### **TRIFINITY**

# advertising & marketing

credential 2020



### **Company Profile**

TRIFINITY is a full-service advertising agency founded in 1998 by a group of marketing enthusiasts with extensive marketing and advertising experience from multinational companies. With a passion to deliver true business values, we are dedicated to run a versatile and dynamic agency that would nurture creativity and intimate client relationship.

We strive to create infinite possibilities for our clients with three guiding principles: Collaboration, Innovation and Quality. Working closely with our clients to understand their strategic marketing issues, we then create innovative concepts that are executed with utmost quality.

Over the years, we have built a trusted relationship with our clients and serve as an external arm of their businesses. This could be proven with our diverse portfolio of long-term clients, ranging from IT, banking and finance, retail to utility and government services.



#### **Client List**

### **Technology**

- IBM (on-list supplier since 1998)
- Cisco (on-list supplier 2002-2018)
- Veritas (since 2002)
- DELL (on-list supplier since 2004)
- Dimension Data (now NTT) (since 2009)
- EMC (now DELL EMC) (since 2010)
- Concur (since 2011)
- RSA (since 2013)
- Aruba Networks (since 2014)
- Akamai (since 2012)
- FlexSystem (since 2016)
- Lantro System Group (since 2010)
- SAP (since 2015)
- IEK (.tw) (since 2016)
- F5 Networks (2013-2018)
- BoardWare (.mo) (2020)

### **Banking & Financing**

- Industrial and Commercial Bank of China (Asia) Limited (since 2003)
- Fidelity (since 2007)

### **Government/ Public Utility**

- HK Government (Since 2006)
  - Office of the Government Chief Information Officer
  - OFCA (Since 2012)
  - HK Monetary Authority (since 2011)
- MPF Authority, HK (since 2009)

### **Others**

- RegenCorp Group (since 2001)
- Ajisen Ramen (.ph) (since 2013)
- Emicor (.ph) (since 2018)

# **Event Management**

I. Webinar

Webinar | Workflow

Client
Dell Technologies

**Category** Information Technology

Project nature
Webinar Event Management

**Agency's Roles**Full Event Management Services

eDM Design Production

- Develop event key visual, eDM layout
- Finalize event topic & details

• Send out email blasting

Make invitation call (telemarketing)

• Database rental from our partner

• Daily registration report will be shared

Confirmation / Reminder Call

**Invitation Call** 

- Send out confirmation email with webinar login link
- Make confirmation / reminder call

**Working schedule** 

3 working days

~ 2 weeks

2 – 3 days before event

Client

**Dell Technologies** 

Category Information Technology

**Project nature** Webinar Event Management

**Agency's Roles** Full Event Management Services

### Webinar | Workflow

• On-site Support (Screen control, post monitoring, stand-by for ad-hoc technical issues

Working schedule

NA

**Post Event** 

**Event Day** 

• Provide attendance report, survey result & archive link

• Send out follow-up emails (i.e. TY & miss you emails)

• Fulfillment / Lettershop service

Client **Dell Technologies** 

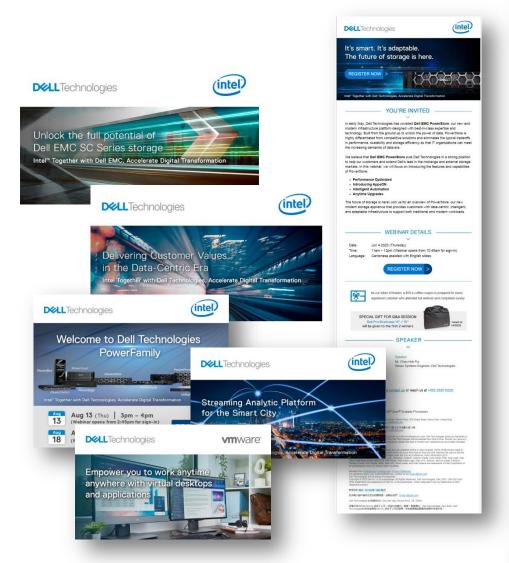
**Category Information Technology** 

**Project nature** Webinar Event Management

**Agency's Roles Full Event Management Services** 

#### Webinar | Dell Technologies

#### eDM Design



**D¢LL**Technologies





Aug 13 (Thu) | 3pm - 4pm

(Webinar opens from 2:45pm for sign-in)

Aug 18 (Tue) | 11am - 12 noon (Webinar opens from 10:45am for sign-in)

REGISTER

Dell Technologies offers a comprehensive data storage portfolio to accelerate your critical workloads from core to edge to cloud while decreasing application outages and reducing storage requirements with advanced deduplication.

Register Now to explore new ways to unlock the value of your data.

with PowerFamily Storage Portfolio (Cantonese assisted with English slides)

The Dell EMC storage vision begins with your most valuable asset - your data. We help you harness the power of data with our comprehensive PowerFamily storage portfolio - a breadth of innovative, modern storage technology designed to scale with change and create new business value from data. Portfolio consists of primary storage, unstructured data storage and software-defined storage. Join this webinar to unveil how to achieve peace of mind through a partnership with IT experts who possess a storage DNA.

Aug Accelerate Your Time to Innovation 18 with the PowerScale Family (Cantonese assisted with English slides)

Unstructured Data



PowerScale OneES powered scale-out storage solutions, are designed for organizations that want to manage their data, not their storage. Get the flexibility of a software-defined architecture with accelerated hardware innovations to harness the value of your data. We're moving faster so you can move faster. Join this webinar to unveil the key features of PowerScale.

#### REGISTER



As our token of thanks, a \$50 food delivery service e-coupon is prepared for customer who attends each webinar in full and completes survey.

For enquiry, please kindly contact us or reach us at +852 2520 6228



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Dell Hong Kong Limited, 19/F Oxford House, Taikoo Place, 979 King's Road, Island East, Hong Kong. Tel: +852 25093500 Email: Marketing. HKGROet com

數用者洛邦部公司,香洛洛克東笑皇道979就太古坊添豐大廈18株 東达、4952 25000500 東新 Maskalian UK-Gillal you

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Client

**Dell Technologies** 

Category

Information Technology

**Project nature** 

Webinar Event Management

Agency's Roles

**Full Event Management Services** 

### Webinar | Dell Technologies

### **Event Gimmick / Interactive Ideas & On-site Set Up**



Client

**Dell Technologies** 

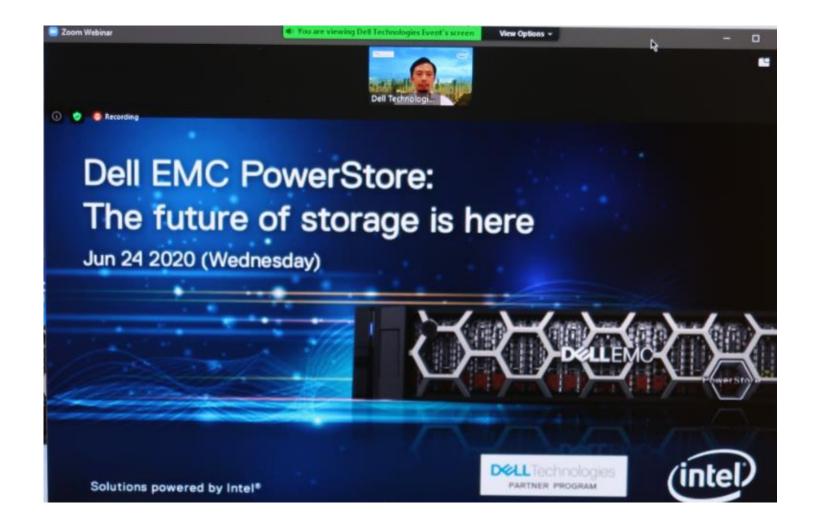
**Category**Information Technology

Project nature
Webinar Event Management

**Agency's Roles**Full Event Management Services

### **Webinar | Dell Technologies**

STANDARD Package & Service - Webinar Platform Layout



Client
Dell Technologies

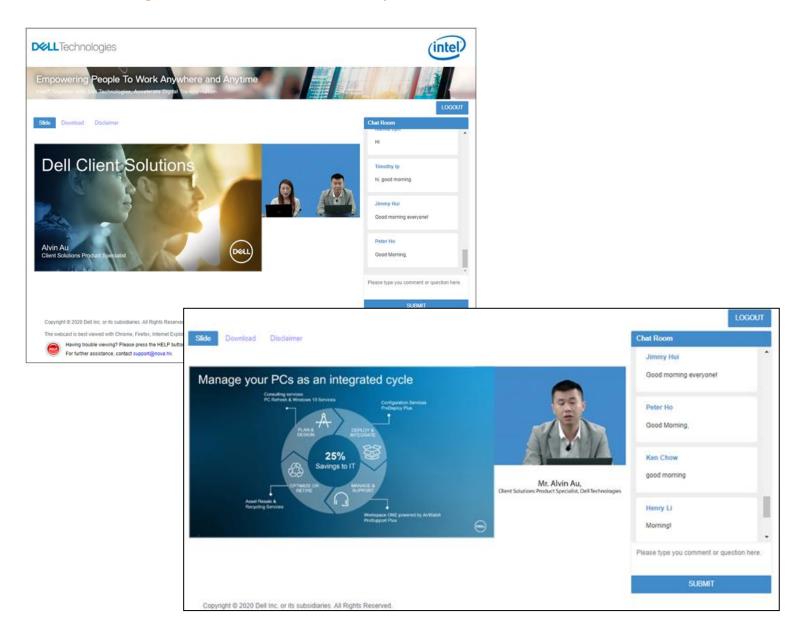
**Category** Information Technology

**Project nature**Webinar Event Management

**Agency's Roles**Full Event Management Services

### Webinar | Dell Technologies

### PREMIUM Package & Service - Webinar Platform Layout



**Client**Dell Technologies

**Category**Information Technology

**Project nature**Webinar Event Management

Agency's Roles Full Event Management Services

### Webinar | Dell Technologies

### **On-site Support Service @ Service Provider Office**











### Client Dell Technologies

**Category**Information Technology

**Project nature**Webinar Event Management

Agency's Roles Full Event Management Services

### Webinar | Dell Technologies

### **Event Gimmick / Interactive Ideas & On-site Set Up**





Client
Aruba Networks

**Category** Information Technology

**Project nature**Webinar Event Management

Agency's Roles
Full Event Management Services

#### Webinar | Aruba Networks

#### **eDM Design & Copywriting Service**







最近許多公司都要求員工在家工作,但要在短時間內股立兼顧資料傳輸安全的遙距工作 環境,對於一般中小企構來說,可能難以實行。對大企業來說,又該如何利用道段時間 的沉寂持續吸收最新資訊,助企業能夠為環境復甦修的全新挑戰儘早就好準備?

與客戶攜手應對挑戰是 Aruba 一貫堅持的理念,致們將畢將「遊攪智勝」系列網上研討 會,希望透過網上平台與大家互動,並分享最新的市場資訊,真實個案和演示解決方案 等,Aruba 的技術事才會在線上與你分享眾多級技,讓你早着先機!

Aruba 約定你,在三月份的每個星期五,與你在空氣中相會,請即按此登記!

此系列網上研討會,將以廣東話進行。

讀者: Mr. Vincent Chow, Solutions Architect, Aruba Hong Kong, Macau

Aruba「逆境智勝」系列網上研討會 (一): RAP & VIA - 遙距工作的應用實戰

日期: 2020年3月6日(星期五) 時間: 上午11時正至12時正

Aruba「逆境智勝」系列網上研討會 (二): Central & IAP - 網絡管理智容易

日期: 2020年3月13日(<u>星</u>期五) 時間: 上午11時正至12時正

Aruba「逆境智勝」系列網上研討會 (三): 現在就與未來接軌 - Aruba 的創新 AI 交換技術介紹

日期: 2020年3月20日(星期五) 時間: 上午11時正至12時正

Aruba「逆境智勝」系列網上研討會(四): IoT 安全大揭秘,你不能不知道的幾件事

日期: 2020年3月27日(星期五) 時間: 上午11時正至12時正

請即登記



#### Client

**Aruba Networks** 

**Category**Information Technology

**Project nature**Webinar Event Management

**Agency's Roles**Full Event Management Services

#### Webinar | Aruba Networks

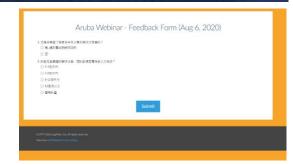
### STANDARD Package & Service - Webinar Platform Layout













## **Event Management**

# II. Seminar Conference & Roadshow