TOP IN TECH

Business Lead Generation
Via
Top In Tech Forum Series

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

Event Organiser: *kiniEvents*

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

4 Years of Unparalleled Insights!
Since 2020

Garnered **more than 40,000 Business Database**

Powerhouse lineup of **100+ industry leaders & corporates**

Dynamic & Thought Leadership panel conversations on everything from 5G to Green Tech

Invited speakers from **Corporates**, **Government agencies**, **associations**, **industry key-players**

Ecosystem Partners

PIKOM | SME MALAYSIA | Sidec Chase Your Dreams | internet IA alliance

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Upcoming Events

Top In Tech Ep40: The Silicon Straits: How Malaysia Can Unlock ASEAN's Digital Boom

Click here to RSVP Now

04 JUL

Thu /
Worq, KL Sentral

THE SILICON STRAITS:
How Malaysia Can Unlock ASEAN's Digital Boom

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NDSP #6 Data is the new currency..Eureka
Nov 23, 2023 1:03 PM

Ep38: Carbon Credits: A Win-Win for Sustainability and Business?
Oct 20, 2023 5:38 PM

NDSP #5 Data and the new currency.. the process
Oct 19, 2023 1:00 PM

Ep37: Where's the honey for MSMEs? – The Mid-Term Review of the 12th Malaysia Plan
Oct 5, 2023 5:33 PM

NDSP #4 Data is the new currency, yes, but ....
Sep 19, 2023 12:54 PM

NDSP#3 The Data Democracy: What is the value of your data to the Government?
Sep 7, 2023 12:49 PM

Ep36: How is Malaysia Faring Under its 12th Plan? Are major revisions required?
Sep 7, 2023 10:52 AM

Ep35: Fostering Innovation: Building an Ecosystem for a Thriving Innovation-based Economy
Sep 6, 2023 10:46 AM

NDSP #2 Adakah Data Anda Terdedah? – Kenapa "Data is the new currency?
Aug 23, 2023 11:54 AM

NDSP#1 Is your Data Exposed – What's the benefit of your data?
Aug 19, 2023 5:14 PM

Speakers & Partners that we've associated with from 2020

Target Audiences

- **Startups & MSMEs**
- 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 & content
- Interview by Moderator
- Cross Live to Sponsor's Social Media platform
- Brand Mention/Product Placement/ TVC
- Live poll on Sponsors services
- Newsletters EDM
- **Generate Business Contact database Leads for Sponsors** (RSVPs selected "yes" for sponsors services/newsletter)

Suggestion of Topics for Online & Hybrid Forums

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Online & Hybrid Forum Topics *(Topics and Timeline are customisable by Topic Sponsor)*
1	E-Invoicing
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
6	5G: Unleashing the Speed of Tomorrow's Connectivity
7	AI: Decoding the Enigma of Artificial Intelligence
8	Cybersecurity: Guardians of the Digital Realm
9	EV: Racing into the Future with Electric Vehicles
10	SpaceTech: Challenges & Possibilities in Malaysia

| Pre-Publicity (3 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, X 12 Posts iv) Cross promotion on **Ecosystem Partners platform**	**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
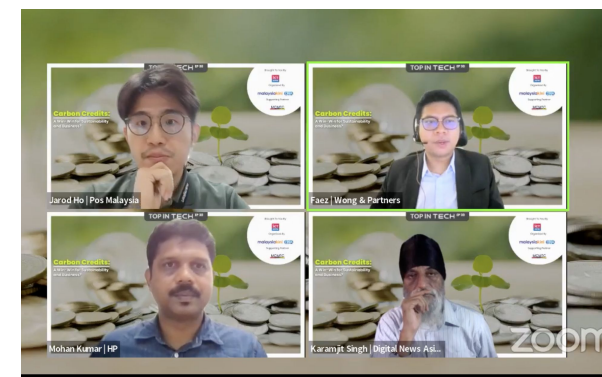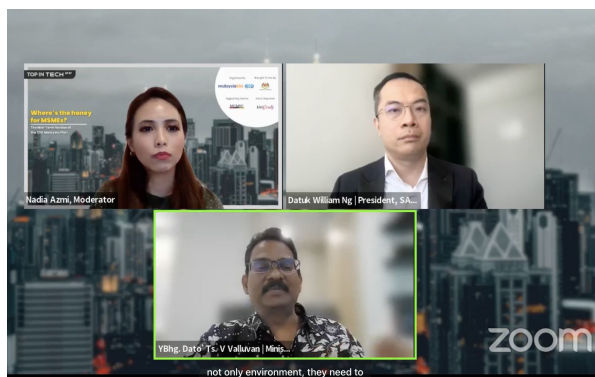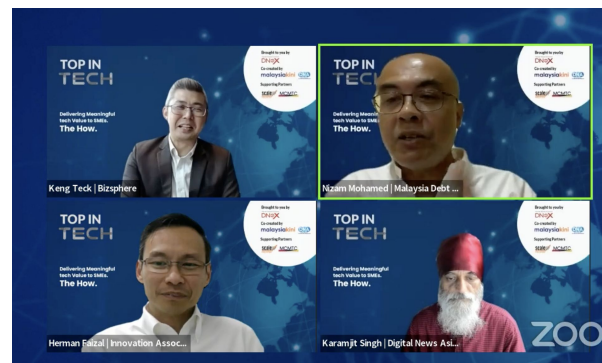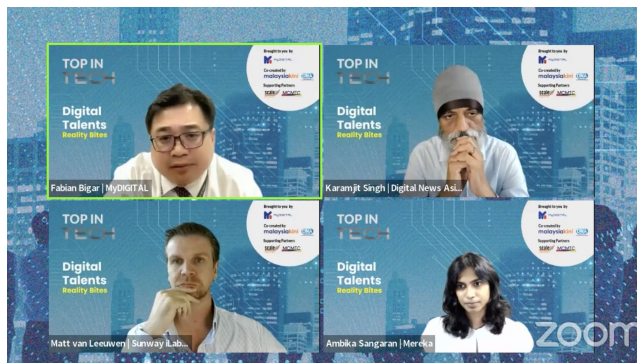
Past Forum Series (2020 - 2023)

- **Total of 40 Episodes & 9 Episodes** of National Data Sharing Policy Series (co-curated with MDEC)
- Business Audience: **~40,000 Reach**

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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?

Ep39: Democratizing Screening in the Digital Age to Mitigate Fraud and Scams

Ep40: The Silicon Straits: How Malaysia Can Unlock ASEAN's Digital Boom

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.

Biz Contact Database via Forum Partnership Package

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Option 1

Leads: **500 Business Contact Database**

Campaign Duration: ~**6 months**

Total Episodes:
1 Hybrid Forum & **4 Online Forums**
(1 Hybrid customisable for partner)

(Total Value Worth by KiniEvents: RM300,000)

Option 2

Leads: **1000 Business Contact Database**

Campaign Duration: **~12 months**

Total Episodes:
2 Hybrid Forum & **8 Online Forums**
(2 Hybrid customisable for partner)

(Total Value Worth by KiniEvents: RM600,000)

*The options are customisable & the partnership package will be tailored to your organisation's Budget & ROI

 Notes:
1. *Services included by KiniEvents: Organising, Content creation, speaker invitation.*
2. *All forum contents & creatives are mutually owned with Partner for lifetime.*
3. *Hybrid forum sessions can be held at Partner's venue or at our Partnership Co-Working spaces*
4. *Leads collected consists : Name, Email, Contact, Job Title, Company*

Result per Episode :
~200 Zoom-Attendees (Online),
~50 OnGround-Attendees (OnGround)
>20,000 Views on SocMed

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