

TOP IN TECH

CTO & CSO Series *2025 Partnership Proposal*

Co-created by: **malaysiakini**



Event Organiser: **kiniEvents**

TOP IN TECH

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

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
alliance
IA

The screenshot displays the TOP IN TECH website interface. At the top, the 'TOP IN TECH' logo is visible. Below it, the 'Upcoming Events' section features a large banner for 'TOP IN TECH EP 40: THE SILICON STRAITS: How Malaysia Can Unlock ASEAN's Digital Boom', scheduled for 04 JUL. To the right of the banner, there is a call to action: 'Click here to RSVP Now'. Below the banner, a grid of 10 smaller event cards is shown, each representing a different episode (e.g., NDSP #6, Ep38, NDSP #5, Ep37, NDSP #4, NDSP #3, Ep36, Ep35, NDSP #2, NDSP #1). Each card includes a title, a brief description, and a date/time slot.

Partners, Sponsors & Speakers



Moderator / Interview Host Profiles



Karamjit Singh is the **CEO of DNA (Digital News Asia)**, a prominent online publication focused on technology and business news in Southeast Asia. Under his leadership, DNA has become known for its in-depth coverage of the tech industry, startups, and innovation trends in the region.

Karamjit has a strong background in journalism and media, with extensive experience in reporting and editing. He is an advocate for digital transformation and has played a key role in promoting entrepreneurship and technology in Southeast Asia. His insights and expertise have contributed to shaping the media landscape in the region, making DNA a trusted source for technology-related news and analysis.



Premesh Chandran is a leading Malaysian journalist and entrepreneur, best known as the **co-founder of Malaysiakini**, an independent online news portal launched in 1999. Under his leadership, it has become a vital platform for news and commentary, emphasizing press freedom and investigative journalism.

In addition to his work at Malaysiakini, Chandran promotes media literacy and supports independent journalism across Southeast Asia, earning recognition for his contributions to media freedom and the role of technology in journalism.

He also mentors startups and advocates for media entrepreneurship, sharing insights on navigating challenges like censorship and financial sustainability, underscoring how entrepreneurship can drive social change in Malaysia.

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)

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)

Pre-Publicity (2 weeks before the forum)	During-Event (1-2 hours)	Post-Publicity (1 week after the forum)
<p>3 week preparation before the forum:</p> <ul style="list-style-type: none"> • Topic & content curation with Partner • Speakers invitations • Creative preparation <p>Registration Pages:</p> <ul style="list-style-type: none"> • Hybrid (Google Form + Zoom) • Online (Zoom) <p><i>*Insert CTA for Partner's Services (Participants to tick "YES" to sign-up for Sponsor's newsletters</i></p> <p><u>A&P Inventory:</u></p> <p>i) Online Banners Mkini and Digital News Asia Desktop & Mobile (Billboard & MRec) 600,000 impressions (2 Weeks)</p> <p>ii) EDM Top In Tech Biz Database (~30,000 emails) 4 Email Blasts</p> <p>iii) Social Media Posting Mkini and Digital News Asia Facebook, LinkedIn, X 12 Posts</p>	<p><u>Hybrid Forum</u></p> <p>On-Ground + Zoom + SocMed Livestream</p> <ul style="list-style-type: none"> • 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) <p><u>Online Forum</u></p> <p>Zoom + SocMed Livestream</p> <ul style="list-style-type: none"> • 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) 	<p><u>A&P Inventory:</u></p> <p>i) Post EDM Blast to Zoom & On-Ground Registered Participants (watch replay) 1 Email Blast</p> <p>ii) Online Banners Mkini Desktop & Mobile (Balloon Rec & MRec) (1 Week)</p> <p>iii) Post Press Release Mkini and Digital News Asia Desktop & Mobile (Branded Content) (1 Week)</p> <p>iv) Post Forum Report Will be sent over to partner 2 weeks after the forum</p>

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)*

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 (Partnership Package)	Hybrid Forum (Partnership Package)
RM 30,000 per Ep (Total Worth RM50,000) (-40%)	RM 50,000 per Ep (Total Worth RM100,000) (-50%)

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.*
4. *Hybrid forum sessions can be held at Partner's venue or at our Partnership Co-Working spaces*

kiniEvents

Past Forum Series (2020-2024)

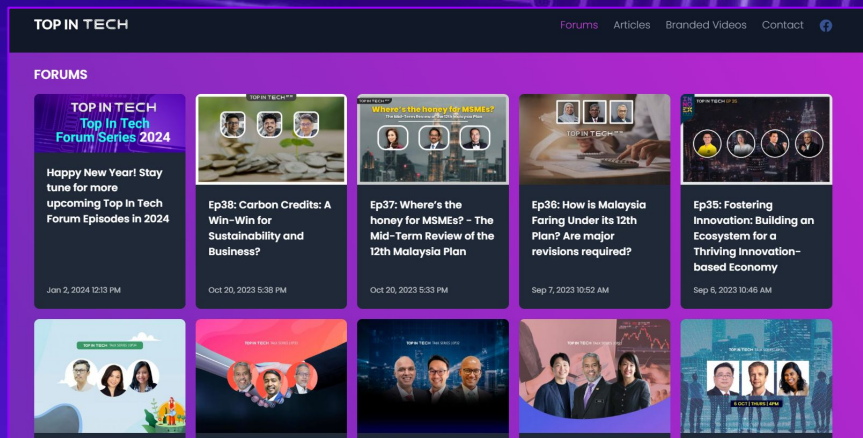
Co-created by: **malaysiakini**



Event Organiser: **kiniEvents**

Past Forum Series (2020 - 2023)

- **Total of 40 Episodes & 9 Episodes** of National Data Sharing Policy Series (co-curated with MDEC)
- Business Audience: **~30,000 Reach**



- 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.](#)

TOP IN TECH

Diana Rose Robert
Events Producer

dianarose@malaysiakini.com | 011-1972 5098

Lee Yee Sun
Business Development Manager

yeesun@malaysiakini.com | 012-611 3593

Lina Shalni
Business Development Executive

lina@malaysiakini.com | 017-728 7395