

Event Management

II. Seminar Conference & Roadshow

Client
Veritas

Category
Information Technology

Campaign Title
Product Launch

Project nature
Event Management

Agency's Roles
. Full Event Management
Services

Veritas- Product Launch



Client

Dimension Data, NTT
Oracle

Category

Information Technology

Campaign Title

New Product Launch
Cocktail Reception

Project nature

Event Management

Agency's Roles

. Full Event Management
Services

Dimension Data, NTT, Oracle - Cocktail@ALTO



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Client
Aruba Networks

Category
Information Technology

Campaign Title
Launch of Blitz Day

Project nature
Event Management

Agency's Roles
. Full Event Management
Services

Aruba HPE Blitz Day



Client
Fidelity

Category
Finance

Campaign Title
Fidelity Pension Event

Project nature
Event Management

Agency's Roles

- . Concept & Creative
- . Development for all event materials & venue decoration
- . Production of invitation eDM and event collaterals
- . Design and production of all on-site decoration items
- . Design and interactive game
- . Event logistic, hotel and suppliers management
- . Post-event evaluation report

Fidelity- Pension Event



Client
IEK (Taiwan)

Category
Government Organization

Campaign Title
Unblock Business
Implications Embedded in
Smart City

Project nature
Event Management

Agency's Roles

- Concept & Creative
- Development for all event materials & venue decoration
- Production of invitation eDM and event collaterals
- Design and production of all on-site decoration items
- Design and interactive game
- Event logistic, hotel and suppliers management
- Post-event evaluation report
- Media Arrangement

IEK (Taiwan)- Unblock Business Implications Embedded in Smart City



Client
IEK (Taiwan)

Category
Government Organization

Campaign Title
Unblock Business
Implications Embedded in
Smart City

Project nature
Event Management

- Agency's Roles**
- Concept & Creative
 - Development for all event materials & venue decoration
 - Production of invitation eDM and event collaterals
 - Design and production of all on-site decoration items
 - Design and interactive game
 - Event logistic, hotel and suppliers management
 - Post-event evaluation report
 - Media Arrangement

IEK (Taiwan)- Unblock Business Implications Embedded in Smart City



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Client

Dimension Data

Category

Information Technology

Campaign Title

Annual Appreciation
Dinner

Project nature

Event Management

Agency's Roles

- . Arrange Sommelier to Introduce Sake & Foods Pairing
- . Venue Sourcing & Co-ordination
- . Production of Invitation eDM and event collaterals
- . Design and production of all on-site decoration items
- . Event logistic and suppliers management
- . Provide post-event evaluation report

Dimension Data and Cisco- Annual Appreciation Dinner



Client
Dimension Data

Category
Information Technology

Campaign Title
Annual Appreciation Dinner

Project nature
Event Management

- Agency's Roles**
- . Arrange Sommelier to Introduce Sake & Foods Pairing
 - . Venue Sourcing & Co-ordination
 - . Production of Invitation eDM and event collaterals
 - . Design and production of all on-site decoration items
 - . Event logistic and suppliers management
 - . Provide post-event evaluation report

Dimension Data and Cisco- Annual Appreciation Dinner



Client
Fidelity

Category
Financial & Banking

Campaign Title
Movie Gala

Project nature
Event Management

Agency's Roles

- . Venue Sourcing & Co-ordination
- . Design and Production of Event Publicity
- . Overall Event and On-site management

Fidelity Movie Gala



Client
Cisco

Category
Information Technologies

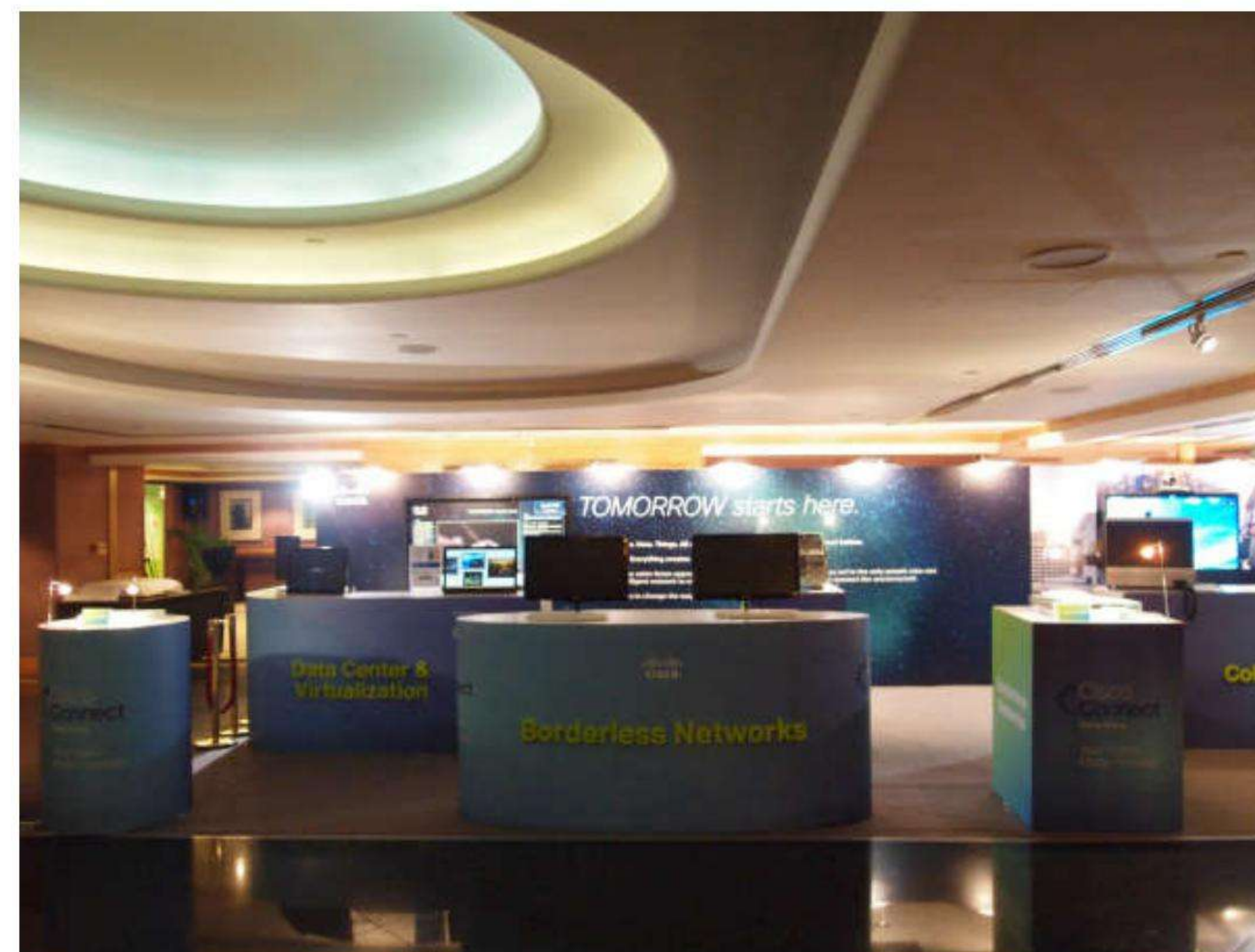
Campaign Title
Cisco Annual Event-
Cisco Connect

Project nature
Project Manager of Site
and Event Communications

Agency's Roles

- . Concept & Creative
- . Development for all event materials & venue decoration
- . Production of Invitation eDM,
- . Design of decoration Items and Production of backdrop
- . Co-ordinate with hotel & suppliers

Cisco Connect



Client
Cisco

Category
Information Technologies

Campaign Title
Cisco Annual Event-
Cisco Connect

Project nature
Project Manager of Site
and Event Communications

Agency's Roles

- . Concept & Creative
- . Development for all event materials & venue decoration
- . Production of Invitation eDM,
- . Design of decoration Items and Production of backdrop
- . Co-ordinate with hotel & suppliers

Cisco Connect



Cisco Hong Kong 20th Anniversary-Cisco Story

Client
Cisco

Category
Information Technologies

Campaign Title
20th Anniversary

Project nature
Project & Event Management

Tasks
To promote Cisco & Cisco
HK's achievements over
the 20 years

Agency's Roles
· Concept & Creative
· Design & Production
· Event Management



Client
Dimension Data

Category
Information Technologies

Campaign Title
Cloubal Cloud Great
Opening Event

Project nature
Event Management

Tasks
To co-ordinate an opening
Event for Client Global
Cloud Center

Agency's Roles

- . Concept & Creative
Development for all event
Materials & venue docoration
- . Production of Invitation eDM,
Design of Decoration Items
and Production of Backdrop
- . Co-ordinate with Hotel &
Suppliers
- . Manage of Reception &
Event Logistics

Dimension Data Inauguration of Global Cloud Exchange Event Launch



JobsDB Mobile Vehicle Marketing Campaign

Client
JobsDB

Category
On-line Recruitment

Campaign Title
Mobile Vehicle Marketing
Campaign

Project nature
Event Management

Tasks
To reinforce public awareness
on the no.1 online recruitment
Site and generate new LIKE for
their Facebook and
membership in HK

Agency's Roles

- Design and Creative
- Promotion logistic
- Operation Logistic
- Event Management
- Promoter Management



Client
OFCA

Category
Government

Campaign Title
Smart Communications
Service Users Carnival

Project nature
Event Management

Tasks
To produce & manage SIX
Roving Exhibitions

Agency's Roles

- Concept & Creative Development for all event Materials & venue decoration
- Artwork, Print & Booth production
- Contractor & Logistic Management
- Design & Production of on-line Game

OFCA Smart Communications Service Users Carnival



Client
MPFA

Category
Public Sector

Campaign Title
Investment Education
Roving Exhibition

Project nature
Event Management

Tasks
To produce & manage THREE
Roving Exhibitions

Agency's Roles

- Concept & Creative Development for all event
- Materials & venue decoration
- Artwork, Print & Booth production
- Contractor & Logistic Management

MPFA Investment Education Roving Exhibition



Client
Equestrian Events

Category
Special Event

Campaign Title
Shatin Park Equestrian
Carnival

Project nature
Event Management

Tasks
To provide total solution on
Event Management Services
for Equestrian Event on
31 Dec 2006 to 2 Jan 2007

Agency's Roles

- . Design & Production
- . Site Decoration & Setup
- . Event Management
- . Contractor Co-ordination
& Management

Equestrian Event 2008 - Shatin Park Carnival



Entrance Setup



Decorations in the Park



Decorations in the Park

Client
Equestrian Events

Category
Special Event

Campaign Title
Shatin Park Equestrian
Carnival

Project nature
Event Management

Tasks
To provide total solution on
Event Management Services
for Equestrian Event on
31 Dec 2006 to 2 Jan 2007

Agency's Roles

- . Design & Production
- . Site Decoration & Setup
- . Event Management
- . Contractor Co-ordination
& Management

Equestrian Event - Shatin Park Carnival



Backdrop Setup



Decoration in the Park



Decoration in the Park



Decoration in the Park

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Client

Cisco

Category

Information Technology

Campaign Title

Cisco Expo 2008

Project nature

Event Management

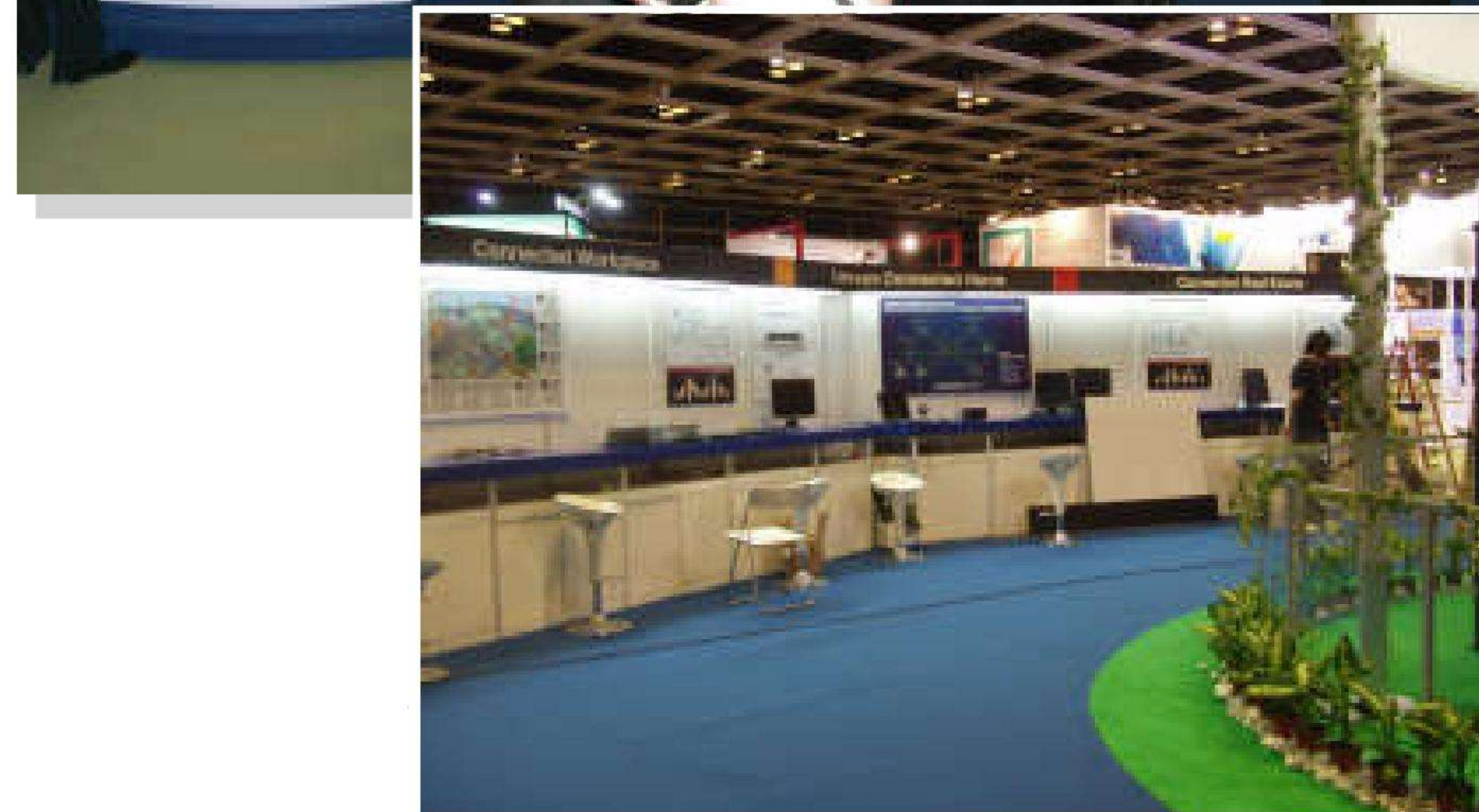
Tasks

To serve as a Project Manager for Cisco's annual Event at HKCEC on 10-11 Jun 2008 for 3,000+ visitors.

Agency's Roles

- . Creative Development for all event materials and venue decoration
- . Themeline and Copywriting
- . Artwork & Print Production
- . Media Placement Strategy
- . Souvenir Sourcing & Production
- . Fulfillment Services
- . Contractor Management

Cisco Expo 2008 at HKCEC (Main Booth Design)



Client
Cisco

Category
Information Technology

Campaign Title
Cisco Expo 2008

Project nature
Event Management

Tasks
To serve as a Project Manager for Cisco's annual Event at HKCEC on 10-11 Jun 2008 for 3,000+ visitors.

Agency's Roles

- Creative Development for all event materials and venue decoration
- Themeline and Copywriting
- Artwork & Print Production
- Media Placement Strategy
- Souvenir Sourcing & Production
- Fulfillment Services
- Contractor Management

Cisco Expo 2008 at HKCEC

Advertorials on Newspaper

Post-event News Coverage

Client
VERITAS

Category
Private Annual Showcase

Campaign Title
VERITAS Symposium 2002,
Hong Kong

Project nature
Event Management

Tasks
To showcase full range of
VERITAS products &
Solutions to existing and
new clients

Agency's Roles

- Design & Production of all event materials
- Co-ordinate with the Orchestra members to compose music for the event
- Site Design & Setup
- Site & Event Management

VERITAS - SYMPOSIUM 2002



Client
VERITAS

Category
Information Technology

Campaign Title
Backup Exec Product
Launch

Project nature
Event Management

Tasks
To introduce the new
products series to target
audience and creat
a special opening

Agency's Roles

- . Creative & Design
- . Event Management
- . Development of Opening
- . Models Training
- . Create accessories
- . Music & Flash Production

VERITAS - VERTIAS Backup Exec Product Launch



THANK YOU

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