



Data Literacy in today's Digital Age
 World, 15th Dec 2023 | 10am - 4pm | Auditorium @NUSAS@BAC
GET RM20 credit only for on-ground attendees
RSVP NOW TOP IN TECH

Vanilla Village Experiential Farm Tour
 Explore Malaysia's 1st and largest vanilla smart farm! Includes guided farm tour, hands-on activities, vanilla planting, FREE handcrafted pure vanilla ice cream and so much more!
BOOK NOW!

Take the Quiz and find Your Dream Vacation
 Stand a chance to win 2 GSC Movie Tickets. We are giving away 50 Tickets!

Understand the importance of data in the contemporary world dominated by digital technologies in our upcoming panel discussion.
 Join us on **13th December at Brickfields Asia College (BAC)** for NDSP #8 at 2pm.
 Redeem RM20 Touch n Go credit at our registration desk.
 Only for ON-GROUND attendees!

RSVP HERE **BOOK NOW** **Answer quiz & Win 2 gsc Tickets**



2024 EDM DATABASE Kit

Prepared by  **MEDIA**

Examples of EDM Ads Insertion

kiniEvents
National Data Sharing Policy Series
How businesses can view data not just as an asset but as a currency?

TOP IN TECH
National Data Sharing Policy Series 8
**Data is the new currency ..
Eureka**

23rd November, Thurs | 10am - 1pm
Work

RSVP for free before 23 November 2023

8th Episode will delve deeper into how some first movers are actually monetising their data and the lessons they have learnt in their journey as they have embarked on the path to unlock new opportunities

23rd November 2023, 10am at Wong, KL, Central
(Seats are limited to 100 guests)

Secure my seat now

More events from KiniEvents!

GenZ @ the Podium
Amendment of Whistleblowing Protection Act Malaysia
It is time to Singapore Whistleblower Protections and Export Fraud Standards, and What Will the Consequences Be?
Stay tuned to watch the livestream on **Malaysia Facebook & YouTube**, **Diamonds October 23, 2023**, from 2:00 pm to 4:30 pm

National Data Sharing Policy Series 8
Data and the new currency... the process
Watch Replay

Announcement

MDEC
MDX
MALAYSIA DIGITAL EXPO 2023 GRAND FINALE
1-5 November 2023 | MDEC, Kuala Lumpur
Hosted by **Zack Kass**
Find Out More

kiniEvents
Join in the upcoming National Data Sharing Policy Series

TOP IN TECH
National Data Sharing Policy Series 8
Data Literacy in today's Digital Age

Wed, 13th Dec 2023 | 9pm - 4pm | Auditorium, MDEC

GET RM 20 only for on-ground attendees

RSVP NOW

Understand the importance of data in the contemporary world dominated by digital technologies in our upcoming panel discussion.

Join us on 13th December at **Brightfields Asia College (BAC)** for NDSBP at 9pm

Redeem RM20 Token on QR code at our registration desk. Only for ON-GROUND attendees!

RSVP Here

NDSBP Public-Private Partnership: Key Component to Creating a Stronger Digital Economy
Watch Replay

Also back into the remarkable insights shared at NDSBP #7!
This session aims to explore insights on how can the government and savvy developer partnerships to foster a culture of responsible data sharing.

Watch Here

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MALAYSIA RECORDS
THE VANILLA ISLAND
Vanilla Village Experiential Farm Tour
Explore Malaysia's 1st and largest vanilla smart farm includes guided farm tour, hands-on activities, vanilla planting, FREE handcrafted pure vanilla beverage and much more!

BOOK NOW!

VANILLA VILLAGE EXPERIENTIAL FARM TOUR
19 OCT - 19 DEC 2023 | MDEC

Explore Malaysia's 1st and largest vanilla smart farm includes guided farm tour, hands-on activities, vanilla planting, FREE handcrafted pure vanilla ice cream and so much more!

Book Now!

TOP IN TECH
Carbon Credits: A Win-Win for Sustainability and Business?

19th Oct | Tuesday | 4pm - 5pm | RSVP NOW

FAIZ ABDEL RAZAK
MICHAEL KUMAR
JESSE HO

This episode will explore what carbon credits are, how do they work, and their role in promoting sustainable practices in businesses.

Join us on **Tues, 19th Oct, 4pm to 5pm**

RSVP Now

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Program Penguikuan MikroMADANI

Program Penguikuan Mikro MADAANI (Mikro MADAANI) bertujuan untuk membangkitkan perniagaan mikro melalui bantuan kewangan dalam bentuk geran dan pinjaman serta pelaksanaan aktiviti penerangan dan capaian.

- Geran Persekitaran Mikro (GPM)**
Meningkatkan pertumbuhan perniagaan mikro melalui bantuan kewangan dan penerangan yang lebih baik kepada usahawan mikro dan mikro usahawan melalui program penerangan dan capaian.
- Pembinaan Persekitaran Mikro (Persekitaran Mikro)**
Meyakinkan barisan pemerkasa dan pemerniagaan perniagaan mikro melalui penerangan, program penerangan dan capaian penerangan mikro.
- Geran Persekitaran Desa Mikro (GPD)**
Meningkatkan taraf kehidupan masyarakat mikro melalui program penerangan dan capaian penerangan mikro.
- RSPP Plus Sesi dan Sarung**
Membantu mikro usaha perniagaan perniagaan mikro melalui program penerangan dan capaian penerangan mikro.
- Persekitaran Mikro (Persekitaran Mikro)**
Meningkatkan perniagaan mikro melalui bantuan kewangan dan penerangan melalui program penerangan dan capaian penerangan mikro.

Untuk maklumat lanjut, klik butang <http://smecorp.gov.my/MIKROMADANI>

Anda pemilik perusahaan mikro dan perlukan bantuan untuk mengembangkan perniagaan?

TOP IN TECH SUMMIT & INNOVATION AWARDS 2023

8 CATEGORIES ARE OPEN FOR ENTRY

Submit Now
By 30th Nov 2023

Calling all visionaries, entrepreneurs, startups, SMEs, and budding innovators!

The Top In Tech Innovation Awards is back to salute your remarkable innovative stories and noteworthy journey in this golden age of innovation!

Submission is open until 30th Nov 2023 (No fee required for submitting an entry)

Take me to the Submission Form

National Data Sharing Policy Series 8
Data and the new currency... the process
Watch Replay

Don't miss out! Join us on **Tues, 19th Oct, 4pm at WONG, KL, Central** (Seats are limited to 100 pax only) Only 100 seats left!

Secure my seat now

Advertisement

IDEC 2023 to Kick Off on October 19-22, Paving the Way Forward for Malaysia's Digital Future

19-22 OCT
MELAKA LUMPAI CONVENTION CENTRE

Revolutionising Digital Landscape with AI, Net Zero, and Biotech

- Day 1 (19 October)
SME Digitalisation Business
- Day 2 (20 October)
SME Digitalisation
- Day 3 (21 October)
AI, Net Zero & Biotech Investor Summit
- Day 4 (22 October)
Seksyen Asean Program Demo Day (28 Startups)
- Exhibition & Showcase (200 Booths)

Example of EDM Report



Calling all visionaries, entrepreneurs, startups, SMEs, and budding innovators!

The Top In Tech Innovation Awards is back to salute your remarkable innovative stories and noteworthy journey in this golden age of innovation!

Submission is open until 30th Nov 2023
Visa fee required for submitting an entry.

[Take me to the Submission Form](#)

Don't miss out on our event happening this month!



National Data Sharing Policy Series
RS will dive deeper into the intricacies of the data journey, covering aspects such as data extraction, refining skills, governance and compliance, and the valuable lessons learned in overcoming data-related challenges.

Don't miss out! Join us on Thurs, 18th Oct, 10am at WCRD, KL. Central (seats are limited to 100 per only. Only 10 seats left!)

[Secure my seat now](#)

Advertisement

SDEC 2023 to Kick Off on October 18-22
Paving the Way Forward for Malaysia's Digital Future



Awards + NDSP 5 + SDEC Ads -
NDSP List
Subject: [Submit Entry by 30th Nov] Top In Tech
L...

Sent
Oct 17 at 5:30 PM

539 Sent
32.47% Opened
4.45% Clicked



Awards + NDSP 5 + SDEC Ads - KE
List
Subject: [Submit Entry by 30th Nov] Top In Tech
L...

Sent
Oct 17 at 5:30 PM

7,497 Sent
19.38% Opened
0.51% Clicked



Awards + NDSP 5 + SDEC Ads -
SME/TIT List
Subject: [Submit Entry by 30th Nov] Top In Tech
L...

Sent
Oct 17 at 5:30 PM

4,567 Sent
23.08% Opened
1.34% Clicked



Awards + NDSP 5 + SDEC Ads -
YYC List
Subject: [Submit Entry by 30th Nov] Top In Tech
L...

Sent
Oct 17 at 5:15 PM

157 Sent
19.11% Opened
1.91% Clicked

EDM System: Octopus

Benchmark Result:
Business Database Non-Targeting
(~40k emails)

Est. Open Rate : >5%

Benchmark Result:
Business Database Segments Targeting
(~70k emails)

Est. Open Rate : >8%

EDM Database Summary

Total Database Size:

~75,000 emails

Segmented Database:

~40,000 emails

By Industry: 24,046 emails

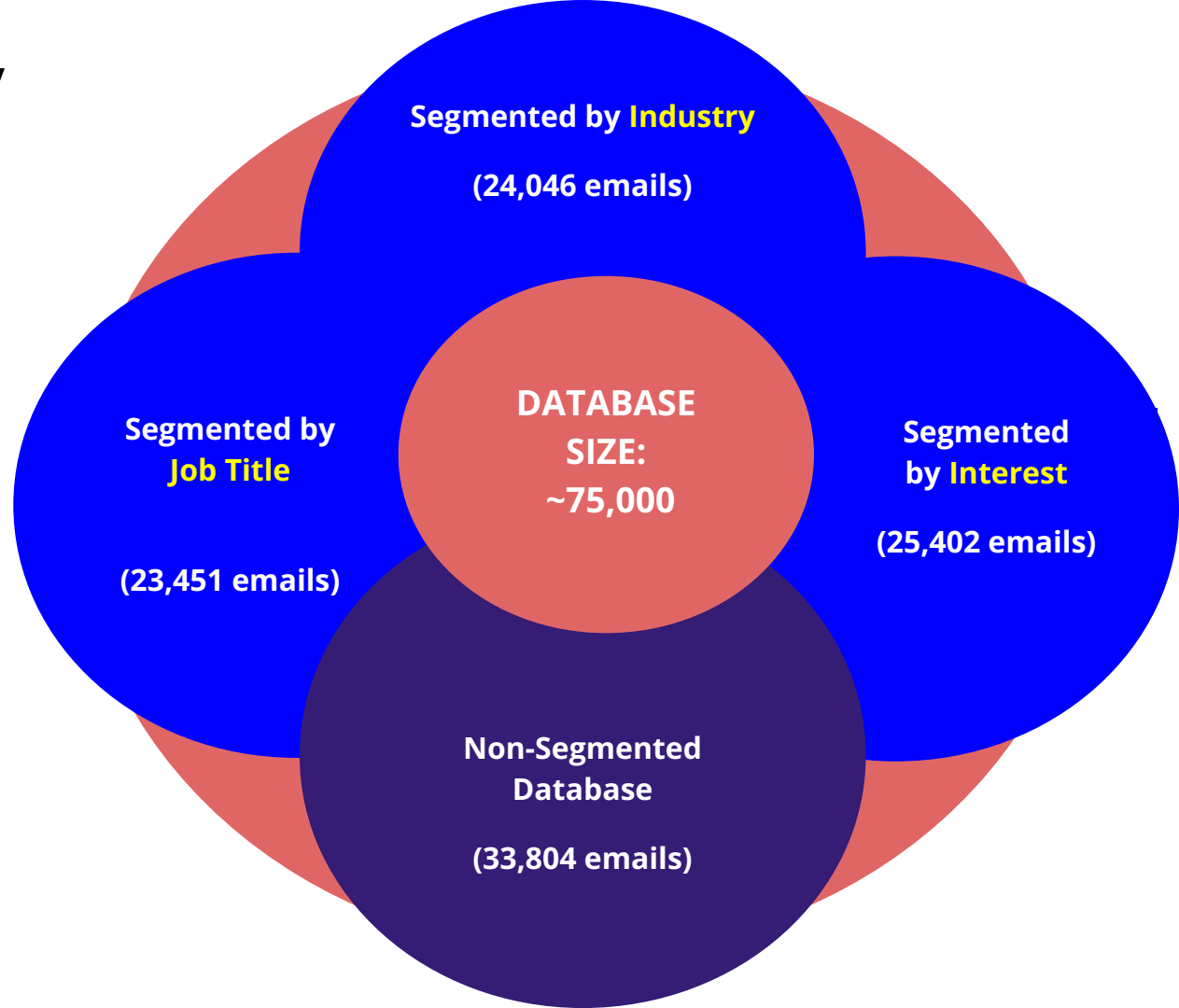
By Job Title: 23,451 emails

By Interest: 25,402 emails

Non-segmented Database

(Race & Gender):

~33,000 emails

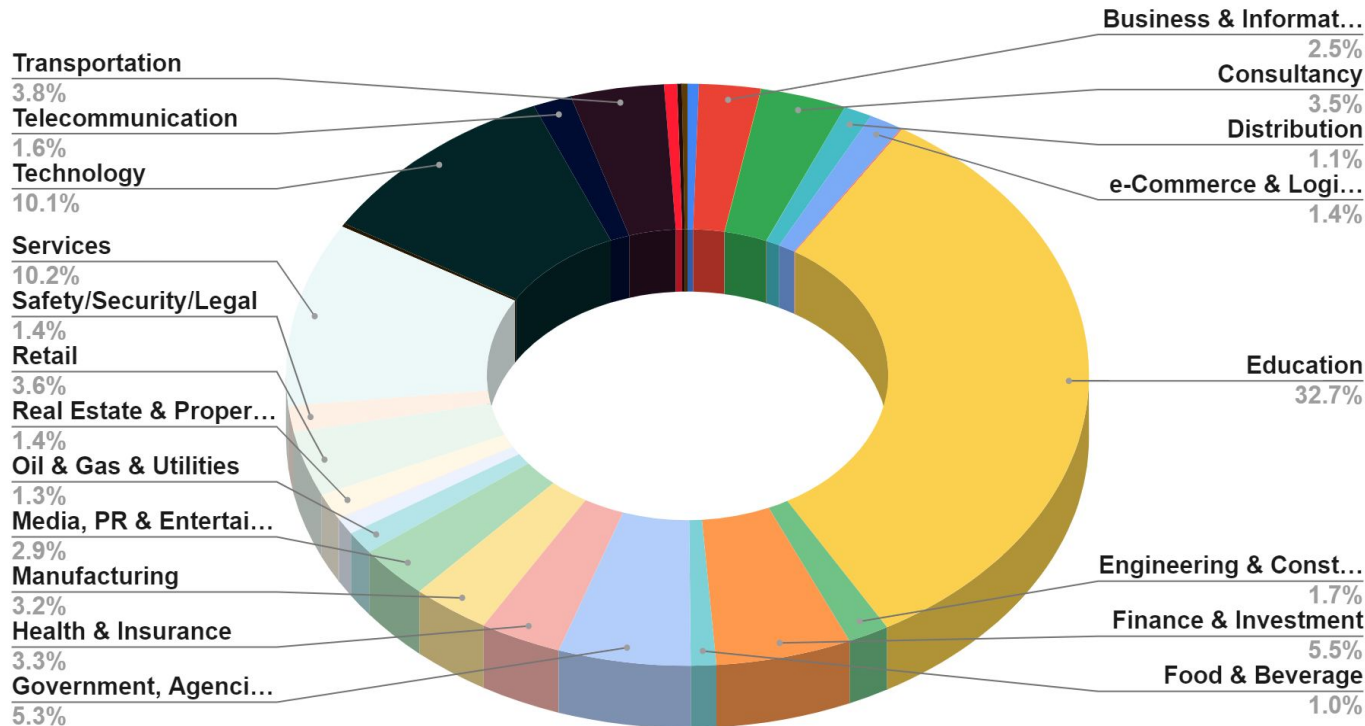


Segmented by Industry

(Total: **24,046** emails)

Top 5 Industries:

1. **Education: 32.7%** (7,871 emails)
2. **Services: 10.2%** (2,461 emails)
3. **Technology: 10.1%** (2,420 emails)
4. **Finance & Investment: 5.5%** (1,317 emails)
5. **Govt, Agencies & Embassy: 5.3%** (1,282 emails)

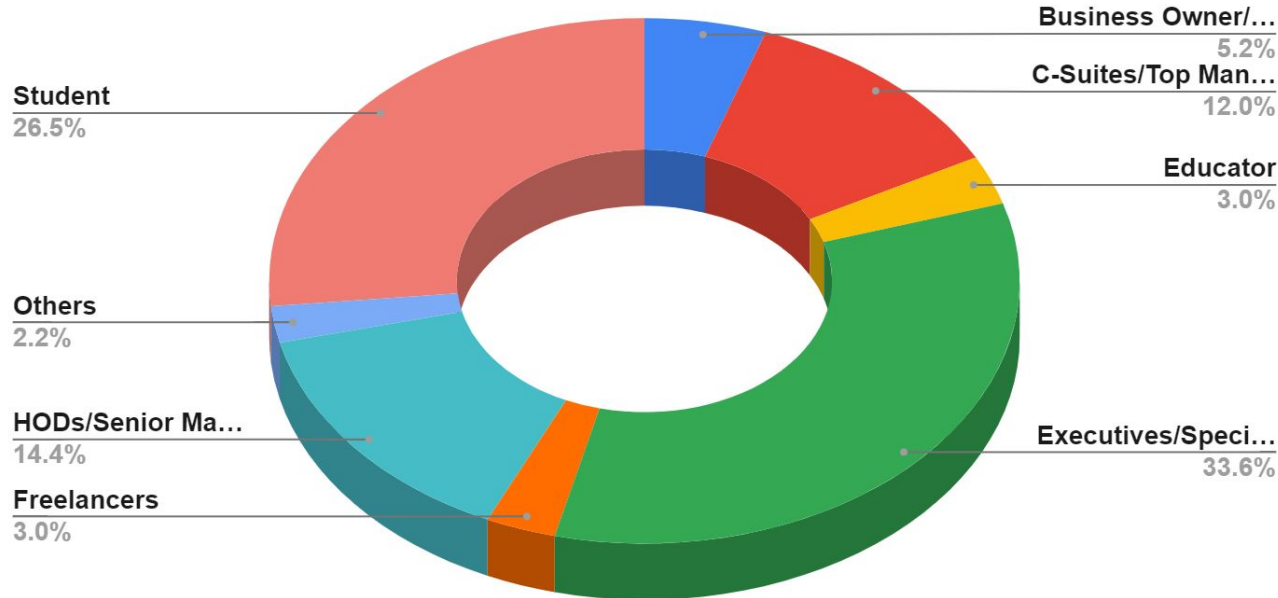


Segmented by Job Title

(Total: **23,451 emails**)

Top 5 Job Titles:

1. **Executives / Specialists: 33.6%** (7,884 emails)
2. **Student: 26.5%** (6,223 emails)
3. **HODs / Snr Managers / Managers - 14.4%** (3,369 emails)
4. **C-Suites / Top Management - 12.0%** (2,809 emails)
5. **Business Owner - 5.2%** (1,231 emails)

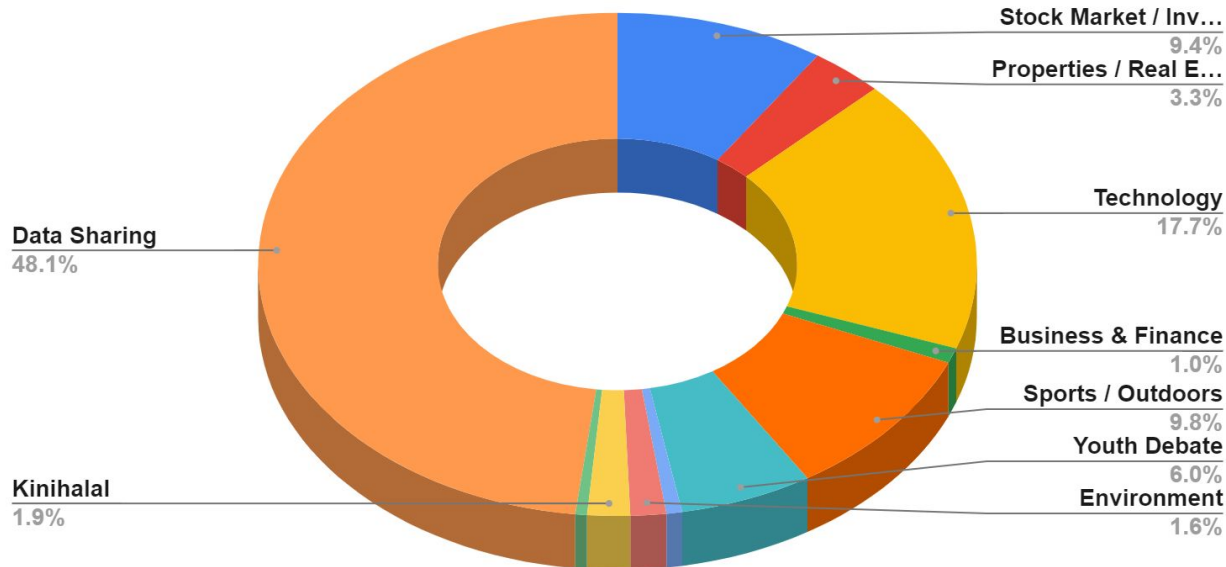


Segmented by Interest

(Total: **25,402 emails**)

Top 5 Interest:

1. **Data Sharing: 48.1%** (12,224 emails)
2. **Technology: 17.7%** (4,497 emails)
3. **Sports / Outdoors: 9.8%** (2,479 emails)
4. **Stock Market / Investment: 9.4%** (2,389 emails)
5. **Youth Debate: 6.0%** (1,521 emails)

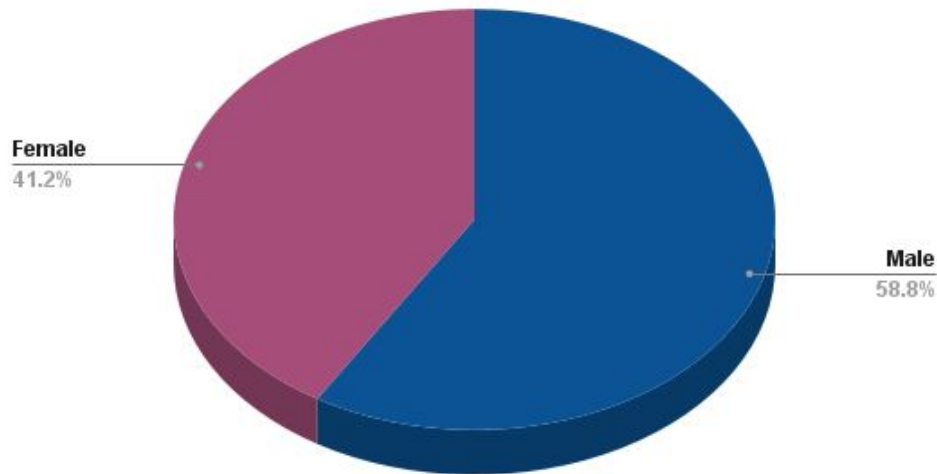
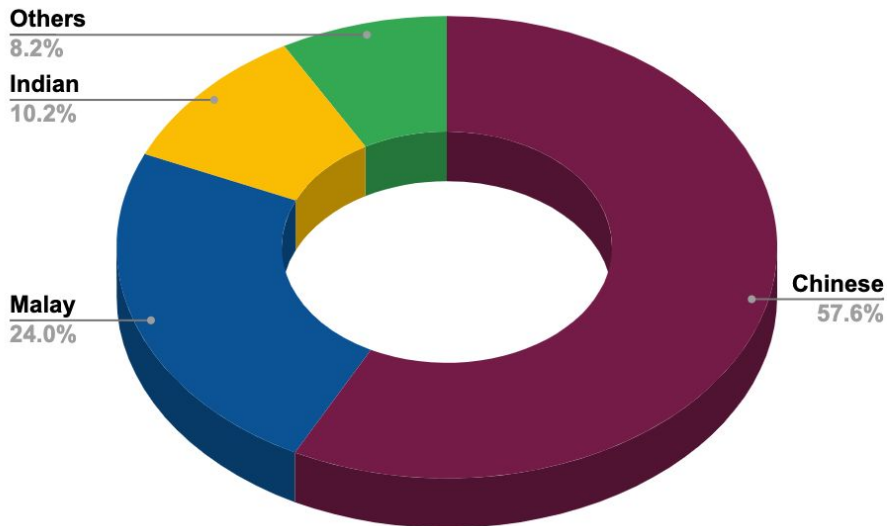


Segmented by Gender & Race

(Total: **33,804 emails**)

Breakdown by Race

1. Chinese - 57.6% (19,471 emails)
2. Malay - 24.0% (8,114 emails)
3. Indian - 10.2% (3,448 emails)
4. Others - 8.2% (2,771 emails)



Breakdown by Gender

1. Male - 58.8% (19,876 emails)
2. Female - 41.2% (13,927 emails)

EMAIL BLAST PACKAGE COST

Option	Description	Inventory	Package Cost
I	<p>Format: EDM ad insert in Kini Events' eNewsletter</p> <p>Database Type: Non-targeting (All segments) Total Database: ~70,000 Emails</p> <p><i>*EDM material & artwork provided by the client.</i></p>	<p>2 EDMs (2nd or 3rd Slot)</p> <p>Non-Targeting</p>	<p>RM10,000 6% SST applicable (Total Worth: RM20,000)</p> <p>Est. Open Rate : >5%</p>
II	<p>Format: EDM ad insert in Kini Events' eNewsletter</p> <p>Database Type: Segments-targeting (Base on Industry, Job Titles, Interests) Total Database: ~40,000 Emails</p> <p><i>*EDM material & artwork provided by the client.</i></p>	<p>2 EDMs (2nd or 3rd Slot)</p> <p>Segment-Targeting</p>	<p>RM17,500 6% SST applicable (Total Worth: RM30,000)</p> <p>Est. Open Rate : >8%</p>

FOR CUSTOM MADE PACKAGE:

Email: enquiry@kini.events More Info: www.fgmedia.my

CONTACT US

To create native content that is relevant, useful and appropriate for the targeted audience.

Reaching to a wider informed and affluent readers across **Malaysiakini** :
~5 mil Users monthly , ~50 mil Pageviews monthly , >9.1 mil SocMed Followers

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