delivered to the venue according to packing list
- On-site monitoring of all activities & resources



PCO Services – Conference Materials

- Conference badging and lanyards
- Conference Program
- Conference Bag/Folder
 - To prepare a congress bag/folder with all the congress materials which will be given upon registration
- Conference Materials
 - Pen drive pre-loaded with materials
 - Propose to post all presentation slides on the congress website. The link will be sent to all delegates to enable them to download after the event
- Conference Gift



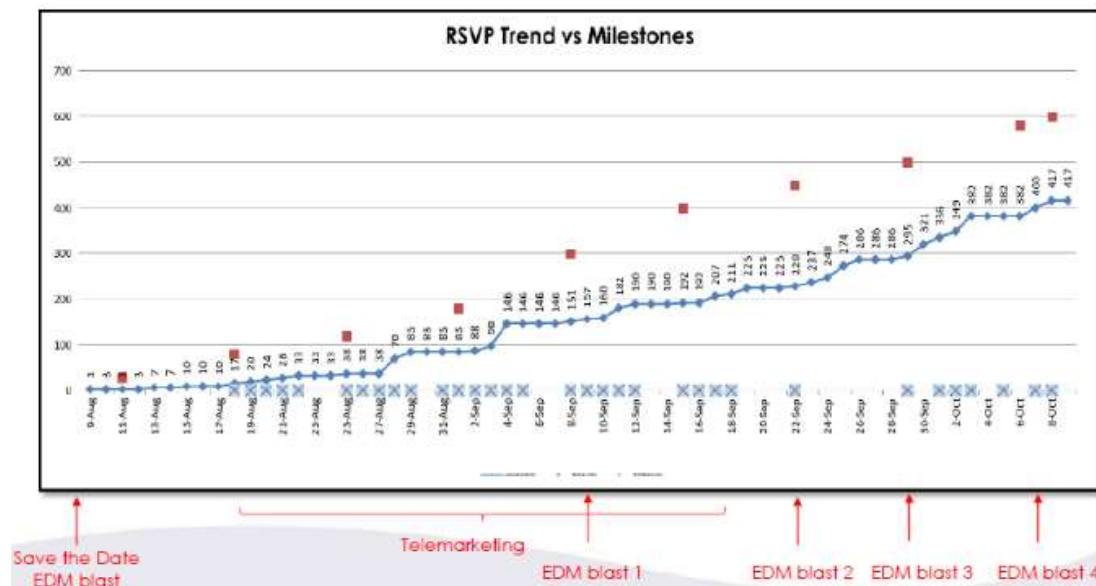
PCO Services – General Management

- Corporate Social Responsibility (CSR) program
 - Organizations can implement a CSR program in the event to benefit from building a reputation for integrity and best practice
 - The goal of CSR is to encourage a positive impact through the activities on the environment or communities
 - This can be a memorable activity for the delegates which they can participate in



PCO Services – Post Event Reporting

- Post event follow-ups
 - Preparation of Final Attendees Report
 - Preparation of Evaluation Form Analysis Report
 - Post event review



Incentive Trips

- We organize incentive trips for companies who want to reward their staff, partners or customers.
- We work through our network of international partners so there is really no boundaries on where we can bring you!



Services



Event Technology Services

- Webinars, Webcasts & Virtual Events
- Mobile Apps
- Social Media
- Websites
- Online & Onsite Registration System
- Online Payment Portal
- Audience Tracking & Management Solution
- Opening Gambits
- Audio Visual Conceptualization & Show Production
- Audience Engagement & Feedback



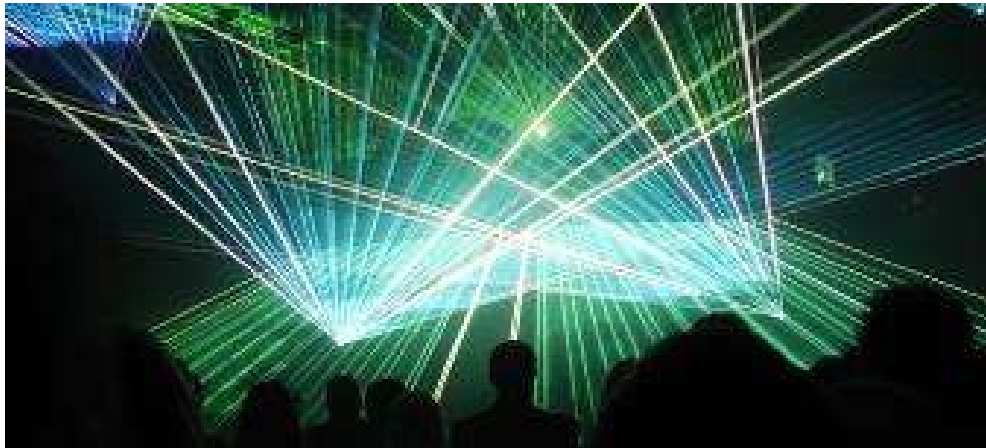
Webinars, Virtual & Hybrid Events

Development of digital event experiences to engage with clients online & offline



Opening Gambits

Gambits varying from touch screen technology, video animation production to shadow performances & laser shows adds value in bringing key messages across.

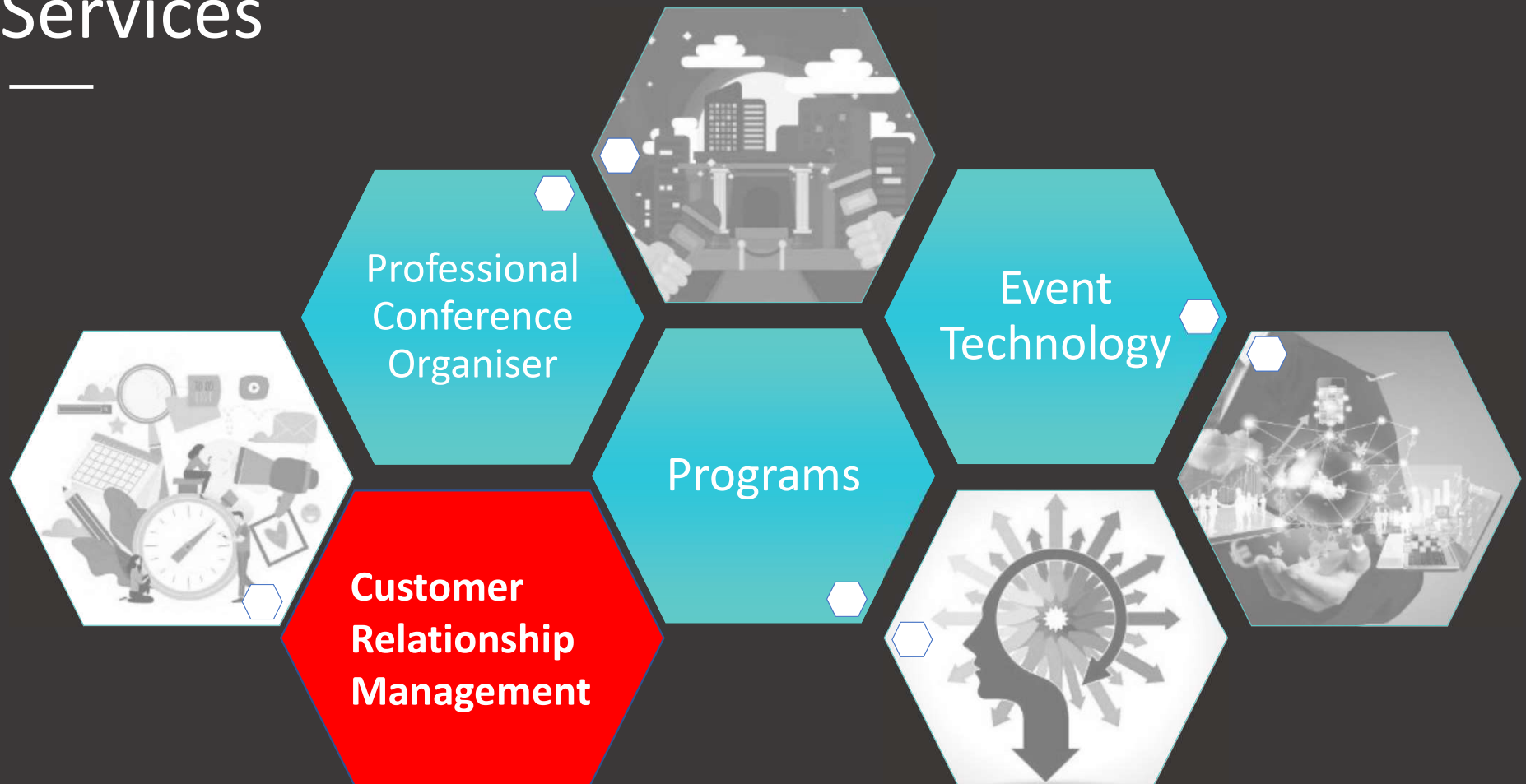


AV & Show Production

Exploring the latest in visual, audio & lighting technology, your event will be brought to a whole new level, your audience will have a mesmerizing experience and your event will be remembered for a long time to come!

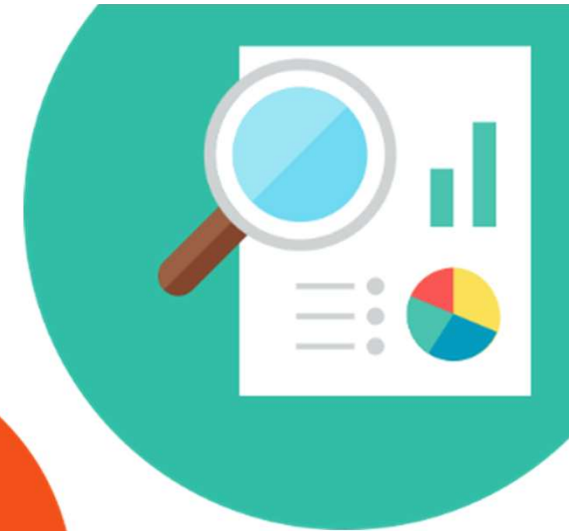


Services



CRM Services

- Demand Generation
- Database Management
- Database Validation (in line with the Personal Data Protection Act 2010 (PDPA))
- Registration Services – Online & Onsite Registration
- Telemarketing
- Direct Marketing – eDM, SMS, Fax
- Post Event Analytics & Reports



Services



Programs

Channel Programs

- Incentive Programs
- Retail Programs
- Mystery Shopping
- Exhibitions



Consumer Programs

- Contests
- Membership System
- Loyalty Programs
- Fuel Tests

A large conference hall with a stage and a screen, overlaid with a blue tint and the word 'CREDENTIALS'. The scene shows a large audience seated at round tables, facing a stage with a large screen displaying a presentation. The lighting is dim, with spotlights on the stage. The word 'CREDENTIALS' is centered in white, bold, uppercase letters.

CREDENTIALS

Launch of 1Malayisa Entrepreneurs (1MET)

Registration System with Photo ID and QR Code Generation for on-site security checkpoint, catering for 3000 pax, in conjunction with the visit of John Kerry, Secretary of State of the United States of America



Jubilee Celebration

Glad Tidings Jubilee & Dedication, with over 4000 guests attending the event, which includes services with technical infrastructure setup feeding the entire event into 5 halls, a 3km Jubilee run, launch gambit, outdoor setup & catering



Microsoft Hari Raya Open House

Annual Hari Raya celebration with Microsoft's public sector customers, providing networking opportunities and relationship building between the account managers and key customer contacts.



Microsoft Executive Breakaway - Bali

Off-site event for a selected group of C-level customers in Bali. Besides a full day meeting, the customers had lots of opportunities to network with each other and have some fun!



DHL Customer Appreciation Night

In conjunction with the Formula 1 Race in Kuala Lumpur, DHL invited their customers to a fun-filled night, pampering them with good food, lots of drinks, activities and prizes.



BMW X-citement Drive

Bespoke managed enquiries and registrations from existing & potential BMW customers who might be interested to test the performance of the X-series. We also managed the on-site registration, ushering and compilation of feedback to ensure customers have a good experience on the actual day.



Big Dutchman 6th Annual Agents Meeting 2016

4 day event held at KL Convention Center for a German poultry equipment manufacturer with 700 international employees and agents flying into KL. We managed the 3 day conference, Welcome Reception, Beach Night, Formal Dinner and New Office Opening in Klang, besides the hospitality for VIPs and delegates





NuSkin Star Business Awards – Osaka, Japan

More than 3000 agents from all over Asia Pacific gathered for the Star Business Awards presentation and to be ramped up for the upcoming challenging year ahead. Bespoke's scope of work covers the AV conceptualization and show production services.

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Microsoft Amazing Teams Challenge

A fun, mini-Amazing Race activity was organized at Perdana Botanical Gardens with more than 100 participants, using Microsoft Teams (an enterprise chat tool) as the only mode of communication, receiving clues and submitting answers.



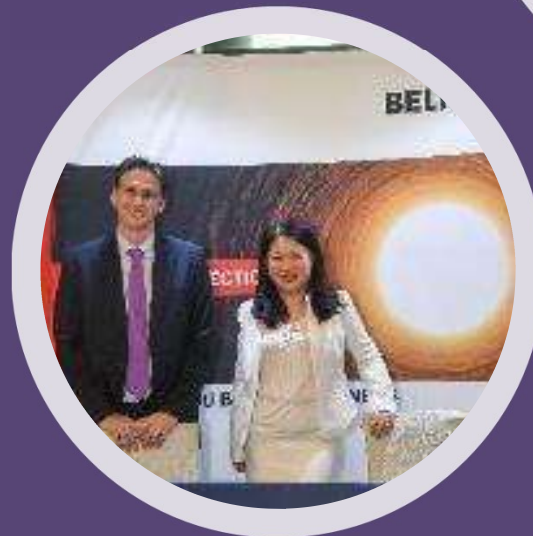
Big Dutchman New Office Opening

Over 600 foreign guests, local guests and staff attended the official opening of the new Asia Distribution Centre in Klang. We started off the ceremony with a drum performance & lion dance, followed by a warehouse tour and dinner under the stars, and ended the night with a massive display of fireworks!



Labuan IBFC – Asian Captive Conference 2017

2 day conference held at Sasana Kijang Kuala Lumpur for Labuan International Business & Financial Center. The conference was officiated by the Governor of Bank Negara Malaysia and attended by more than 300 delegates.



Institute of Internal Auditors - National Conference 2017

Annual 2 day conference held in Kuala Lumpur Convention Centre for the Institute of Internal Auditors. The conference was officiated by the Auditor General of Malaysia and attended by more than 900 delegates.



CMEC International Exhibition Co Ltd – 5th CMEC Conference

5th CMEC - "Your Partner for Success" Reception & Conference, held in conjunction with the 4th Anniversary of the "21st Century Maritime Silk Road" Initiative. This event is a joint collaboration between China Machinery Engineering Corporation (CMEC) - the first Chinese enterprise to enter Malaysia's engineering contracting market - and the Centre of the Belt and Road Studies of Peking University, with delegates from 17 countries.



Softline CIO Summit - Taiwan

Softline invited a targeted group of 20 customers from Malaysia and Vietnam for a conference cum networking trip with their sales team. Bespoke managed the hospitality, flight and accommodation, and organized the entire itinerary for the 3 days including site visits to a customer factory and the Microsoft Technology Centre in Taipei.



Microsoft Malaysia Kick-off - Langkawi

An annual event, Bespoke manages the meeting, dinner and team building for Microsoft for their internal kick-off to wrap up the performance in the previous year, and sharing of new directions and priorities in the coming new financial year. This year, the kick-off was held in Langkawi and Bespoke managed all hospitality arrangements as well (accommodation, transportation, activities).

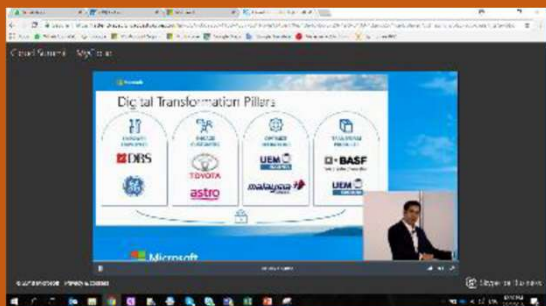


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SAS Analytics Insights Exchange – Singapore & KL

Covering both KL and Singapore within a span of 1 week, with multiple tracks, experiential showcase, robotics demos and executive luncheons. For the first time, due to logistical constraints, we executed a silent conference successfully in KL, making it a memorable experience for both speakers and attendees.





Microsoft Cloud Summit 2018 Hybrid Event

Microsoft Cloud Summit 2018 was launched as a digital event experience to engage with customers and partners at the launch event and online. The summit was attended by more than 500 customers at Nexus Convention Centre. We also garnered more than 3,000 online views via Facebook Live and Skype. The summit kicked off with a targeted CIO Breakfast session, followed by the main Keynote Session and 5 concurrent breakout tracks & hands-on labs. Bespoke managed the end-to-end project, including the Webinar, managing the attendee experience, sponsorship marketing & management, speaker management, registration drive and mobile app.



Trend Micro Partner Days

Trend Micro invited a targeted group of 100 partners from sales, pre-sales and technical roles from KL to Kuching for a partner enablement trip. Bespoke managed the hospitality, flight and accommodation, and organized the entire itinerary for the 3 days including a sunset cruise dinner, outdoor adventures and a full day meeting

Asian Confederation of Institutes of Internal Auditors Conference 2018

The Asian Confederation of institutes of internal Auditors, is a 2 day regional conference for policy makers, industry leaders, board members and internal audit professionals from across the region to discuss the growing importance of internal auditors' role in understanding and learning digital advancements. Themed 'Staying Relevant in A Digital Landscape', the ACIIA Conference 2018 was officiated by Naohiro Mouri and witnessed by over 1,200 participants from private and public-sector organisations throughout the region. Apart from the main conference, we also hosted the delegates with a Welcome Reception, Gala Dinner and Educational Tours



Petronas – Art of Speed 2019

Art of Speed Malaysia is an annual event featuring artwork in various formats including canvas, poster, moving visual, sculpture and rolling art, showcasing customized/restored cars and bikes, art galleries, interactive activities.

Petronas was the main partner and Bespoke managed Petronas exhibition booth, sales and on-ground activities





Maxis Business SPARK Summit 2019

Maxis Business SPARK Summit 2019 brought together international speakers and key industry players to provide insights on how to leverage from this fast-paced era of accelerating technology.

Bespoke engaged the Keynote and leading Futurist Speaker, bestselling author of *The Algorithmic Leader*, Mike Walsh, who shared insights on exploiting digital platforms to drive exponential growth, customer experiences and nurture the next generation leaders and algorithmic leaders



Human Resource Development Fund (HRDF) Conference 2019

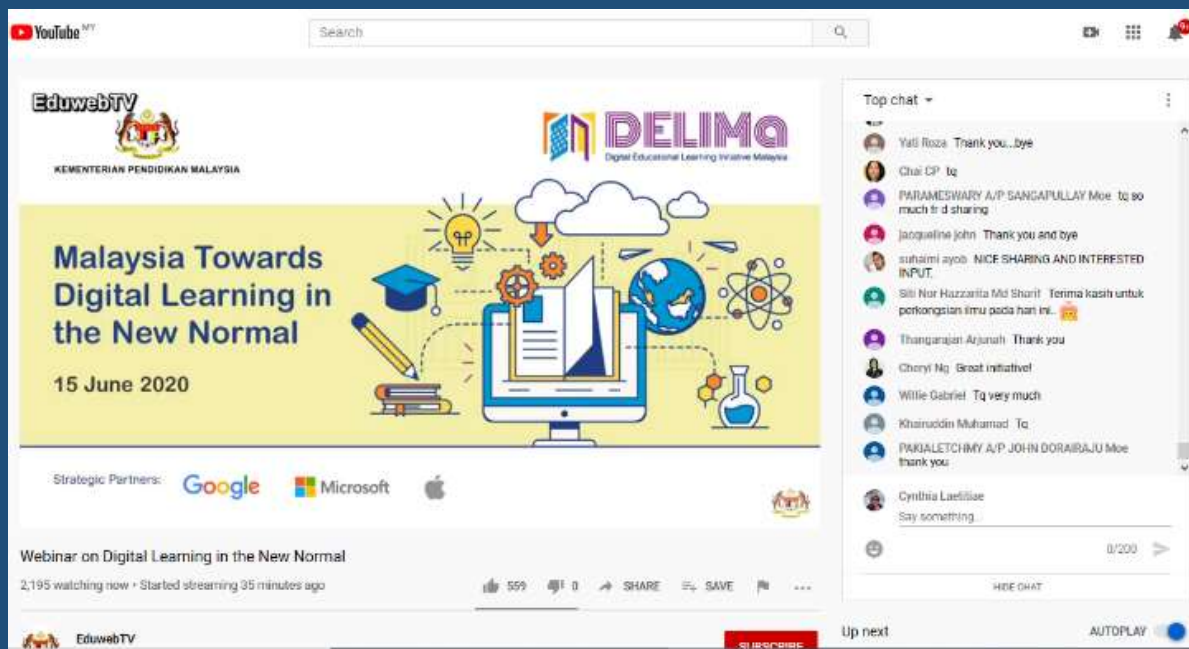
The largest HR Conference in Southeast Asia, HRDF's annual conference for 2,000 delegates explored future trends and best practices in the world of HR, in this 2 day energy-packed event with renowned thought leaders across the globe. Bespoke successfully attain the main speakers for the conference and managed their content.



Policy Webinar : Rebuilding the Economy with Enabling Policies

With a focus on hitting refresh on the economy, the Policy Planning Unit (EPU) was honoured to have Dato' Sri Mustapha Mohamed present the keynote address, which touched on issues such as digital first policy with cloud, skilling and employability and digital economy.





Ministry of Education Launch of DELIMA

The Ministry of Education re-branded its digital learning platform to DELIMa (Digital Educational Learning Initiative Malaysia), with a online launch featuring a keynote by Dr Habibah Abdul Rahim, Director-General of Ministry of Education Malaysia on “Digital Learning in the New Normal”. Country representatives from Google and Microsoft, with an Apple Distinguished Educator and Education Specialist from UNICEF Malaysia also touched on how technology plays an important role in the digital transformation of education in Malaysia



Parliamen Digital

Parliamen Digital is a youth-led initiative which hosted a virtual Parliament with 222 representatives, debating on policy recommendations and testing the feasibility of virtual Parliamentary democracy. Held over 2 days, it was broadcasted live to more than 100,000 viewers



Thank You!

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