

THE IBR ASIA GROUP

A Boutique PR Company



Powered By The Universe

WE HELP BRANDS SPREAD THEIR STORY

In Praise of International Business Review Awards 2022

A ASEAN AWARDS 2022

Amplify Your Authority

Become a Thought Leader

Submitted to:

MALAYSIAN PRODUCTIVITY CORPORATION

The 5 Steps Process

A Person/Company of Influence needs to hone five intrapreneur strengths that sets them apart from the rest. The five strengths are...



Powerful as these 5 strengths are, strategy is nothing without the right storytelling.

Designing a Purposeful Message through the Awards

Your company may have contributed greatly to society, but if you cannot communicate it in a remarkable way, you are quite simply underachieving from what is possible.

Your purposeful message will attract audiences and the team you want, and all the other sources you need along the way. This isn't theory, our clients have increased their following using this step.

The IBR Asia Group believes that when you get your message right, you can create a following that will help you achieve your objective faster.

Tap into the Minds of our Geniuses

We implement the process that has led our clients to create some of the most powerful messages in the ASEAN region.

Our creative processes draw out ideas you never knew existed.

It will deliver in you, certainty, clarity and viability.

Just this one step can enhance your influence many times over.



Announcement of Nomination

The Nominations Committee of
The International Business Review ASEAN Awards 2022
is pleased to inform you that

MPC

has been shortlisted to be nominated



*Please note that we will need the following
from you if you accept this nomination*

- A copy of your Latest Annual Report (for publiclisted companies) or Latest Audited Financial Statement
- Bio-data of your CEO and most senior management team
- A copy of your company profile
- Outstanding Projects Delivered, Milestones Achieved, Testimonials From Clients and other information we will need to create the best possible story and video for you during the Awards

*The Case Study of Merit for
Appraisal and Publication*

Upon receiving your letter of Acceptance and the above documents, a case study will be prepared on merits of the organisation based on the citation we will create. This will be vetted by our adjudicators.

Upon approval of our case study, you will receive a congratulatory letter from the secretariat of The International Business Review Awards 2022



There are 4 Categories of Excellence
That An Organisation Will Be Considered For An Award

Corporate Excellence

Government Services Delivery

Innovative Technology

Leadership Legacy

Publicity for winners at the International Business Review Awards 2022:

1. CoreText Press Releases Direct To Your Audience

Our unique video interview press releases of your CEO/company to be disseminated to 10,000 corporate and government decision makers in South East Asia and Middle East as well as 45 local and foreign media. One before the awards ceremony and one after.

Worth RM10,000

2. Corporate video of the company and CEO

An interview with infographics on why your company has been nominated for the category in its industry to be presented as your CEO receives the Award on the night of the event. Video to be uploaded on Youtube and IBR TV. The video will be given to you for your publicity needs

Worth RM20,000 for 2 minute video

3. 4 page Case Study in the International Business Review Commemorative Edition

with a print run of 30,000 copies. 500 copies will be placed on all the seats at the Awards Presentation Ceremony, and will serve as the Official Guide Book of the Awards

4 page Case Studies will be sent to the relevant Secretary Generals of Ministries under which the company falls under, so that the Sec Gens will know the calibre of those nominated. We will be inviting Sec-Gens of Ministries to give away the awards, and so we will want them to know in advance who the winners are.

Worth RM60,000

4. VOA TV

Live interviews talk shows with government leaders, corporate decision makers, political influencers and humanities to showcase their vision and aspirations

Worth RM15,000

5. VOA Podcast

Live interviews podcast - talk shows with government leaders, corporate decision makers, political influencers and humanities to showcase their vision and aspirations

Worth RM10,000

6. 1 page Pre-event publicity write up

in International Business Review on those who have won

Worth RM10,000

7. 10 Social Media Posts on IBR platforms

(We have an average view of 123,000 across all our 12 digital assets)

Social media Videos & Articles about the announcement of the awards, and why the company is worthy of the awards. This will be in Facebook, Instagram, LinkedIn, Twitter, in your feeds and our feeds. We will boost our feeds.

Worth RM1,000 per blast

8. 10 Social Media Posts on VOA platforms **(We have an average view of 123,000 across all our 12 digital assets)**

Social media Videos & Articles about the announcement of the awards, and why the company is worthy of the awards. This will be in Facebook, LinkedIn, and Twitter, in your feeds and our feeds. We will boost our feeds.

Worth RM1,000 per blast

9. 1 minute spotlight on your acceptance speech to all the audience

A solo moment of delivering your acceptance speech in front of a captive audience consist of corporate and government decision makers in South East Asia.

Worth RM10,000

10. An acceptance speech video will be created and disseminated through Database

Disseminate to 10,000 target audience of corporate, government and media in South East Asia and Middle East AND social media platform after the event. You will also be given this video for your own publicity needs.

Worth RM20,000

11. 30 page post-event coverage of the event in International Business Review

with highlights of you receiving the award

Worth RM20,000

12. 3 minute overall video of the ceremony including your acceptance of award on stage

will be given to you for your publicity purposes and also disseminated through social media and our proprietary CoreText email marketing to 6000 corporate & government decision makers in Malaysia, South East Asia and Middle East. You will also be given this video.

Worth RM30,000

13. A Digital Picture Album of 20 of the best pictures of your company and award recipient

to be given to you for your publicity purposes

Worth RM2,500

14. Networking

Network with top echelon of corporate, government and diplomatic decision makers

Priceless

15. Live streaming of the awards

Entry into the International Business Review Awards Presentation Ceremony in August will be live streamed.

RM 15,000

16. Dinner

Table for the event presentation dinner

Worth RM10,000 per table

17. Award Trophy

The prestigious 24% pba pure crystal award symbolising the lion, majestic & strong. An award unlike any in the world. Worth £2000 - 3000 in value.

Worth RM16,000



If your company wins, you are obliged to attend the ceremony and book tables or seatings based on any one of the packages below. (Please note that the cost below is excluding 6% SST)

| Items | Standard |
|---|---|
| CoreText regional Press Releases with videos | 1 Dissemination (RM10,000) |
| Corporate Video | 1 minute (RM10,000) |
| Case Study in Commemorative Edition Of IBR | - |
| Write up in Commemorative Edition Of IBR | 1 page (RM10,000) |
| Social media (IBR) | 5 Posts x 4 Platforms (RM 5,000 X 4 = RM 20,000) |
| Social Media (VOA) | 5 Posts x 3 Platforms (RM 5,000 X 3 = RM 15,000) |
| Pre-event Article in International Business Review | $\frac{1}{2}$ page (RM 5,000) |
| Post Event Coverage in International Business Review in 30 pages | Yes (RM20,000) |
| Acceptance Speech | 30 seconds (RM10,000) |
| Acceptance Speech Video circulated in SEA and ME | - |
| Overall Winners Video & Event Celebration Given To you | Yes (RM30,000) |
| Live streaming of your Award Experience | Yes (RM15,000) |
| Live interview on VOA TV & Podcast | - |
| Write up in VOA website | - |
| Digital picture album | Yes (RM 2,500) |
| Tables | 1 table (RM10,000) |
| Trophy | Yes (RM16,000) |
| Cost Value | RM 173,500 |
| PR Value (x 5) | RM 867,500 |
| Our cost to you | RM 25,000 |

The above cost are exclusive 6% SST

Acceptance of Nomination

MPC

accepts the nomination to be considered for

Corporate Excellence

Standard

Government Services Delivery

Standard

Innovative Technology

Standard

Leadership Legacy

Standard

Payment Terms:

Standard – 100% upon confirmation

Thank you for considering this nomination and we look forward to celebrating your success at The International Business Review Awards 2022.

Name : _____

Designation : _____

Date : _____

Official Stamp: