

**SPECIFICATION OF TECHNICAL FOR APPOINTMENT OF EVENT MANAGER  
MALAYSIAN BRAND FORUM 2014  
9 OCTOBER 2014 (8.00 AM – 2.00 PM)**

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Description	Compliance (Yes/No)
<p><b><u>SPECIFICATION (500 pax)</u></b></p> <p><b>1. <u>Launching Ceremony, Certificate and Trophy Presentation</u></b></p> <ul style="list-style-type: none"><li>- Concept &amp; theme development</li><li>- Launch gimmick</li><li>- Programme book, e-invite, buntings &amp; relevant promotional materials (including copywriting &amp; design)</li><li>- Yellow covered programme book for His Royal Highness – 5 units</li><li>- Multimedia presentation for Malaysian Brand Recipients</li><li>- Seminar Kit for participants</li><li>- Stage backdrop</li><li>- Stage management &amp; decoration with potted plants</li><li>- LCD Projector and screen</li><li>- Audio visual with technical personnel</li><li>- Two (2) LCD Projector with screen – (9.6 ft x 16 ft)</li><li>- One (1) LCD Plasma 42 (facing the VVIP-Onstage)</li><li>- Royalty setup &amp; other requirements</li><li>- Photographer &amp; videographer</li></ul> <p><b><u>Note:</u></b></p> <p>Preparation of the hall should be completed before the full rehearsal scheduled at 3.30 pm, a day before the event.</p> <p>-</p>	
<p><b>2. <u>Press Conference</u></b></p> <ul style="list-style-type: none"><li>- Three (3) table mic for VVIP</li><li>- Two (2) cordless mic for emcee and Q&amp;A session</li></ul>	

<p><b>3. <u>Advertising &amp; Promotional Activities</u></b></p> <ul style="list-style-type: none"> <li>- To propose and implement A&amp;P activities to encourage participation and to provide coverage for the event</li> </ul>	
<p><b>4. <u>Emcee &amp; Moderator</u></b></p> <ul style="list-style-type: none"> <li>- To get emcee &amp; moderator for the event (subject to approval from SME Corp)</li> </ul>	

**I / We hereby declare that the information given is true:**

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**Name** :

**Designation** :

**Date** :

**Seal of Company** :