

# TOP IN TECH

## Top In Tech Forum Series 2023

Co-created by: **malaysiakini**



Event Organiser: **kiniEvents**

# TOP IN TECH

[Website](#) | [Facebook](#) | [Youtube Playlist](#)

Highlighting Tech Trends since 2020 (3 years)!

Featuring over **100 industry leaders and experts** with **robust topic discussions** ranging **from 5G to Green Tech**, Top In Tech Forum series is now steadily a go-to tech panel discussion providing **insights on new and trending innovations in Malaysia**.

Top in Tech forum series is co-created by Malaysiakini, Digital News Asia and organised by KiniEvents.

The screenshot displays the 'TOP IN TECH' website with a dark blue header. The main navigation bar includes links for Forums, Innovation Awards, Articles, Branded Videos, and Contact, along with a Facebook icon. The featured event, 'Ep32: Digital Transformation in the 5G Era', is highlighted with a large image of three men and a detailed description. Below this, a grid of ten smaller event tiles is visible, each with a thumbnail image, title, and date. The date '24 NOV' is prominently displayed in the top right corner, and the time 'Thu / Zoom' is shown below it.

**TOP IN TECH** Forums Innovation Awards Articles Branded Videos Contact

**Ep32: Digital Transformation in the 5G Era**

Broadly, designing and implementing a 5G network requires comprehensive planning and testing. For telcos, navigating this terrain can be treacherous, especially when limited internal skill sets is a top concern of executives when it comes to developing a 5G private network.

Join Karamjit and the panelists to discover more on Thursday, 24th November 2022  
4pm – 5pm  
Live on Zoom

**24 NOV**  
Thu / Zoom

**Digital Talents – Reality Bites**  
Oct 19, 2022 4:08 PM

**Yes Launches The First Experience Store Powered by 5G in Malaysia**  
Oct 14, 2022 4:52 PM

**The Intersection of Sustainability & Technology**  
Oct 11, 2022 11:17 AM

**WCIT: Techfest 2022 features more than 500 innovative products and is open to public**  
Sep 14, 2022 4:55 PM

**De Rantau sets the stage for Malaysia to accelerate growth in Digital Economy**  
Sep 13, 2022 6:15 PM

**Delegates from over 60 countries attended the opening of WCIT 2022**

**Top In Tech: How Does Tech Survive Its Winter?**  
21 JULY

**Top In Tech: Green Wash or Green Tech? – Is solar nice to have or**

**e-Commerce & Retail Innovations**  
31 MAR | 4PM - 5PM

**Fintech: The Growing Digital Momentum**  
22 Apr | 4pm - 5pm

# TOP IN TECH

## Event Partnership

### Online Forum

Format: **Webinar + SocMed Live**

Duration: **1 Hour**

Language: **English**

Target per Episode:

**~200 Zoom Attendees,**

**>20,000 Views** (SocMed)

### Hybrid Forum

Format: **Onground + Webinar + SocMed Live**

Duration: **2 Hours**

Language: **English**

Venue: by Partner / Co-working space

Target per Episode:

**~50 Ground Attendees,**

**~200 Zoom Audience &**

**>20,000 Views** (SocMed)

## Thought Leaders:

- Industry players from **government and private sectors.**
- Highlight on **business transformation, technology adoption & innovation**

## 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.

## Features:

- Customisable Topics
- Interview by Moderator
- Cross Live to FB
- Live Q&A from audience to panelists
- Brand Mention / Product Placement / TVC
- Survey Questionnaires
- Newsletters EDM
- Lead-Gen Package

## Topics

- SmartCities
- 5G Technology
- Cybersecurity
- Robotics / AI
- FinTech / Blockchain
- Green Tech/ CleanTech/ EV
- EduTech
- HealthTech / MedTech
- Transport Tech
- e-Sports, SpaceTech and more

# A&P Inventories: Pre-During & Post Forum

Pre-Publicity (4 weeks before the forum)	During-Event (1-2 Hours)	Post-Publicity (1 week after the event)
<p>4 Week before the forum:</p> <ul style="list-style-type: none"> <li>• Topic &amp; content curation with Partner's</li> <li>• Speakers invitations</li> <li>• Creative preparation</li> </ul> <p>Registration Pages:</p> <ul style="list-style-type: none"> <li>• Hybrid (Eventbrite + Zoom)</li> <li>• Online (Zoom)</li> </ul> <p><i>*Insert CTA for Partner (Participants to tick "YES" to sign-up for Partner's newsletters)</i></p> <p><u>A&amp;P Inventories:</u></p> <p>i) <b>Online Banners</b>  <b>Mkini</b> and <b>Digital News Asia</b>            Desktop &amp; Mobile (BillBoard &amp; MRec)            600,000 impressions (2 Weeks)</p> <p>ii) <b>EDM</b>  <b>Top In Tech</b>            Biz Database (~20,000 emails)            4 Email Blasts</p> <p>iii) <b>Social Media Posting</b>  <b>Mkini</b> and <b>Digital News Asia</b>            Facebook, LinkedIn, Twitter            12 Posts</p>	<p><b>Hybrid Forum</b>  <b>On-Ground + Zoom + SocMed Livestream</b></p> <ul style="list-style-type: none"> <li>• Booth &amp; Bunting</li> <li>• Digital-Backdrop</li> <li>• Pre-roll &amp; End-roll (~2 min TVC)</li> <li>• Survey Questionnaires (Form &amp; Online)</li> <li>• ZOOM</li> <li>• <b>Livestream across 6 Pages</b>              Mkini FB + LI              DNA FB + LI              Partner's FB + LI              Speakers' FB/LI (tbc)</li> </ul> <p><b>Online Forum</b>  <b>Zoom + SocMed Livestream</b></p> <ul style="list-style-type: none"> <li>• e-Backdrop,</li> <li>• Pre-roll &amp; End-roll (~2 min TVC)</li> <li>• Survey Questionnaires (Online)</li> <li>• <b>Livestream across 6 Pages</b>              Mkini FB + LI              DNA FB + LI              Partner's FB + LI              Speakers' FB/LI (tbc)</li> </ul> <p><i>*Insert CTA in SocMed caption (Participants to tick "YES" to sign-up for Partner's newsletters)</i></p>	<p><u>A&amp;P Inventories:</u></p> <p>i) <b>Post EDM</b>            Blast to Zoom Registered Participants (watch replay)            1 Email Blast</p> <p><i>*Insert CTA in SocMed caption (Participants to tick "YES" to sign-up for Partner's newsletters)</i></p> <p>ii) <b>Online Banners</b>  <b>Mkini</b>            Desktop &amp; Mobile (Balloon Rec &amp; MRec)            (1 Week)</p> <p>iii) <b>Post Press Release</b>  <b>Mkini</b> and <b>Digital News Asia</b>            Desktop &amp; Mobile (Branded Content)            (1 Week)</p> <p>iv) <b>Post Forum Report</b>            Will be send over to Partner after 1 month for each forum.</p>

# Forum Topic Partnership Package

## Partnership Summary:

Total : **2 Topics Forum Series** (Monthly Episode)  
Format : **1 Online** (Zoom) & **1 Hybrid** (Venue hosted by Partner or provided by KE at Co-Working space)  
Period : Q2 - Q4 2023  
Livestream : across Malaysiakini (FB & LI), Digital News Asia (FB & LI), Partner (FB & LI), *Speakers' FB/LI (TBC)*

Moderator : **Karamjit Singh, CEO of DNA**  
Main Speaker : **Representative from Partner**  
Pairing Speakers : Corporates, Government agencies, associations, industry key-players (TBC with Partner)

Total Participants: **Business Audiences (All industries)**

- **Online** Forum x **1 Episode**: ~200 Zoom-Attendees & >20,000 Views (SocMed)
- **Hybrid** Forum x **1 Episode**: ~50 Ground-Attendees, ~200 Zoom-Attendees & >20,000 Views (SocMed)

KPI:

>**200-300 Potential Leads** (Business Contact Database) → those signed-up for Partner's newsletters

**Partnership Package Cost (1 Online Forum + 1 Hybrid Forum) = RM55,000**

*(Total Worth: RM150,000) (Normal Cost: RM50,000 for Online Forum & RM100,000 for Hybrid Forum)*

Notes:

- *Services included: Organising, Content creation, speaker invitation*
- *All forum contents & creatives are mutually owned with Partner for lifetime.*
- *Scopes, topics, content and speakers can be customised & curated for Partner*

**kiniEvents**

# Past Episodes & (2020 - 2023)

Co-created by: **malaysiakini**



Event Organiser: **kiniEvents**



# Past Forum Series (2020 - 2022)

2020 - 2021	Episode & Topic	Speakers & Partners
<b>Format &amp; Platform:</b> ZOOM Webinar + FB & LI Crosslive  <b>Business Audiences:</b> >20,000 Reach  <b>Moderator:</b> Karamjit Singh, CEO, Digital News Asia	EP 1: <a href="#">Better Monitoring Using IoT &amp; Big Data</a>	Xperanti IoT
	EP 2: <a href="#">Future of Work</a>	GD Express, Green & Natural Industries
	EP 3: <a href="#">Telehealth</a>	DoctorOnCall, Thomson Hospital
	EP 4: <a href="#">The New Way Of Working</a>	KPMG Malaysia, RHB, ScaleUp Accelerator Malaysia
	EP 5: <a href="#">Stay Calm and Just Cloud It</a>	Exabytes Network, Malacca Securities, Malaysia SME Asso
	EP 6: <a href="#">Attention Talent...Reboot or get the Boot</a>	Malaysia IoT Asso, BAC Education Group, Green Packet
	EP 7: <a href="#">Budget 2021: 6 Billion Ways To Disrupt TVET</a>	MGCC, ACCCIM, MCMTC
	EP 8: <a href="#">Physical &amp; Mental Health Through Tech</a>	Prudential Assurance, ThoughtFul, Paul J Consultancy
	EP 9: <a href="#">Empowering The World of Technology: #WomenInTech</a>	MaGIC, Cradle, Biopeutics Resources
	EP 10: <a href="#">e-Commerce &amp; Retail Innovations</a>	hoolah Malaysia, EasyParcel, commerce.Asia
	EP 11: <a href="#">FinTech: The Growing Digital Momentum</a>	microLEAP, Payfo, HelloGold
	EP 12: <a href="#">Pathway To Advanced Technology</a>	MaGIC, OFO Tech, SG Academy
	EP 13: <a href="#">Fintech: Bridging the SME Financing Gap</a>	CapBay, MoneyMatch, Registered Digital Markets Association
	EP 14: <a href="#">e-Commerce: Driving Growth with Digital</a>	ShopBack Malaysia, hoolah Malaysia,
	EP 15: <a href="#">Replacing Wet Ink &amp; Paper For Digitalisation</a>	Securemetric, MyDigital, MCMC
	EP 16: <a href="#">Digital Signatures: Embracing New Practices</a>	SigningCloud, MSC Trustgate, Censof
	EP 17: <a href="#">The Sharing Economy Concept for SMEs' Sustainable Growth</a>	Lalamove, Homa2U, Supahands
	EP 18: <a href="#">NTIS: Catalyst For Emerging Innovations</a>	MaGIC, Biogenes Technologies, Edgenta NXT
	EP 19: <a href="#">National Digital Identity: Complementing a Digital Space</a>	NEC Corporation, MyDigital, Jabatan Pendaftaran Negara

## Past Forum Series (2020 - 2022)

2022	Episode & Topic	Speakers & Partners
<p>Total: <b>32 Episodes</b></p> <p><b>Format &amp; Platform:</b> ZOOM Webinar + FB &amp; LI Crosslive</p> <p><b>Business Audiences:</b> &gt;20,000 Reach</p> <p><b>Moderator:</b> Karamjit Singh, CEO, Digital News Asia</p>	<p>Ep 20: <a href="#">Fuelling Business Growth through Data</a></p> <p>Ep 21: <a href="#">Being A Global Investor</a></p> <p>Ep 22: <a href="#">5G: What Is Possible Today</a></p> <p>Ep 23: <a href="#">Smart Manufacturing in Malaysia - Reality Check</a></p> <p>Ep 24: <a href="#">Activate To Innovate: Let's Chat with redONE</a></p> <p>Ep 25: <a href="#">Thriving in an AI-enabled Digital Economy</a></p> <p>Ep 26: <a href="#">Green Wash or Green Tech?</a></p> <p>Ep 27: <a href="#">How Does Tech Survive Its Winter?</a></p> <p>Ep 28: <a href="#">Delivering Meaningful tech Value to SMEs. The How.</a></p> <p>Ep29: <a href="#">The Intersection of Sustainability &amp; Technology</a></p> <p>Ep30: <a href="#">Digital Talents: Reality Bites</a></p> <p>Ep31: <a href="#">HR 5.0   Elevating Human Capital Investments</a></p> <p>Ep 32: <a href="#">Digital Transformation in the 5G Era</a></p>	<p>MDEC, IDC, Mydin</p> <p>Rakuten Trade, StashAway, MX Global</p> <p>Digital Nasional Berhad, Cyberview, McKinsey &amp; Company</p> <p>SmartMore International, TM One, DF Automation &amp; Robotics</p> <p>redONE</p> <p>DNeX, Kearney, Glueck Technologies</p> <p>Gading Kencana, PwC, Solarvest</p> <p>redONE, Pandai, MVCA</p> <p>DNeX, MDV, Bizsphere</p> <p>ICT Zone Asia, Deloitte, Intel</p> <p>MyDIGITAL, Sunway iLabs, Mereka</p> <p>HRD Corp, Hiredly, Experian</p> <p>Axiata Enterprise, EY, IDC Asean</p>



# TOP IN TECH

**Diana Rose**  
**Event Coordinator**

[dianarose@malaysiakini.com](mailto:dianarose@malaysiakini.com) | 011-19725098

**Hashvne @ Shashah**  
**Media Strategist**

[hashvne@malaysiakini.com](mailto:hashvne@malaysiakini.com) | 013-359 2776

**Chia Ting Ting**  
**Chief Commercial Officer**

[tingting@malaysiakini.com](mailto:tingting@malaysiakini.com) | 019 - 665 2392