



# BATINO-CALAMBA PREMIX PLANT INAUGURATION

AGENCY PRESENTATION

# PROJECT BACKGROUND

- ▶ DSM, one of the market leaders in vitamin production and premixing technology with over 100 years of vitamin experience, is having the inauguration of DSM Nutritional Products Philippines Inc. Batino-Calamba Premix Plant.
- ▶ The plant is the first and only state-of the-art premixing plant in the country, and is a manifestation of the of their 100 years' worth of vitamin experience.
- ▶ Target Audience: Key industry stakeholders
- ▶ Venues: Batino-Calamba Premix Plant and Alabang Hotel

# CLIENT OBJECTIVES

- ▶ Strengthen the commitment of DSM Nutritional Products for the Philippine animal industry stakeholders
- ▶ Convey the message that DSM is grateful to the industry's stakeholders specially the customers and distributors for their trust and patronage of DSM products
- ▶ Convey in the event the message that DSM is committed in delivering safety, quality, traceability, reliability and sustainability in each premix produced from the new plant
- ▶ Convey in the event that DSM's solution to different nutritional requirement of swine, poultry, aqua species and pets animal through innovative specialty feed additives

# AGENCY OBJECTIVES

- ▶ Create a memorable event that will give thanks and celebration to the opening of the first and only state-of-the-art premix plant in the country
  - ▶ Showcase Filipino culture and hospitality
  - ▶ Feature a look and feel that is Filipinana without being old-fashioned or corny
  - ▶ Invite entertainers that represent Filipino talent
  - ▶ Incorporate the practical elements of an inauguration while keeping the approach fresh and appealing to the audience

# PROPOSED THEME BY CLIENT

## ► FIESTA

- giving thanks and celebration for the opening of the first and only state-of-the-art premix plant in the Philippines
- As Filipinos love holding Philippine fiestas, the theme will radiate fun and excitement that is also meaningful
- To give thanks to good harvest or catch and to mark special events in local history

# CONCEPT

► **MODI** (*modern indigenous*)

– a mix of the traditional and the modern art.





# EXECUTION

## ► MODI FIESTA

Through fiestas, we celebrate *Brighter Living* in a local manner, and in the most colorful celebration we Filipinos know.



*INSERT LOGO HERE*

*DSM FIESTART*

*BATINO-CALAMBA PREMIX PLANT INAUGURATION*

*PLANTA FIESTA*

*BATINO-CALAMBA PREMIX PLANT INAUGURATION*

**TITLE**



# TENTATIVE PROGRAMME FLOW

SCHEDULE	TIME	ACTIVITY
<u>PRE-SHOW</u> <b>8:30 – 9:00 AM</b>		<ul style="list-style-type: none"> <li>Arrival of Guests</li> <li>Serving of AM Snacks: Filipino Native Delicacies</li> </ul>
<u>SHOW PROPER</u> <b>9:00 – 11:00 AM</b> 9:30 – 10:00 AM 10:00 – 10:30 AM 10:30 – 11:00 AM	<b>2 HRS</b>	PLANT TOUR / WELCOME ENTERTAINMENT <ul style="list-style-type: none"> <li>BATCH 1 &amp; 2 (South Luzon Guests)</li> <li>BATCH 3 &amp; 4 (North Luzon Guests)</li> <li>BATCH 5 &amp; 6 (Luzon / Vis Min Guests)</li> </ul>
<b>11:00 – 11:45 AM</b>	<b>45 MIN</b>	Travel from Batino-Calamba Premix Plant to Alabang Hotel
<b>11:45 AM – 12:45 PM</b>	<b>1 HR</b>	Lunch at Alabang Hotel / Cultural Presentation
<b>12:45 – 1:00 PM</b>	<b>15 MIN</b>	OPENING <ul style="list-style-type: none"> <li>Opening Program</li> <li>Invocation</li> <li>National Anthem</li> </ul>
<b>1:00 – 1:15 PM</b>	<b>15 MIN</b>	Welcome Messages: DSM Representatives
<b>1:15 – 1:45 PM</b>	<b>30 MIN</b>	Keynote Speaker: Representative from the government
<b>1:45 – 1:50 PM</b>	<b>5 MIN</b>	AVP Presentation: DSM in the Philippines
<b>1:50 – 2:20 PM</b>	<b>30 MIN</b>	Technical Presentation: DSM in the Philippines: 100 years vitamin experience – product solutions to match the customer needs
<b>2:20 – 2:30 PM</b>	<b>10 MIN</b>	Entertainment
<b>2:30 – 3:00 PM</b>	<b>30 MIN</b>	Recognition of Customers and Distributors / PM Snacks
<b>3:00 – 3:15 PM</b>	<b>15 MIN</b>	CLOSING <ul style="list-style-type: none"> <li>Raffle Draw</li> <li>Closing Remarks</li> <li>Distribution of Giveaways</li> </ul>

Batino-Calamba Premix Plant

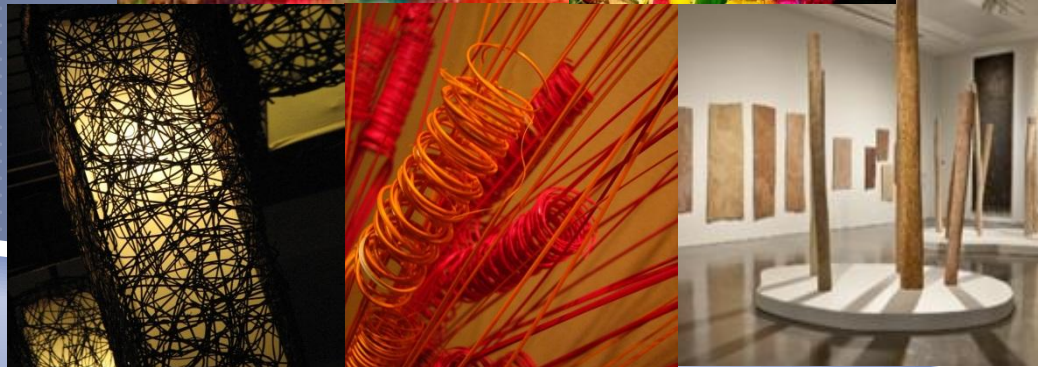
**VENUE I**

# PROGRAM AREA SET UP IN PLANT

Snack Tables



Main Area Dress Up



Ushers



# AM SNACKS IN PLANT OPTION I

- ▶ GK enchanted farm : common dishes with Pinoy flair and social component



- ▶ Organic and grown and prepared in their own farms



# AM SNACKS OPTION 2

- ▶ Mixed Pinoy native snacks in formal presentation



# OPENING CEREMONY – PLANT TOUR

- ▶ The VIP of DSM will be leading the guests towards the plant entrance.
- ▶ VIP will give spiels by the entrance.
- ▶ Core words of the VIP's spiels will appear on the screen projection.
- ▶ VIP will place the pair of bulols by the entrance – a symbol of wealth, happiness, and well-being on each side of the entrance
- ▶ VIP will give a signal (via spiel) and when he does, the entrance gates will be opened and an option to have confetti can be done.





# WELCOME ENTERTAINMENT

- ▶ As soon as the confettis are released and the gates are opened, *drum beaters* will appear and play their drums giving a celebratory feel. A *local dance group* will join them and perform a native dance celebrating the opening of the gates.
- ▶ Offerings of rice cake and wine accompany the wishes of good fortune.



Alabang Hotel

**VENUE 2**



# HOTEL SET UP

Main Area Dress Up

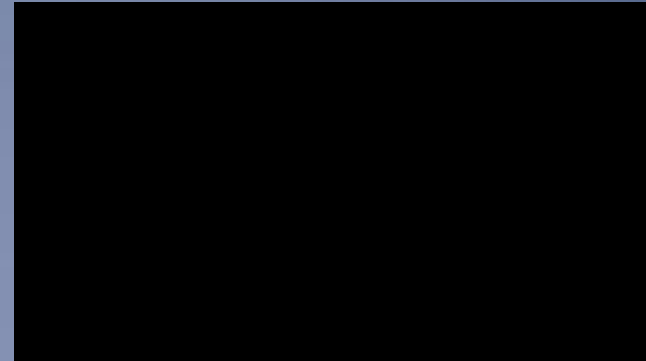
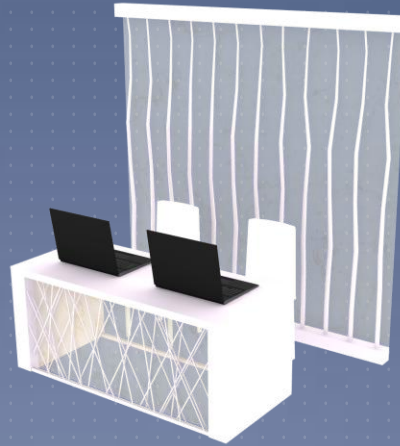


Ushers



# REGISTRATION

- ▶ Ushers will approach guests and assist them with registration using iPads aside from laptops up front before they enter the event venue
- ▶ Piliin mo ang Pilipinas video will be playing on the screens in silence as people come in and get settled





# PHOTO OP

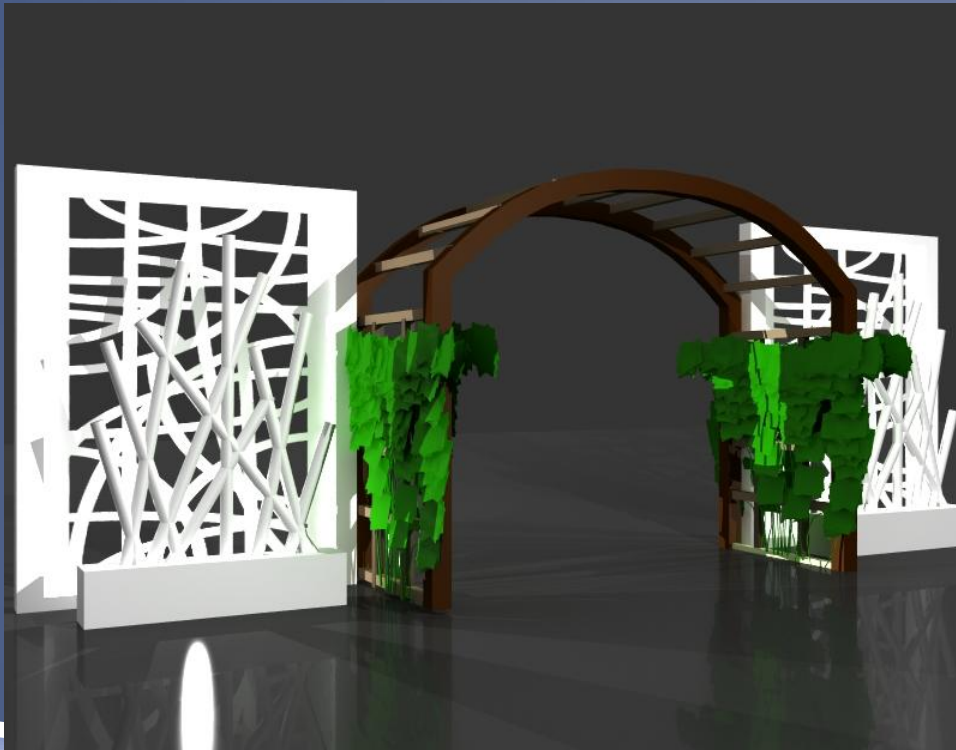
- ▶ Guests can be led to the photo op area where ushers can offer them with props and costumes they can put over themselves to make their photos look more fun and more Filipino!



- ▶ They can also choose backgrounds that create the illusion of being in the actual tourist location



# ENTRANCE ARC



- ▶ The *UST Singers* will be providing mood music as people come in and get settled. Uniquely Filipino harmonies mixed with celebratory melodies will make the occasion special.



# CULTURAL PRESENTATION

## Option I

- ▶ Before the opening program and as the guests are about to finish their lunch, the *UST Singers* will transition from sweet celebratory melodies to pure celebratory music. *Drum beaters* will join the UST Singers and the *UP Filipiniana Dance Troupe* will celebrate along with them. The upbeat performance will hype the guests for the coming program.



# CULTURAL PRESENTATION

## Option 2

- ▶ Before the opening program and as the guests finish their meals, all lights in the venue hall will turn off. *Drum beaters* will appear on stage under spotlight. They will do a short drum beat set and suddenly, the *Zilent Overload* from PGT will join their beats in dance. The upbeat performance will hype the guests for the coming program.





# HOST PEGS

▶ Gelli Victor



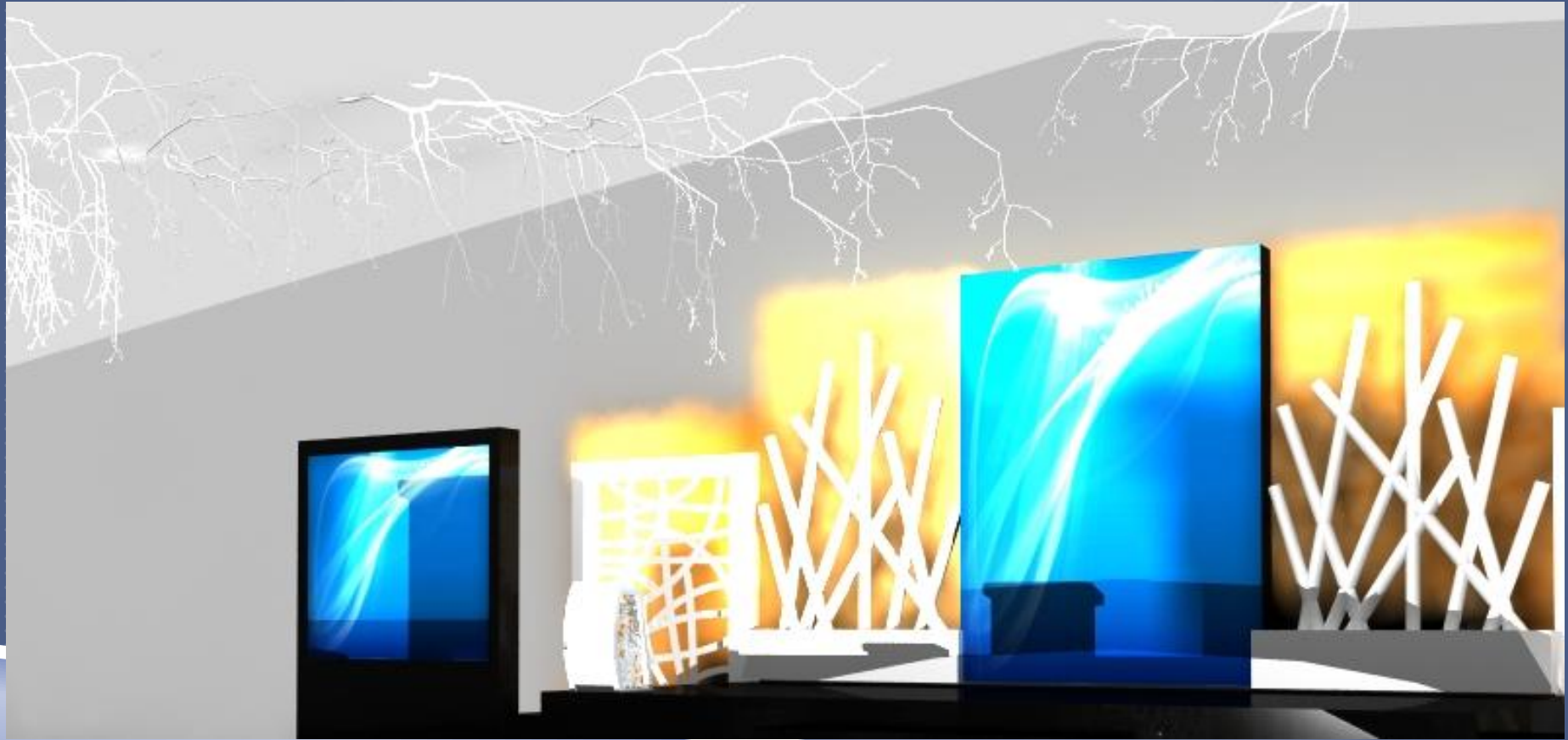
▶ Cesca Litton

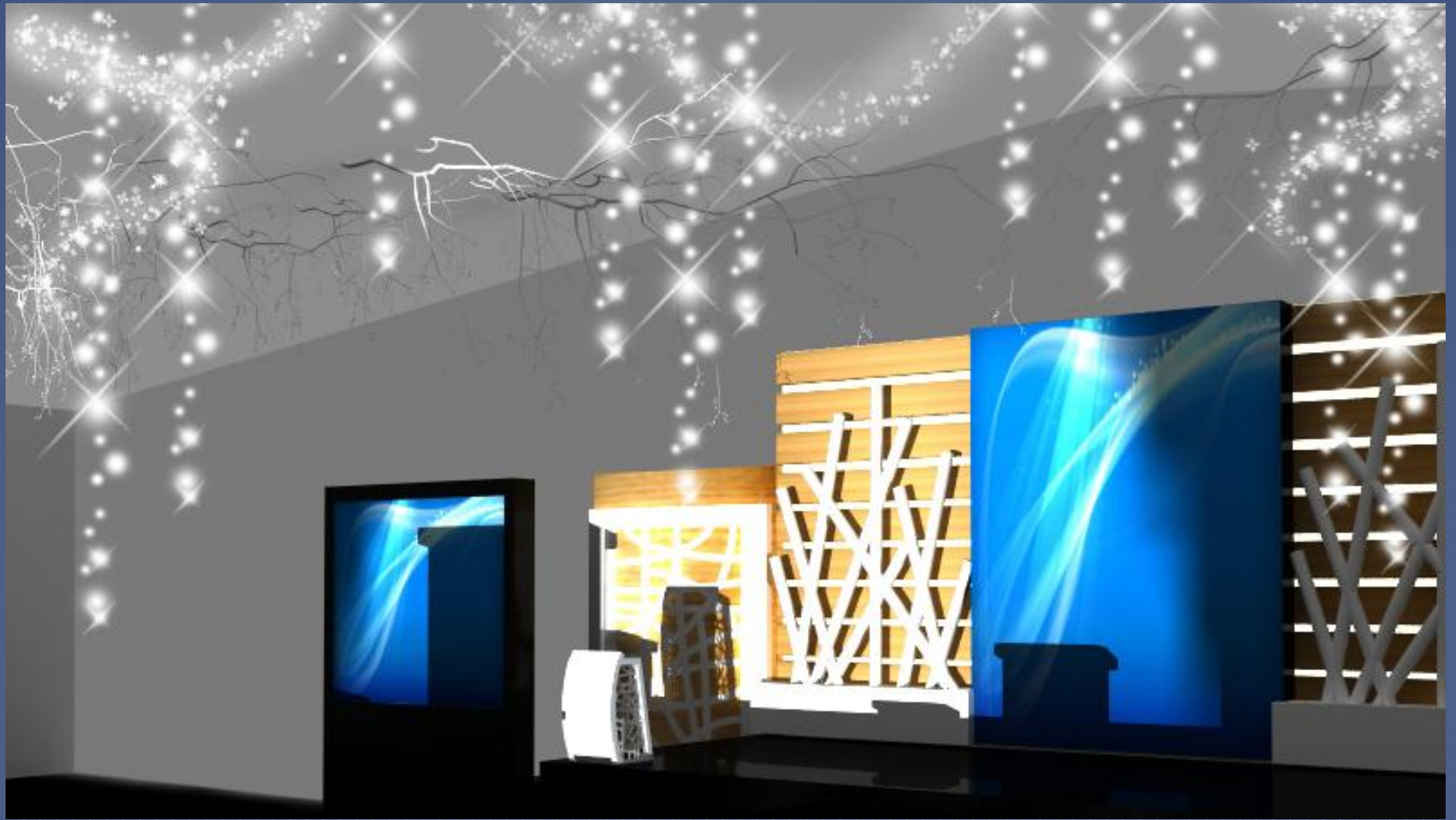


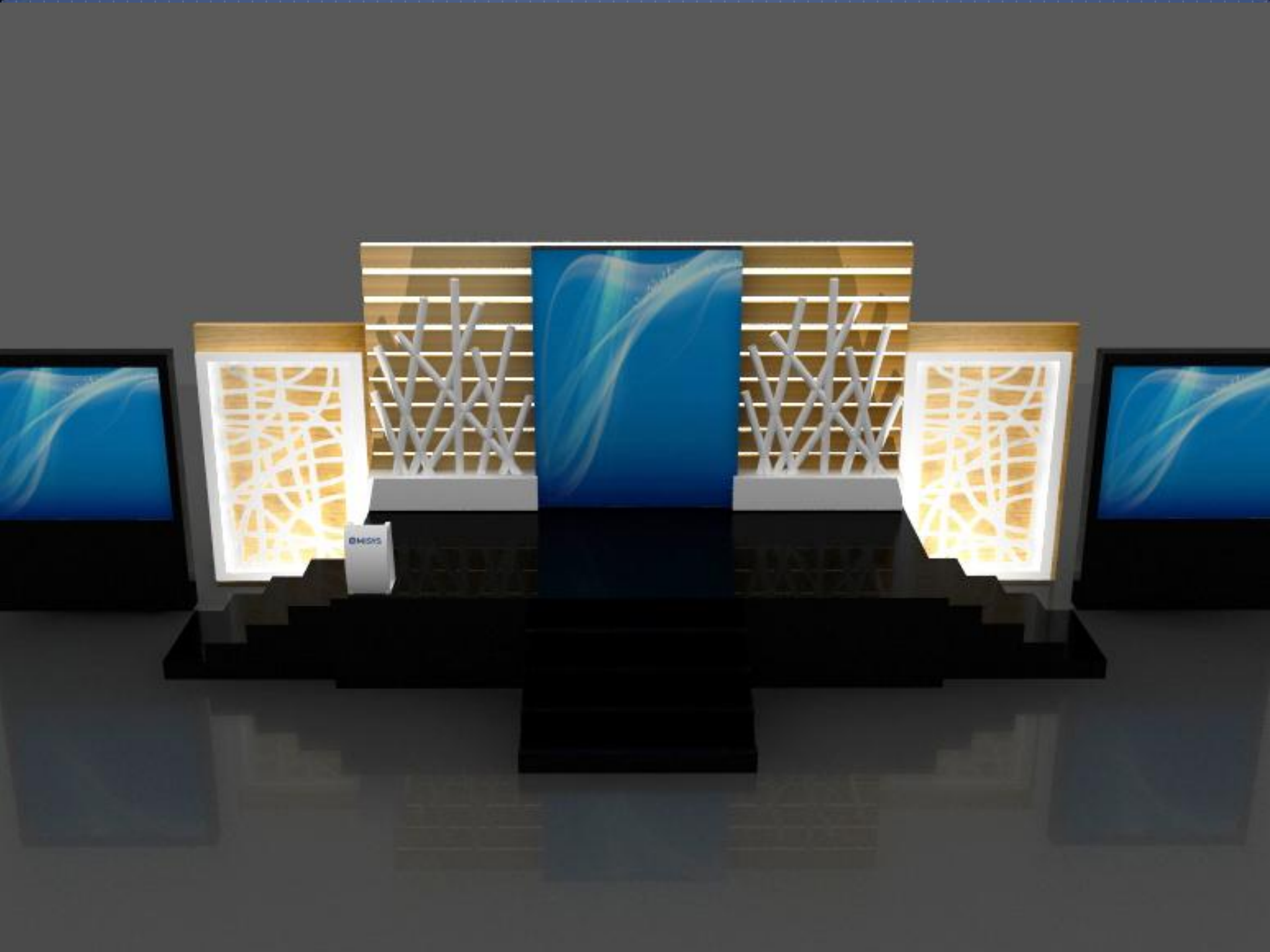
▶ Riki Flo



# STAGE











# WELCOME MESSAGES: DSM REPRESENTATIVES

- ▶ All DSM representatives to come up on stage
- ▶ Before saying their messages, models on stage will put LEIs in the necks of the DSM representatives as part of the Filipino hospitality



# AVP PRESENTATION: DSM IN THE PHILIPPINES

## MOOD BOARD



### Company Background

- DSM Nutritional Products Philippines Inc. is one of the market leaders in vitamin production and premixing technology with over 100 years of vitamin experience.



### Bringing joy and color to the Philippine premixing technology industry

- DSM will be bringing its vitamin experience and premixing technology to the Philippines with the first and only state-of-the-art premixing plant in the country.



### Improving the lives of the Filipino people

- Through the new technology and the new plant, more lives are improved with more job opportunities and more nutritious food with vitamin-infused feeds for the poultry we eat

# ENTERTAINMENT OPTIONS

- ▶ Shadow Play of DSM's core beliefs, competitive positioning, and commitment in delivering quality premix products

Anino Shadowplay Collective



El Gamma Penumbra





# ENTERTAINMENT OPTIONS

- ▶ Skarlet can perform a *kundiman* song piece or can also perform with The Dawn.
- ▶ The Dawn will be the finale performance.



# GIVEAWAY PEGS

## ▶ Native Scarf



## ▶ Native Bag



## ▶ Artsy Décor



## ▶ Tribal Inspired Pillow





END.  
THANK YOU!