TOP IN TECH

Forum Series
2022

TOP IN TECH

Event

Monthly Online Forum
Format: **Webinar + SocMed Live**
Duration: **1 Hour**
Topic: **1 Topic**
Language: **English**
Target: **200 Zoom Audience** &
 10K Views (SocMed)

Quarterly Hybrid Forum
Format: **Onground + Webinar +
SocMed Live**
Duration: **2 Hours**
Topics : **1-2 Topics**
Language: **English**
Target: **50-80 Attendees,
 200 Zoom Audience** & **10K Views**
(SocMed)

Thought Leaders:

- 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.

Target Audiences:

- 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.

Topics:

- 5G Technology
- Cybersecurity
- Robotics / AI
- FinTech / Blockchain
- e-Sports
- EduTech
- HealthTech
- SpaceTech
- Construction Tech and more

Features:

- Customisable Topics
- Interview by Moderator
- Cross Live to FB
- Brand Mention / Product Placement / TVC
- Survey Questionnaires
- Newsletters EDM
- Lead-Gen Ad Package

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Website | **Facebook** | **Youtube Playlist**

Up Next

TOP IN TECH TALK SERIES | EP19
Ep 19: National Digital Identity: Complementing a Digital Space
Nov 2, 2021

TOP IN TECH TALK SERIES | EP18
Ep 18: NTIS: Catalyst For Emerging Innovations
Oct 21, 2021

TOP IN TECH TALK SERIES |
Ep 17: The Sharing Economy Concept for SMEs' Sustainable Growth
Sep 30, 2021

TOP IN TECH TALK SERIES | EP16
Ep 16: Digital Signatures: Embracing New Practices
Sep 23, 2021

TOP IN TECH TALK SERIES | EP1
Ep 15: Replacing Wet Ink & Paper for Digitalisation
Sep 9, 2021

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Events   Past Events   News

Ep 21: Being A Global Investor

25 JAN

Powered by Rakuten Trade, this episode explored the current investment landscape and trends, the diversification of products and give more thoughts on Being a Global Investor.

Tue / Online

Past Events

Top In Tech: Fuelling Business Growth through Data

Ep 20: Fuelling Business Growth through Data

As we gear towards the fourth industrial revolution, SMEs and business owners should analyse key aspects and vulnerabilities of their business to remain competitive and profitable. Companies are increasingly using Data Analytics as one way to get insights and gain competitive advantage. Business owners benefit from confident decision making, asset optimization, cost reduction, improve customer engagement and identify new revenue streams
Brought to you by MDEC, Fuelling Business Growth through Data aims to guide and share with SMEs and busi

News

Top In Tech: Being A Global Investor
Feb 7, 2022 10:57 AM

Celebrating Remarkable Innovators and Recognizing Ground-Breaking Technology Adoptions
Jan 24, 2022 4:06 PM

Top In Tech: Fuelling Business Growth through Data
Jan 19, 2022 4:24 PM

Top In Tech: National Digital Identity: Complementing a Digital Space
Nov 10, 2021 4:22 PM

Top In Tech: NTIS: Catalyst for Emerging Innovations
Nov 1, 2021 4:20 PM

Proposed 2022 Event Calendar (Tentative)

Language: **English** | Length: **1-2 hours** | Day: **Thursday**

Quarter 1 January - March, 2022	Quarter 2 April - June, 2022	Quarter 3 July - September, 2022	Quarter 4 October - December, 2022
Online Forum **January** EP 20: Fuelling Business Growth through Data EP 21: Being A Global Investor **March** Ep 22: 5G: What is possible Today ● DNB ● McKinsey ● Cyberview Ep 23: Digital Bank ● Bank Negara Malaysia ● Boost / RHB ● Non Fintech players	**Online Forum** **April** **Ep 24: Smart Manufacturing** Intensifying IR4.0 through Smart Manufacturing ● SmartMore ● SIRIM ● TMOne **May** Artificial Intelligence **June** TechFin - Data As A Service **Hybrid Forum** **June** Cybersecurity Hybrid Cloud Adoption	**Online Forum** **July - August** e-Sports Electric Vehicles Green Tech PropTech **Hybrid Forum** **September** ICT (Augmenting Smart City) Robotics / AI Top In Tech Expo (Cyberview)	**Online Forum** **November** Cybersecurity Space Tech Agri-Tech New Technologies **Hybrid Forum** **December** Top In Tech Innovation **Awards 2022**

Proposed Topics & Angles (Tentative)

Scope	Proposed Topics	Discussion Angles (Draft)	Proposed Speakers
5G Technology	5G: Assembling a Tech-Savvy Nation	-Strengthening the adoption of a digital foundation -Pandemic impacts on digital infrastructure -Switching to fifth-generation cellular networking technology (5G)	DNB Corporates Telco
Cybersecurity	Elevating Cyber Securities towards Digitalisation	-Precaution measures should take to avoid cybersecurity threats -Adoption of digital technology with cybersecurity practices -Potential increase in cyberattacks in the process of digitalisation	MCMC Telco Cybersecurity Firms
Hybrid Cloud Adoption / ICT	Boosting Cloud Competency in Malaysia	-Effective data collection and management strategies -Transitioning to a lower information management cost -Solving business problems by using cloud services	MDEC Cloud Services Provider ICT Solution Provider
Cryptocurrency & Bitcoin/NFT	Cryptocurrency: Incomes of the Future	-Overview of the cryptocurrency status in Malaysia -Awareness on cryptocurrency investing -Risks and regulatory frameworks	Corporate LHDN / SIDC Finance Platform
Agri-Tech	Agritech: Driving The Future	-Deployment of IR4.0 in agritech -Micro-financing to farmers -Growing the Agritech sector in Malaysia	MRANTI Agri drone startups BNM

Proposed Topics & Angles (Tentative)

Scope	Proposed Topics	Discussion Angles (Draft)	Proposed Speakers
SpaceTech	SpaceTech: Capturing Diverse Opportunities	-How can Private & Public space players join forces in uplifting the spacetech ecosystem. -Role of SpaceTech in enhancing opportunities for FinTech and ICT segments. -Nurturing talents of the future.	MYSA/MOSTI Corporate Talent Development
Digital Bank	Digital Bank | Digitalising Incumbent Banks	-Financial inclusion for businesses and individuals -How Digital Bank can reach out to the underserved economy -The differences between digital and incumbent banks	Bank Negara Applicants of Digital Bank Licence Non FinTech players
Virtual Reality / Omniverse	Reskilling Talents of the Future	-Creating agile and competent digital talents. -Empowerment of ICT-related talent with skills to steer digital transformation	LHDN - e-Latih ICT Solution provider Talent Development

Other Potential Topics:
- **Internet of Behaviors (IoB) / Consumer Tech,**
- **Construction Tech, PropTech,**
- **Green Tech, Electric Vehicle,**
- **Blockchain,**
- **Health Tech,**
- **EduTech**
- **e-Sport** and more

CHECKLIST & AD INVENTORIES
(Online Forum)

Preparation
(3 weeks before the forum)

i) Discussions on topic, angles, with Topic-Sponsor

ii) Moderator:
Karamjit, CEO of DNA

iii) Speakers Invitation:
Main Speaker (Topic-Sponsor)
2 Pairing Speakers (Invited)

iv) Briefing & Rehearsal session

Value Worth (Organising & Inventories) = **RM 50,000 per Online Forum**

Pre-Event
2 weeks publicity

*Est. Zoom Webinar:
100-200 Participants /Ep

i) **ZOOM** Registration Page
Insert CTA for Topic-Sponsor

ii) **Online Banners** (HP & MRec)
Mkini and DNA
Desktop & Mobile
300,000 impressions

iii) **EDM** (2 blasts)
Biz Database (~20,000 emails)

iv) **Social Media Posting**
Mkini & DNA :
Facebook, LinkedIn, Twitter
6 Posts

During Event
1 hour

*Est. SocMed Live:
>10,000 Views / Ep

i) **ZOOM: Forum**
Est: **100-200 Participants**

ii) **SocMed Live-stream**
(Across 4 pages)
Facebook: Mkini & DNA
LinkedIn: Mkini & DNA

iii) **Ad Items** (Zoom + SocMed Live)
eBackdrop (Logo placement)
Pre-roll & End-roll (~2 min TVC)
2 Poll Questionnaires
Insert CTA for Topic-Sponsor on chat / comment sections

Post Event
1 week after

i) **Post EDM (1 blast)**
Blast to Zoom Registered Participants (watch replay)
Insert CTA for Topic-Sponsor

ii) **Online Banner (1 week)**
Desktop Balloon Rectangle (Watch replay)
Insert CTA for Topic-Sponsor

iii) **Participant Database**
(Selected 'yes' to receive Topic-Sponsor's newsletter)

iv) **Post Campaign Report**
Provided to Topic-Sponsor

CHECKLIST & AD INVENTORIES
(Hybrid Forum)

Preparation
(6 weeks before the forum)

i) Discussions on topic, angles, with Topic-Sponsor

ii) Moderator:
Karamjit, CEO of DNA

iii) Speakers Invitation:
Main Speaker (Topic-Sponsor)
2 Pairing Speakers (Invited)

iv) Briefing & Rehearsal session

v) Venue Arrangement
by KiniEvents (Venue-Sponsor)

Value Worth (Organising & Inventories) = **RM 100,000 per Hybrid Forum**

Pre-Event
2 weeks publicity

*Est. Zoom Webinar:
100-200 Participants / Ep
Ground-Event: **50-80 Attendees**

i) **Hybrid: On-Ground & ZOOM**
Registration Pages
(Eventbrite & Zoom)
Insert CTA for Topic-Sponsor

ii) **Online Banners** (HP & MRec)
Mkini and Digital News Asia
Desktop & Mobile
600,000 impressions

iii) **EDM**
Biz Database (~20,000 emails)
4 Email Blasts

iv) **Social Media Posting**
Mkini & DNA :
Facebook, LinkedIn, Twitter
12 Posts

During Event
2 hours

*Est.: SocMed Live:
>10,000 Views / Ep

i) **Hybrid: On-Ground & ZOOM**
Est: **100-200 Participants** (Zoom)
Est: **50-80 Attendees** (On Ground)

ii) **SocMed Live-stream**
(Across 4 pages)
Facebook: Mkini & DNA
LinkedIn: Mkini & DNA

iii) **Ad Items**
(On-Ground, Zoom & SocMed Live)
Booth & Bunting at the venue
e-Backdrop (Logo placement)
Pre-roll & End-roll (~2 min TVC)
2 Poll Questionnaires
Insert CTA for Topic-Sponsor on chat / comment sections

Post Event
1 week after

i) **Post EDM (1 blast)**
Blast to Zoom Registered
Participants (watch replay)
Insert CTA for Topic-Sponsor

ii) **Online Banner (1 week)**
Desktop Balloon Rectangle
(Watch replay)
Insert CTA for Topic-Sponsor

iii) **Participant Database**
(Selected 'yes' to receive
Topic-Sponsor's newsletter)

iv) **Post Campaign Report**
Provided to Topic-Sponsor

Partnership Packages 2022

Online Forum	Hybrid Forum
Format & Platform: Online Forum **ZOOM Webinar + SocMed Live** (FB & LI) **Items included:** (Refer Slide 7) 1) Online Forum organising & management 2) Zoom platform & setup for registration 3) Ad Inventories: Pre, During & Post **Est. Results:** ZOOM Webinar: **100-200 Participants** / Ep SocMed Live: **>10,000 Views** / Ep **Topic Sponsorship** (Online Forum): **1 Episode = RM25,000** (Value Worth: RM50,000) **2 Episodes = RM45,000** (Value Worth: RM100,000) *All creatives & forum contents are mutually owned with topic-sponsor.*	Format & Platform: Hybrid Forum **On-Ground + ZOOM Webinar + SocMed Live** (FB & LI) **Items included:** (Refer Slide 8) 1) On-Ground & Online Forum organising & management 2) Venue arrangement 3) Zoom & Eventbrite - setup for registrations 4) Ad Inventories: Pre, During & Post **Est. Results:** On-Ground Forum: **50-80 Attendees** / Ep ZOOM Webinar: **100-200 Participants** / Ep SocMed Live: **>10,000 Views** / Ep **Topic Sponsorship** (Hybrid Forum): **1 Episode = RM40,000** (Value Worth: RM100,000) **2 Episodes = RM75,000** (Value Worth: RM200,000) *All creatives & forum contents are mutually owned with topic-sponsor.*

Topic-Sponsorship: 1 Episode (Online Forum) **+ 1 Episode** (Hybrid Forum) = **RM60,000** (Total Value Worth: RM150,000)

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Online Forum Summary
2020 - 2022 Jan

2020 Apr - 2022 Jan	Episode & Topic	Speakers & Partners
Total: 21 Episodes **Format & Platform:** ZOOM Webinar + FB & LI Crosslive **Business Audiences:** >20,000 Reach **Moderator:** Karamjit Singh, CEO, Digital News Asia	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
	EP 4: The New Way Of Working	KPMG Malaysia, RHB, ScaleUp Accelerator Malaysia
	EP 5: Stay Calm and Just Cloud It	Exabytes Network, Malacca Securities, Malaysia SME Asso
	EP 6: Attention Talent...Reboot or get the Boot	Malaysia IoT Asso, BAC Education Group, Green Packet
	EP 7: Budget 2021: 6 Billion Ways To Disrupt TVET	MGCC, ACCCIM, MCMTC
	EP 8: Physical & Mental Health Through Tech	Prudential Assurance, ThoughtFul, Paul J Consultancy
	EP 9: Empowering The World of Technology: #WomenInTech	MaGIC, Cradle, Biopeutics Resources
	EP 10: e-Commerce & Retail Innovations	hoolah Malaysia, EasyParcel, commerce.Asia
	EP 11: FinTech: The Growing Digital Momentum	microLEAP, Payfo, HelloGold
	EP 12: Pathway To Advanced Technology	MaGIC, OFO Tech, SG Academy
	EP 13: Fintech: Bridging the SME Financing Gap	CapBay, MoneyMatch, Registered Digital Markets Association
	EP 14: e-Commerce: Driving Growth with Digital	ShopBack Malaysia, hoolah Malaysia,
	EP 15: Replacing Wet Ink & Paper For Digitalisation	Securemetric, MyDigital, MCMC
	EP 16: Digital Signatures: Embracing New Practices	SigningCloud, MSC Trustgate,Censof
	EP 17: The Sharing Economy Concept for SMEs' Sustainable Growth	Lalamove, Homa2U, Supahands
	Ep 18: NTIS: Catalyst For Emerging Innovations	MaGIC, Biogenes Technologies, Edgenta NXT
	Ep 19: National Digital Identity: Complementing a Digital Space	NEC Corporation, MyDigital, Jabatan Pendaftaran Negara
	Ep 20: Fuelling Business Growth through Data	MDEC, IDC, Mydin
	Ep 21: Being A Global Investor	Rakuten Trade, StashAway, MX Global

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Email DATABASE
Summary
(As of Jan 2022)
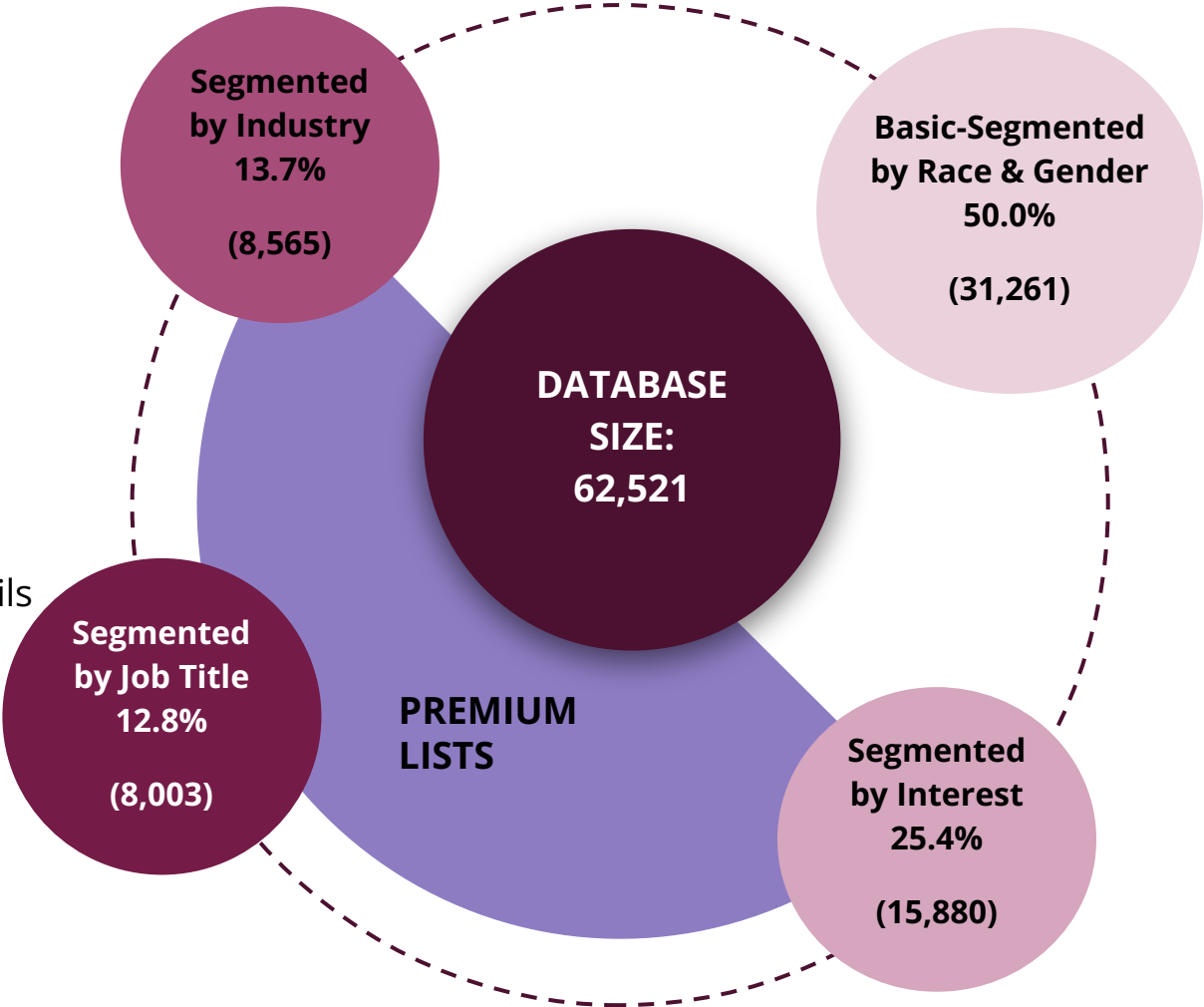
Database Summary

(As of Jan 2022)

Total Database:
>60,000 emails

Segmentation Database:
By Industry: 8,565 emails
By Job Title: 8,003 emails
By Interest: 15,880 emails
By Race & Gender: 31,261 emails

Non-segmented:
(50% = 31,261 emails)

*Non-segmented:
(~50% = 30,000 emails)*

Segmented by Industry
13.7%

(8,565)

Basic-Segmented by Race & Gender
50.0%

(31,261)

DATABASE SIZE:
62,521

Segmented by Job Title
12.8%

(8,003)

PREMIUM LISTS

Segmented by Interest
25.4%

(15,880)

Segmented by Industry
(Total: **8,565 emails**)

Top 5 Industries:
1. **Education - 44.0%** (3,769 emails)
2. **Technology - 9.6%** (822 emails)
3. **Government & Agencies - 5.6%** (481 emails)
4. **Finance & Investment - 4.8%** (411 emails)
5. **Consultancy - 4.6%** (394 emails)

Real Estate & Pr…
1.8%
Telecommunicat…
2.1%
Business & Infor…
4.0%
Safety/Security/…
1.9%
Media, PR & Ent…
3.7%
Consultancy
4.6%
Finance & Invest…
4.8%
Services
2.4%
Manufacturing &…
3.8%
Health & Insuran…
3.6%
Technology
9.6%

Education
44.0%

Government, Ag…
5.6%
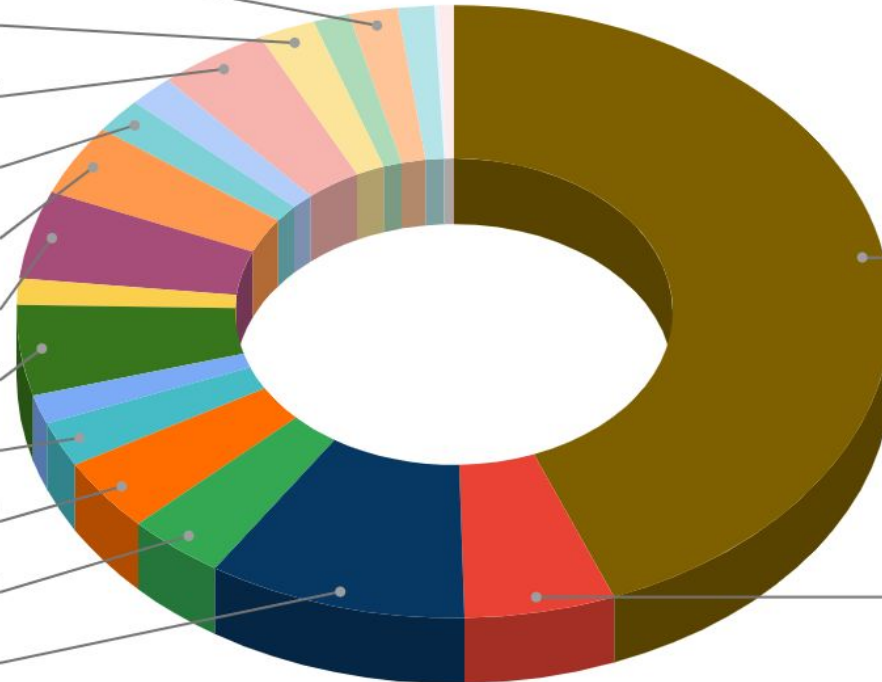
Segmented by Job Title
(Total: **8,003 emails**)

Educator
3.2%

HODs/Senior Ma…
22.1%

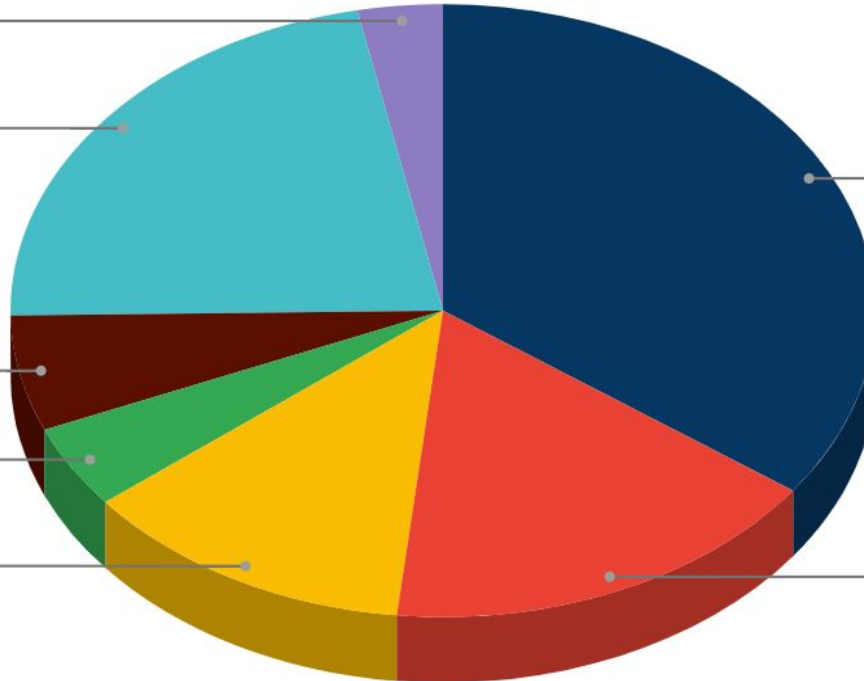Executives/Spec…
6.1%

Freelance
4.4%

Business Owner…
12.6%

Student
35.0%

C-Suites/Top Ma…
16.7%

Segmented by Interest
(Total: **15,880 emails**)

Top 3 Interest:
1. **Technology - 30.4%** (4,828 emails)
2. **Sports / Outdoor - 20.4%** (3,240 emails)
3. **Stock Market / Investment- 17.4%** (2,760 emails)
4. **Government Policies - 16.6%** (2,763 emails)
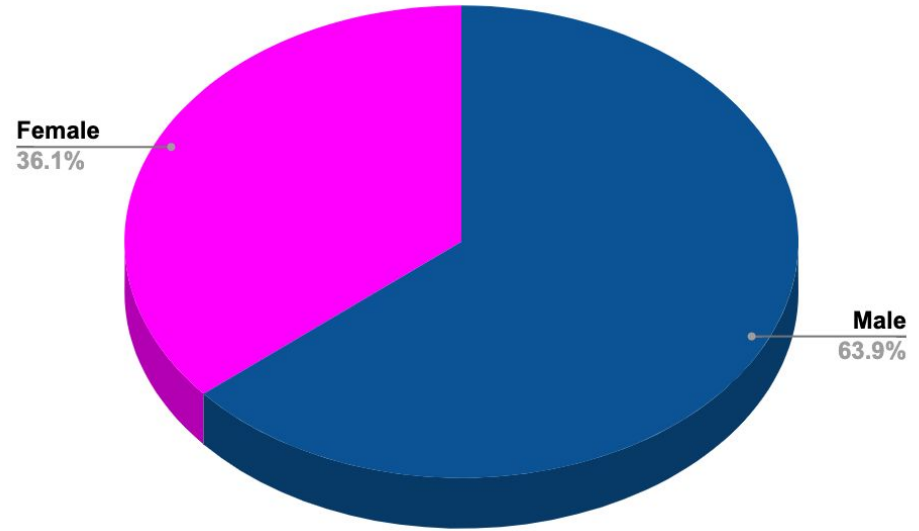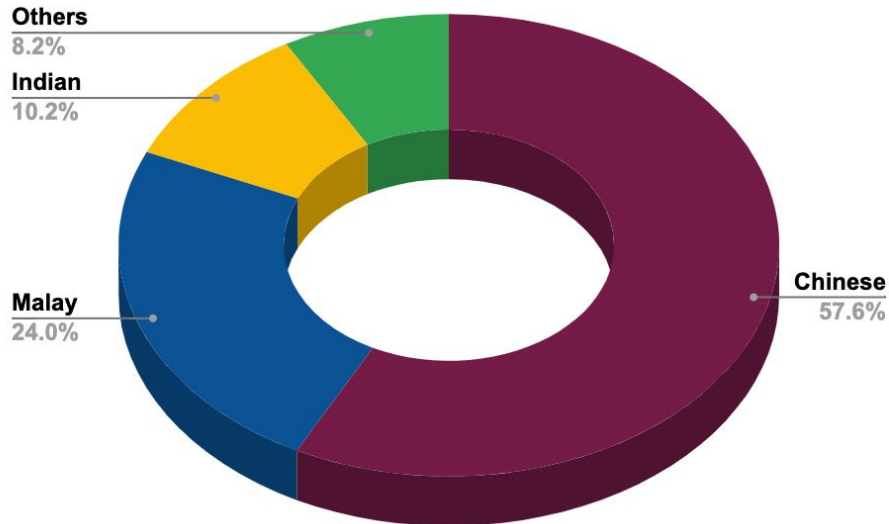5. **Business - 6.3%** (1000 emails)

Environment
3.7%
Property
5.2%
Business
6.3%
Government Policies
16.6%
Stock Market / In...
17.4%
Technology
30.4%
Sports / Outdoor
20.4%
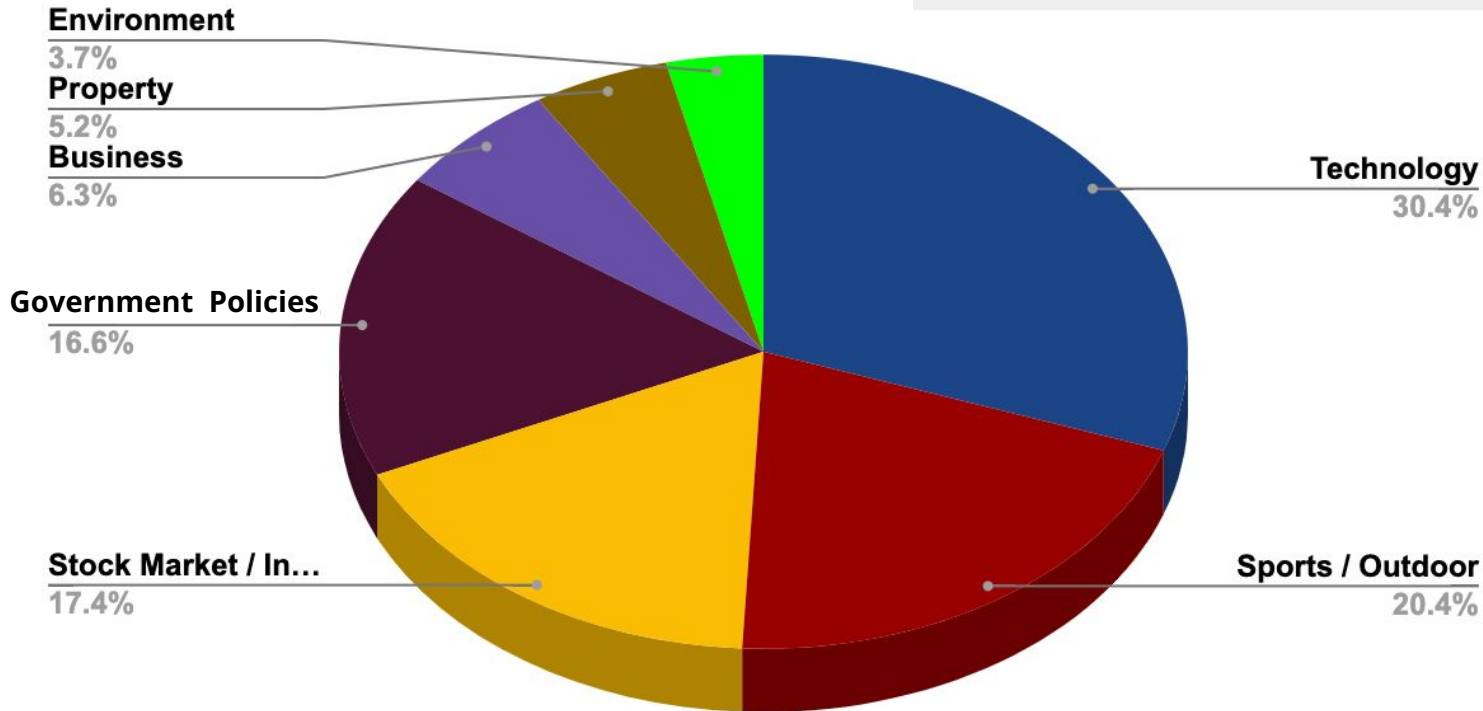
Basic-Segmented by Gender & Race
(Total: **31,261 emails**)

Breakdown by Race
1. Chinese - 57.6% (18,006 emails)
2. Malay - 24.0% (7,503 emails)
3. Indian - 10.2% (3,189 emails)
4. Others - 8.2% (2,563 emails)

Breakdown by Gender
1. Male - 63.8% (19,945 emails)
2. Female - 36.1% (11,285 emails)

THANK YOU

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