TOP IN TECH

2021
Event Partnership
Proposal

Top In Tech began in 2020 with the aim of being **THE tech program** for entrepreneurs and businesses to get insights from robust industry discussions by the top in their game.

It is an *engagement platform* that seeks to offer an in-depth understanding on business transformation and technology innovation in this New Normal. Top in Tech has successfully produced 7 episodes in 2020 and we're planning for better things in 2021.

Top in Tech is jointly organised by **Malaysiakini, KiniEvents, Digital News Asia and ScaleUp Malaysia**

Website & **Facebook Page**

Jointly curated by:

Thought Leaders

- We bring together **industry players from government and private sectors.**
- Highlight on **business transformation, technology adoption & innovation**
- Sharing **insights and predictions** on the importance to strengthen the digital infrastructure and increase interconnectivity to co-exist.

TOP IN TECH

Website

Facebook Page

Target Audience

- Entrepreneurs, Technopreneurs
- CEOs, CFOs, CTOs and CIOs
- Policy makers and bureaucrats
- Senior business leaders in the technology and telecommunications space
- People working in MSC status companies, entrepreneurs & startups.

Proposed Topics:

- Robotics
- Artificial Intelligence
- Blockchain
- Fintech
- e-Sports
- EduTech
- Consumer Tech
- Electric & Hybrid Vehicles
- Digital Currency

Virtual Event

- Event #1: **Monthly Online Forum**
  Format: **Webinar + SocMed LIVE**
  Duration: **< 60 min** per topic
  - 30 minutes talk session
  - 30 minutes of Q&A
  Language: **English**
  Target: **300 Biz Audience** & **20K Views**

Features

- Customisable Topics
- Cross Live to FB, Youtube & Linkedin
- Quarterly Ground Events & Monthly Online Forum
- Product Mentions / Placements
- Interview with Moderator (tbc)
- Newsletters EDM
- Lead-Gen Ad Package

Jointly curated by: DNA DIGITAL NEWS ASIA | malaysiakini news and views that matter | KiniEvents | scaleUP MALAYSIA

Ground Event & Online Forum
Timeline, Topics & Speakers
Event A&Ps, Branding & Lead-Gen
Event Sponsorship & Partnership Packages

Timeline	Proposed Topics *All topics, dates and speakers (online & on ground) are proposed & subject to changes.*	Talking Points & Potential Speakers
25 Feb 2021 (Thursday) 4pm - 5pm Online Forum (300 pax)	**Physical & Mental Health through Tech** The ability of technology to improve access and consistency of physical and mental health has become more evident since Covid-19. Let's begin the year to look at how telehealth elevates lifestyle improvements. How do people improve their physical and mental health with technology? Now is the time to "accelerate" the society by growing investments in digital health to provide unparalleled access to high quality physical and mental health services.	**Talking points:** ● More initiative to develop healthier lifestyle ● Lifestyle business & tech innovations ● Mental health & positive psychology **Speakers:** ● Joan Low, CEO, ThoughtFull Hub ● Eric Wong, CMO, Prudential Assurance Malaysia ● Paul Jambunathan, Clinical Psychologist, Paul J Consultancy
8 March 2021 (Monday) 4pm - 5pm *Changed from Ground to Online due to MCO 2.0*	**Fire Chat: Women & Technology (Empowering the World of Technology: #WomenInTech)** 2021 Theme: Women in Leadership: Achieving an equal future in a COVID-19 world. Women make up 35% of the technology workforce in Malaysia. Why isn't there more women in tech? Bridging this diversity gap is imperative to achieve an equal future for women in technology to inspire the next generation of women to step into leadership. In conjunction with the celebration of International Women's Day, we aim to share personal stories from the present women leaders who's made groundbreaking achievements in their fields with the hope to inspire more young women leaders in the tech space.	**Talking points:** ● Education ● Engagement ● Culture ● Inspiration & Aspiration **Potential Speakers:** ● Cradle Fund, Group CEO (Rafiza Ghazali) ● MDEC CEO (Surina Shukri) ● MaGic CEO (Dzuleira Abu Bakar) ● Alliance Bank / TELCO
25 Mar 2021 (Thursday) 4pm - 5pm Online Forum (300 pax)	**Let's Talk Tech & Vaccine** ● Scepticism & Speculation ● How fast will the vaccine keep up with the evolution of Covid ● Biotech ● Regulation	**Potential Speakers:** ● AstraZeneca ● Pfizer ● Pharmaniaga / Duopharna Biotech ● MOSTI ● MOH / National Pharmaceutical Regulatory Agency (NPRA)

Timeline	Proposed Topics *All topics, dates and speakers (online & on ground) are proposed & subject to changes.*	Talking Points & Potential Speakers
Apr 2021 4pm - 5pm Online Forum (300 pax)	**Business Reset: <mark>Cloud First</mark>** Now it's time to get the company ready for a very different future. All of the improvements are fundamental, interlinked and involve a driver to boost them - ***and that's Cloud.*** ● Investment ● Industry Applications (i.e construction, agriculture, healthcare, logistics..) ● Regulatory ● Talent	**Potential Speakers:** ● Pikom CIO Chapter ● McKinsey & Co ● Mampu ● Sponsor
April / May 2021 4pm - 5pm Online Forum (300 pax)	<mark>**MDEC: 25 Years of Building Malaysia's Digital Economy**</mark>**..So, What's Next?**	**Potential Speakers:** ● TeAM ● MDEC ● Pikom ● SME Asso of Malaysia
May 2021 4pm - 5pm Online Forum (300 pax)	<mark>**5G**</mark>**: Springboard to Developed Nation status <mark>(MyDigital Blueprint)</mark>** ● Economy Innovation ● Business Models ● Regulatory ● Investment	**Potential Speakers:** ● MCMC ● GSMA ● TELCO
May / June 2021 6pm - 8pm *Ground Event (TBD) Venue: Partner's Office (100 pax)*	**The Rise In <mark>Drones</mark>** *The drone tech sector is estimated to generate USD127 billion in value by 2025, as quoted by MDEC in 2019. Drone technology is reaching new heights, seeing extensive growth, transitioning to co-exist with humans, especially in recent times. Let's talk about the rise in drones with its emerging technology and innovation, as Malaysia moves to become a hub in SouthEast Asia.*	**Talking Points:** ● Investment ● Industry Use Case ● Regulatory ● Talent **Potential Speakers:** ● MARii / MaGIC ● DHL ● Agri Industry ● Futurise, OFO ● SG Academy

Timeline	Proposed Topics *All topics, dates and speakers (online & on ground) are proposed & subject to changes.*	Talking Points & Potential Speakers
July 2021 4pm - 5pm Online Forum (300 pax)	**Driving SMEs** into the Digital Economy	• SME Asso Malaysia • MTDC • EuroChamber
Aug 2021 4pm - 5pm Online Forum (300 pax)	Digital Malaysia: Driving a **digital economy**	• PMO (Prime Minister Office) • TELCO • GovTech • AT Kearney
Sept 2021 6pm - 8pm *Ground Event (TBD) Venue: Partner's Office (100 pax)*	**Pulse on the Startup Ecosystem** • Investment • Industry Use Case • Regulatory • Talent	• ScaleUp Malaysia • CommerceDot Asia • Jon Russell, The Ken
Oct 2021 4pm - 5pm Online Forum (300 pax)	Corporate Malaysia - **Digital Leaders or Laggards**	• Vistage • MDEC • Khazanah
Nov 2021 4pm - 5pm Online Forum (300 pax)	**Digital Payments**: Has Malaysia crossed the tipping point?	• ABM (Asso of Banks Malaysia) • Merchantrade Asia • BCG (Boston Consulting Group)
Nov / Dec 2021 Evening *Ground Event (TBD) Venue: Hotel Ballroom (200-300 pax)*	**The Inaugural Top in Tech Award Ceremony Recognising The Best in 2020-2021** The event is aimed to recognise key businesses and individuals in the tech industry who has gone above & beyond through transformation & innovation.	• *Award Categories & Judging Criterias (TBC)* • *Judge Panelist (Organisers, Partners & Main Sponsor & Partner)*

**Other potential topics include: Robotics, Artificial Intelligence, Blockchain, Fintech, e-Sports, EduTech, Consumer Tech, Electric & Hybrid Vehicles, Digital Currency.*

Items	Inventories	Branding & Lead-Gen for Sponsor/Partner

(1) Pre-Event / Online Forum
Drive Registration
Target: **Business Audiences** (Database Collection)
 	
Customisable Topic & Content
i)   Topics and Speakers to be discussed and decide together
ii) **Speaker Slot** for Sponsor/Partner
 	
Pre-Publicity: A&Ps (2-3 weeks prior to event)
 	
i)   **Digital Banner (LB & MRec):**
     Malaysiakini & DNA: Desktop & Mobile sites
 	
ii) **EDMs to Database**
     Top In Tech (Database: ~5,000 emails)
     Malaysiakini (Readers: ~20,000 emails)
 	
iii) **Facebook Posting**
     Malaysiakini EN FB   (>1.7 Mil followers)
     Digital News Asia FB   (>18K followers)
     Scaleup FB   (>500 followers)
 	
     Linkedin Posting
     Malaysiakini LinkedIn   (>1.8K followers)
     Digital News Asia LinkedIn (>5K followers)
     Scaleup LinkedIn   (>250 followers)
	1,000,000 impressions per event
	
	3 EDMs per event
	
	10 - 20 Posts per event
	
	10 - 20 Posts / talkshow
		Insert **Sponsor/Partner Logo** across:
		● Pre-Publicity A&Ps
		
		Insert **Sponsor/Partner "Marketing Message & Lead-Gen link"** across:
		
		● ZOOM, talkshow registration page
		● Top In Tech event website
		● Top In Tech FB page
		● KitaMalaysia-Top In Tech section
		● SocMed Postings (description message)
		● EDM (2nd part content)

Items	Inventories & Target Result	Branding & Lead-Gen for Sponsor/Partner

(2) During-Event / Online Forum
 	
Target Audience: **Business Audiences** (Database Collection)
 	
During-Online Forum: 1 hour
Webinar (Zoom) + **Live Stream** (Social Media)
 	
i) **Pre-Roll & Post-Roll** Video (~1 min)
  Poll/Survey Questions (2-3 Qs)
ii) **Overlay** Running Text
iii) **Watermark** logo placement
iv) Promo **QR Code** Placement
	Target: **300 pax** (ZOOM) per online forum
	        20K Views (SocMed Live) per online forum
	Live @ SocMed pages:
	● **Facebook:** Malaysiakini EN, Digital News Asia, ScaleUp Malaysia
	● **Linkedin**: Malaysiakini, Digital News Asia, ScaleUp Malaysia
	● **Youtube**: KiniTV
	● Sponsor/Partner's SocMed page
		Insert **Sponsor/Partner logo** across:
		● During-Event/Online Forum A&Ps
		
		Insert **Sponsor/Partner's Marketing Message & Lead-Gen link"** across:
		
		● ZOOM (comment)
		● QR Code placement
		● SocMed Live Stream (caption & comment-pin on top)

(3) Post-Event / Online Forum
 	
Post-Publicity: A&Ps (1 week after event)
i) **EDM** (Watch Replay of Recorded Video)
  Email Blast to Registered Participants (Collected Database)
 	
ii) **Press Release Article**
  Key-Takeaways from Speakers
 	
iii) **Post Event Report**
 	
iv) **Business Audience Database**
	Target: **Open Rates 10%-20%** per EDM
	>300 Registered Emails per event
	
	Article to publish across:
	Malaysiakini & DNA sites for 1 week
	Target: > 2,000 Reads per article
		Insert **Sponsor/Partner's logo** across:
		● Post-Talkshow A&Ps
		
		Insert **Sponsor/Partner Marketing Message & Lead-Gen link"** across:
		
		● EDM (2nd part content)
		● Article (last para of article)

Sponsorship & Partnership Packages

Programme	Talkshow Partnership Package Options (*Non-Industry Exclusive Partnership) (Speaking slot base on availability)	
2021 TOP IN TECH Co-Organisers: **Malaysiakini, KiniEvents, Digital News Asia, Scaleup Malaysia** Main Language: **English** Even: **Monthly Online Forum** ● Format: **Webinar + SocMed LIVE** ● Duration: **< 60 min** ● Target Audience: **300 pax** (Webinar) & **20K Views** (SocMed Live) per online forum Target Audience Groups: ● Entrepreneurs, Technopreneurs, Startups. ● CEOs, CFOs, CTOs and CIOs ● Policy makers and bureaucrats ● Senior business leaders in the TECH, TELCO, MSC	Option 1: **RM30K** Total: **3 Online Forums** *Total Inventories Worth: RM150,000* ● **Event Branding A&Ps**: Pre, During & Post Event (Refer slides 8 & 9) ● **Speaker Slot** for 1 Topic ● Added-Value Inventory (Utilised by Dec 2021) --**500,000 impressions Online Banner (MRec)** --**3 x Press Releases** and **3 days Publication** on **Malaysiakini** (EN/BM/CN) **Announcement** Option 2: **RM50K** Total: **6 Online Forums** *Total Inventories Worth: RM300,000* ● **Event Branding A&Ps**: Pre, During & Post Event (Refer slides 8 & 9) ● **Speaker Slot** for 2-3 Topics ● **Lead-Guarantee Campaign is available** (Biz Customer Database, via event & forums) ● Added-Value Inventory (Utilised by Dec 2021) --**1,000,000 impressions Online Banner (MRec)** --**5 x Press Releases** and **5 days Publication** on **Malaysiakini** (EN/BM/CN) **Announcement**	Option 3: **RM10K** Total: **Online Forum** *Total Inventories Worth: RM50,000* ● **Event Branding A&Ps**: Pre, During & Post Event (Refer slides 8 & 9) ● **Speaker Slot** for 1 Topic ● Added-Value Inventory (Utilised by Dec 2021) --**1 x Press Release** and **1 day Publication** on **Malaysiakini** (EN/BM/CN) **Announcement**

Past Online Forum Series

Webinar + FB Live Stream: April - December 2020

Ep 1: **Better Monitoring Using IoT & Big Data**
- Xperanti IoT

Ep 2: **Future of Work**
- GD Express, Green & Natural Industries

Ep 3: **Telehealth**
- DoctorOnCall, Thomson Hospital
- Total Views (up to date): 16,719
- People Reach (FB Live): 37,917

Ep 4: **The New Way Of Working**
- KPMG Malaysia, RHB, ScaleUp Malaysia
- Total Views (up to date): 21,630
- People Reach (FB Live): 42,838

Past Online Forum Series

Webinar + FB Live Stream: April - December 2020

Ep 5: **Stay Calm and Just Cloud It**
- Exabytes Network, Malacca Securities, Malaysia SME Association
- Total Views (up to date): 15,624
- People Reach (FB Live): 63,836

Ep 6: **Attention Talent…Reboot or get the Boot**
- Malaysia IoT Association, BAC Education Group, Green Packet
- Total Views (up to date): 12,839
- People Reach (FB Live): 63,095

Ep 7: **Budget 2021: 6 Billion Ways To Disrupt TVET**
- Malaysian German Chamber of Commerce & Industry (MGCC),
  The Associated Chinese Chamber of Commerce (ACCCIM),
  Malaysia Consortium of Mid-Tier Companies (MCMTC)
- Total Views (up to date): 11,115
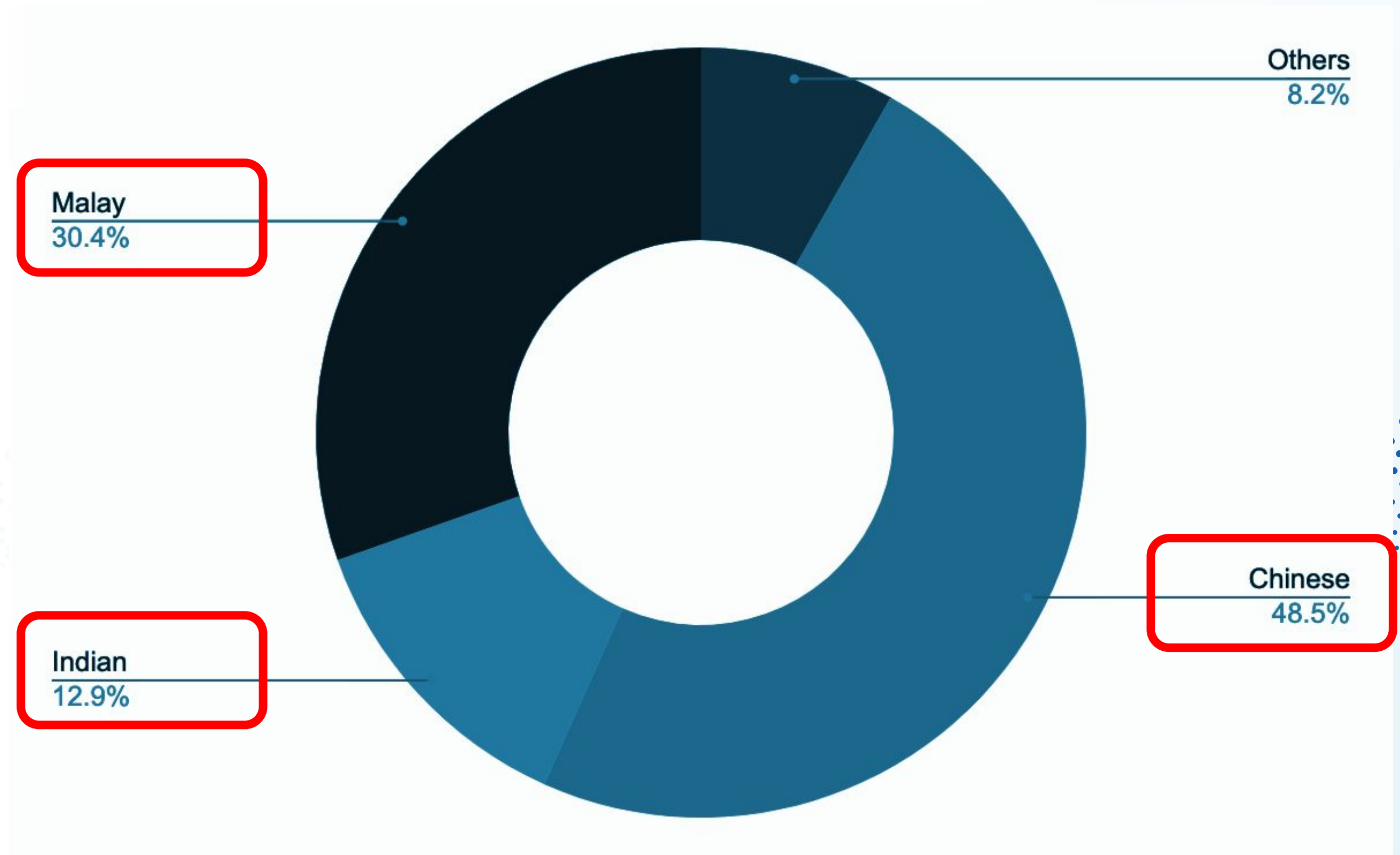- People Reach (FB Live): 22,039

SME Database: Kini Events

As at December 2020
Database Size: >4,000

Breakdown of Race:
1. Chinese : **48.5%**
2. Malay : **30.4%**
3. Indian : **12.9%**
4. Others : **8.2%**

Others
8.2%

Malay
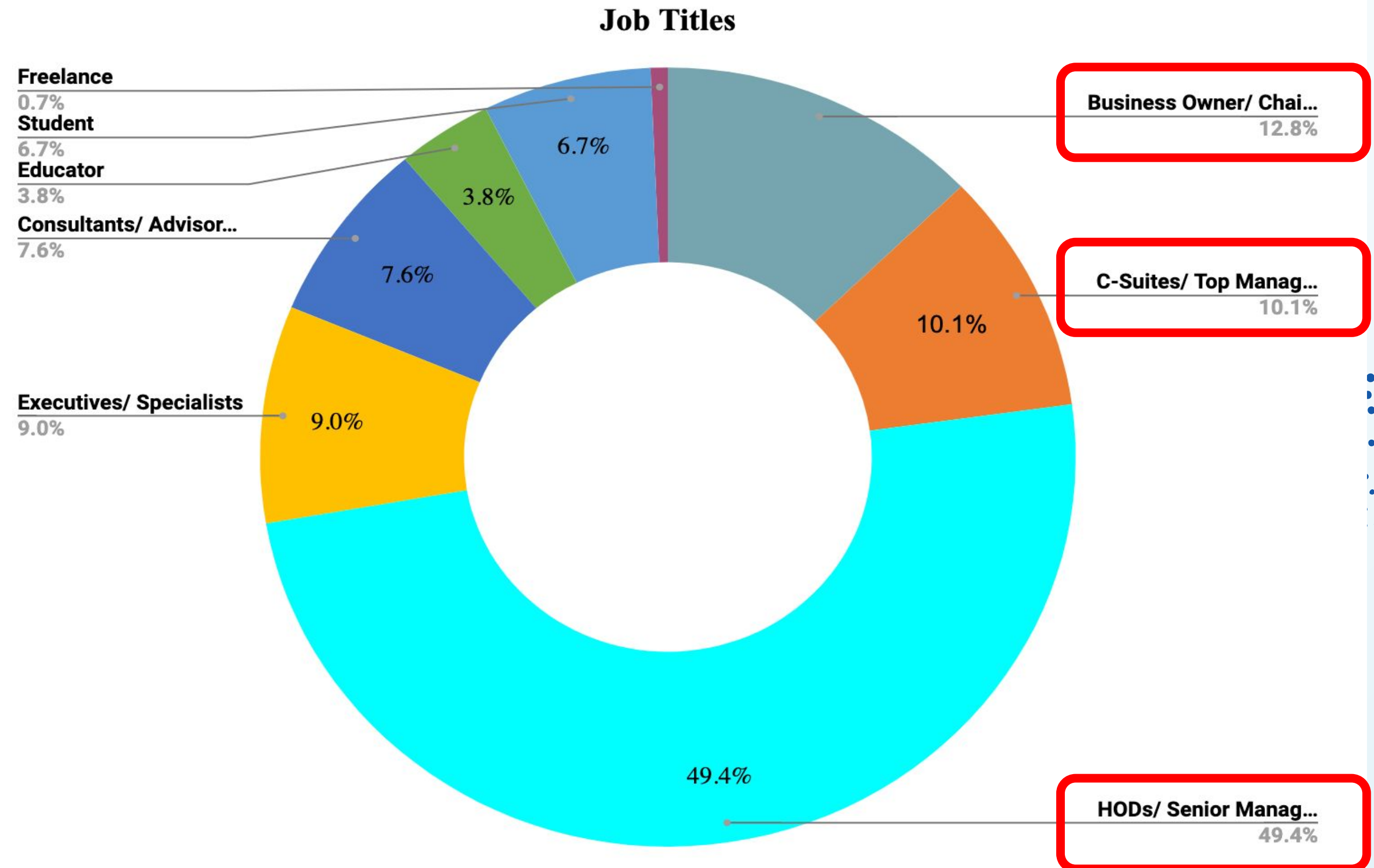30.4%

Chinese
48.5%

Indian
12.9%

SME Database: Kini Events

As at December 2020
Database Size: >4,000

Top 3 Job Titles:
1. HODs, Senior Managers, Managers : **49.4%**
2. Business Owners, Entrepreneurs : **12.9%**
3. C-Suites, Top Management : **10.1%**

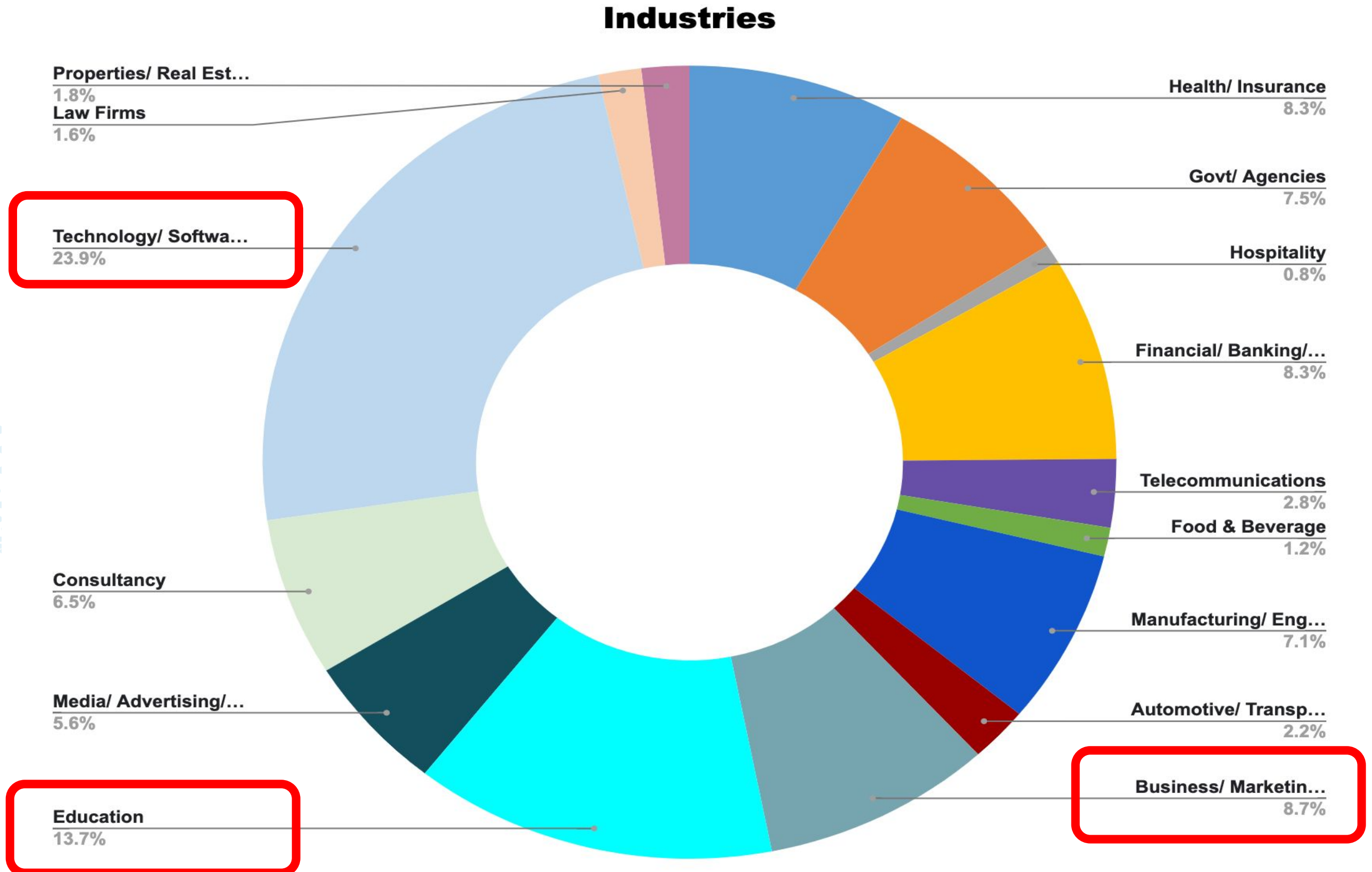## Job Titles

- Freelance 0.7%
- Student 6.7%
- Educator 3.8%
- Consultants/ Advisor... 7.6%
- Executives/ Specialists 9.0%
- Business Owner/ Chai... 12.8%
- C-Suites/ Top Manag... 10.1%
- HODs/ Senior Manag... 49.4%

6.7%
3.8%
7.6%
9.0%
10.1%
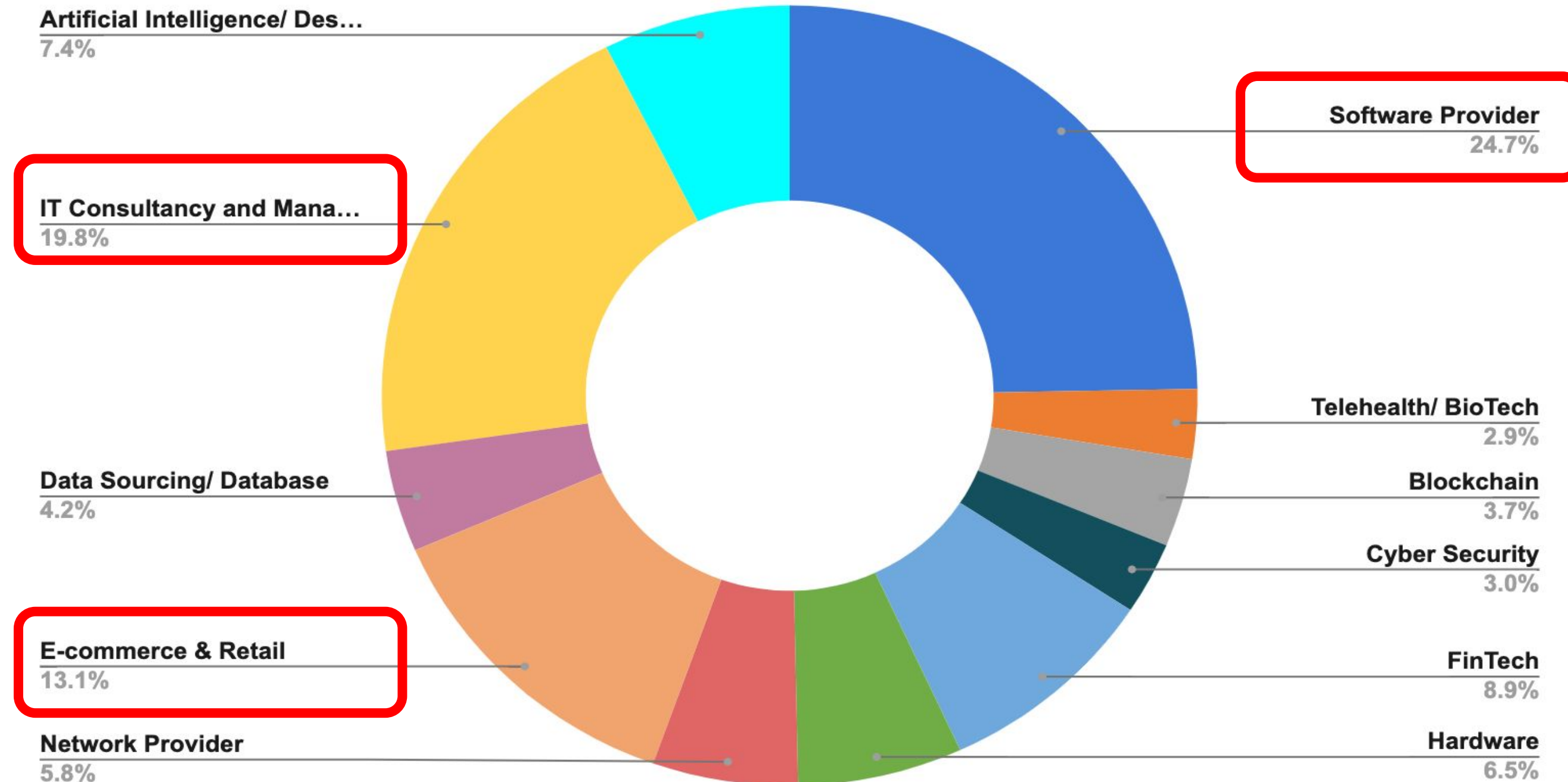49.4%

SME Database: Kini Events

As at December 2020

Database Size: >4,000

Top 3 Sectors in the Tech Industry:

1. Software Provider : **24.7%**
2. IT Consultancy, Management : **19.8%**
3. e-Commerce, Marketing : **13.1%**

Tech Industries

Artificial Intelligence/ Des...
7.4%

Software Provider
24.7%

IT Consultancy and Mana...
19.8%

Telehealth/ BioTech
2.9%

Blockchain
3.7%

Data Sourcing/ Database
4.2%

Cyber Security
3.0%

E-commerce & Retail
13.1%

FinTech
8.9%
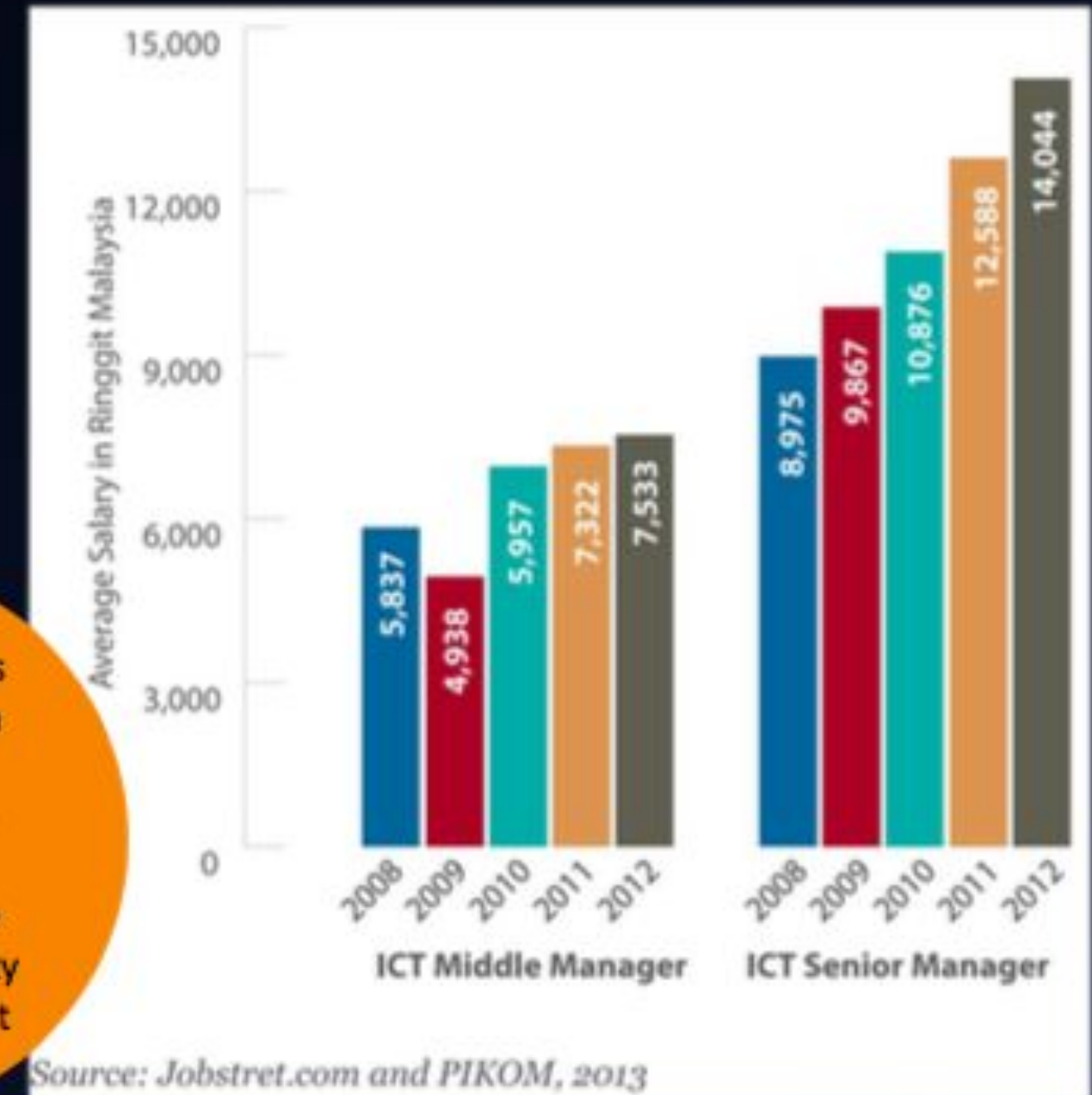
Network Provider
5.8%

Hardware
6.5%

Digital News Asia

Target Audience

- CEOs, CFOs, CTOs and CIOs across all industries where technology adoption is a competitive necessity and where smart adoption can be a competitive differentiator.

- Policy makers and bureaucrats.

- Senior business leaders in the technology and telecommunications space.

- The 151,000 people working in MSC status companies, as well as entrepreneurs and start-ups.

- The 50,000 people working in the telco sector.

- While DNA caters mainly to senior level figures within the ICT field and its related sectors, anyone with an interest in technology news and developments will find value in our content.

Our content speaks to medium-to-high net worth individuals, where increasing disposable income displays a propensity towards investment

Average Salary in Ringgit Malaysia

ICT Middle Manager
- 2008: 5,837
- 2009: 4,938
- 2010: 5,957
- 2011: 7,322
- 2012: 7,533

ICT Senior Manager
- 2008: 8,975
- 2009: 9,867
- 2010: 10,876
- 2011: 12,588
- 2012: 14,044

Source: Jobstret.com and PIKOM, 2013

Additional Stats – DNA's website (Jan – Sept 2020)

Total users: 1.04mil
Sessions on DNA: 1.2mil
Number of session per user: 1.37

Page Views: 1,483,645
Unique PV: 1,461,748
Average Time on Page: 3mins

User acquisition for DNA:
1) Organic search
2) Direct
3) Social media
4) Referrals

Social Media Statistics

Facebook

Likes: 18,675
Followers: 19,343
Post Reach: Avg 30,010 a month
Post Engagements: Avg 8,450 a month

LinkedIN

Followers: 5,208
Page Views: **3,506** a month
Total Impressions: **58**k average/month
Unique Visitors: 795 average/month
Post Engagement 986 average/month

Twitter

Followers: 9,470
Tweet impressions: Avg 97k a month
Profile Visit: Avg of 1k a month
Tweet   Engagements: Avg   of   3.3%
engagement per tweet
Avg of 45 link clicks & 4 retweets a day

- *Data extracted from DNA's social channels analytics (Jan 2020 – Sept 2020)*

THANK YOU

Contact : **Dania Amani**
Email : **dania@malaysiakini.com**
Phone : **013-380 1610**

Contact : **Chia Ting Ting**
Email : **tingting@malaysiakini.com**
Phone : **019-665 2392**