TOP IN TECH

Forum Series
(2024 Partnership Proposal)

Co-created by: **malaysiakini** **DNA** DIGITAL NEWS ASIA

Event Organiser: **kiniEvents**

# TOP IN TECH

**Journeying Through Tech's Evolution:
4 Years of Unparalleled Insights!**

With a **powerhouse lineup of 100+ industry leaders & corporates**, our Top In Tech Forum series sparks **dynamic conversations on everything from 5G to Green Tech**. Positioned as the **ultimate tech rendezvous in Malaysia**, it's where innovation meets discussion, setting the stage for the future

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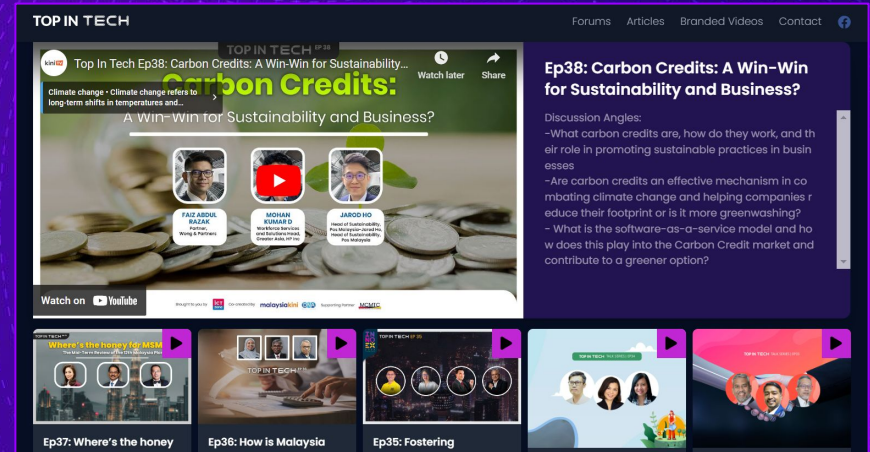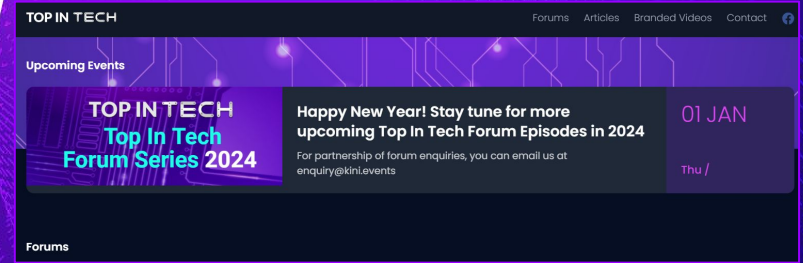
Target Audiences

- 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.

Partnership Entitlements

- Customisable Topics
- Interview by Moderator
- Cross Live to Sponsor's Social Media platform
- Brand Mention/Product Placement/ TVC
- Live poll on Sponsors services
- Newsletters EDM
- Generate Leads for Sponsors (RSVPs selected "yes" for sponsors services/newsletter)

Suggestion of Topics for Online & Hybrid Forums

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Online Forum Topics *(Topics and Timeline are customisable by Topic Sponsor)*

1	SmartCities: The reality bites 2024
2	Upskilling and Reskilling: Meeting the Demands of a Tech-driven Economy
3	Digital Banking: Shaping the Future of Banking in Malaysia
4	Green Tech: Innovations Driving Environmental Sustainability
5	Metaverse: Navigating the Digital Frontiers

Hybrid Forum Topics *(Topics and Timeline are customisable by Topic Sponsor)*

1	5G: Unleashing the Speed of Tomorrow's Connectivity
2	AI: Decoding the Enigma of Artificial Intelligence
3	Cybersecurity: Guardians of the Digital Realm
4	EV: Racing into the Future with Electric Vehicles
5	SpaceTech: Challenges & Possibilities in Malaysia

Event Format

Online Forum

Format: **Zoom Webinar + Livestream** (> 4 SocMed pages)
Duration: **1 Hour**
Language: **English**
Result per Ep: **~200 Zoom Attendees, >20,000 Views** (SocMed)
Guarantee KPI per Ep: ~**100 Potential Leads** (Business Contact Database)

Hybrid Forum

Format: **OnGround + Zoom Webinar + Livestream** (> 4 SocMed pages)
Duration: **2 Hours**
Language: **English**
Venue: **by Partner / Co-Working space**
Result per Ep: **~200 Zoom Attendees, ~50 OnGround Attendees**, **>20,000 Views** (SocMed)
Guarantee KPI per Ep: ~**100 Potential Leads** (Business Contact Database)

Default Moderator: Karamjit Singh, CEO, Digital News Asia
(Sponsor is welcome to suggest for an alternative moderator)

A&P Inventories *(Pre-During & Post Forum)*

Pre-Publicity (2 weeks before the forum)	**During-Event** (1-2 hours)	**Post-Publicity** (1 week after the forum)
3 week preparation before the forum: ● Topic & content curation with Partner ● Speakers invitations ● Creative preparation Registration Pages: ● Hybrid (Google Form + Zoom) ● Online (Zoom) *Insert **CTA for Partner's Services** (Participants to tick "YES" to sign-up for Sponsor's newsletters* A&P Inventory: i) **Online Banners** **Mkini** and **Digital News Asia** Desktop & Mobile (Billboard & MRec) 600,000 impressions (2 Weeks) ii) **EDM** **Top In Tech** Biz Database (~30,000 emails) 4 Email Blasts iii) **Social Media Posting** **Mkini** and **Digital News Asia** Facebook, LinkedIn, Twitter 12 Posts	**Hybrid Forum** **On-Ground + Zoom + SocMed Livestream** ● Booth & Bunting ● Digital-Backdrop ● Pre-roll & End-roll (~2 min TVC) ● Poll Questionnaires (Form & Online) ● ZOOM ● **Livestream across 6 Pages** Mkini FB + LI DNA FB + LI Partner's FB + LI Speakers' FB/LI (tbc) **Online Forum** **Zoom + SocMed Livestream** ● e-Backdrop, ● Pre-roll & End-roll (~2 min TVC) ● Survey Questionnaires (Online) ● **Livestream across 6 Pages** Mkini FB + LI DNA FB + LI Partner's FB + LI Speakers' FB/LI (tbc)	A&P Inventory: i) **Post EDM** Blast to Zoom & On-Ground Registered Participants (watch replay) 1 Email Blast ii) **Online Banners** **Mkini** Desktop & Mobile (Balloon Rec & MRec) (1 Week) iii) **Post Press Release** **Mkini** and **Digital News Asia** Desktop & Mobile (Branded Content) (1 Week) iv) **Post Forum Report** Will be sent over to partner 2 weeks after the forum

Forum Partnership Package

Partnership Summary:

Format   : **Online** (Zoom + Livestream) / **Hybrid** (OnGround + Zoom + Livestream)
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)

Target Participants: **Business Audiences**
- **Result per Episode** : **~200 Zoom-Attendees** (Online), **~50 OnGround-Attendees** (OnGround)
                                           >20,000 Views on SocMed
- **Guarantee KPI per Episode** : **~100 Potential Leads** (Online), **~150 Potential Leads** (Hybrid)
                    (Business Contact Database → those agreed to sign-up for Partner's newsletters)

Online Forum	Hybrid Forum
RM 25,000 per Ep (Total Worth RM50,000) *(-50%)*	**RM 45,000 per Ep** (Total Worth RM100,000) *(-55%)*

Notes:
1. *Services included by KiniEvents: Organising, Content creation, speaker invitation.*
2. *Topic and Timeline are customisable by Partner., content scopes and speakers can be customised & curated for Partner.*
3. *All forum contents & creatives are mutually owned with Partner for lifetime.*

Past Forum Series (2020 - 2023)

- **Total of 38 Episodes & 9 Episodes** of National Data Sharing Policy Series (co-curated with MDEC)
- Business Audience: **~30,000 Reach**

Speakers & Partners that we've associated with from 2020

Past Forum Series *(2020 - 2023)*

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EP 1: Better Monitoring Using IoT & Big Data

EP 2: Future of Work

EP 3: Telehealth

EP 4: The New Way Of Working

EP 5: Stay Calm and Just Cloud It

EP 6: Attention Talent...Reboot or get the Boot

EP 7: Budget 2021: 6 Billion Ways To Disrupt TVET

EP 8: Physical & Mental Health Through Tech

EP 9: Empowering The World of Technology: #WomenInTech

EP 10: e-Commerce & Retail Innovations

EP 11: FinTech: The Growing Digital Momentum

EP 12: Pathway To Advanced Technology

EP 13: Fintech: Bridging the SME Financing Gap

EP 14: e-Commerce: Driving Growth with Digital

EP 15: Replacing Wet Ink & Paper For Digitalisation

EP 16: Digital Signatures: Embracing New Practices

EP 17: The Sharing Economy Concept for SMEs' Sustainable Growth

Ep 18: NTIS: Catalyst For Emerging Innovations

Ep 19: National Digital Identity: Complementing a Digital Space

Ep 20: Fuelling Business Growth through Data

Ep 21: Being A Global Investor

Ep 22: 5G: What Is Possible Today

Ep 23: Smart Manufacturing in Malaysia - Reality Check

Ep 24: Activate To Innovate: Let's Chat with redONE

Ep 25: Thriving in an AI-enabled Digital Economy

Ep 26: Green Wash or Green Tech?

Ep 27: How Does Tech Survive Its Winter?

Ep 28: Delivering Meaningful tech Value to SMEs. The How.

Ep29: The Intersection of Sustainability & Technology

Ep30: Digital Talents: Reality Bites

Ep31: HR 5.0 | Elevating Human Capital Investments

Ep 32: Digital Transformation in the 5G Era

Ep33: Future of Work - What's the reality?

Ep34: Setting ESG at the Forefront

Ep35: Building an Ecosystem for a Thriving Innovation-based Economy

Ep36: How is Malaysia Faring Under its 12th Plan?

Ep37: Where's the honey for MSMEs?

Ep38: Carbon Credits: A Win-Win For Sustainability And Business?

NDSP#1 Is your Data Exposed - What's the benefit of your data?

NDSP#2 Adakah Data Anda Terdedah? – Kenapa "Data is the new currency? (Bahasa Melayu)

NDSP #3 The Data Democracy: What is the value of your data to the Government?

NDSP #4 Data is the new currency, yes, but ....

NDSP #5 Data and the new currency.. the process

NDSP #6 Data is the new currency..Eureka

NDSP #7 Public-Private Partnerships: Key Component to Creating A Mature Data Ecosystem

NDSP #8 Data Literacy in today's Digital Age

NDSP #9 Creating shared value from our data. The How.

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