**HUAWEI (ASCEND MATE and ASCEND P6) TRADE LAUNCH**

August 7, 2013

*PROGRAM FLOW + CONTINUITY SCRIPT*

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| **PROGRAM SEQUENCE** | |
| **TIME** | **ACTIVITY** |
| ***PRE-SHOW***  11:00 AM | * Registration * Arrival of Guests * Photo Op * Registration Playback (SLIDESHOW) |
| 12:00 NN | * Lunch * Mood Setter Video (SLIDESHOW) |
| ***SHOW PROPER***  12:30 – 12:35PM | 1. **OPENING SPIELS**  * Host formally opens event and welcomes guests * Host Intros Huawei Country Head |
| 12:35– 12:40 PM | 1. **HUAWEI HEAD WELCOME SPEECH**  * HUAWEI COUNTRY HEAD makes speech |
| 12:40– 12:45 PM | 1. **HUAWEI COMPANY BACKGROUND**  * Brief Intro about Huawei – Company Background and Brands * Speaker intros Ascend Mate to be revealed |
| 12:45– 12:50 PM | 1. **ASCEND MATE REVEAL SLIDESHOW**  * Ascend Mate Slideshow |
| 12:50 – 1:00 PM | 1. **ASCEND MATE DEMO**  * VO calls on the Speaker * Product Presentation and Demo Proper * Exit Speaker |
| 1:00 – 1:05 PM | 1. **INTRO TO ASCEND P6**  * Host intros Ascend P6 |
| 1:05 – 1:10 PM | 1. **ASCEND P6 REVEAL AVP**  * Ascend P6 AVP |
| 1:10 – 1:20 PM | 1. **REVEAL GIMMICK**  * LED parts * Models come out (1 model with pedestal, 4 models will do a short walk around) * 4 Models to go to the Ascend P6 Hub after walk |
| 1:20 – 1:30 PM | 1. **ASCEND P6 DEMO PROPER**  * VO intros Speaker * Product Presentation and Demo Proper * Short experience by host |
| 1:30 – 1:40 PM | 1. **GLOBE PROMO TALK**  * Host intros talk and speaker * Globe Postpaid Offering Talk (PPT) * Speaker to segue to TVC * TVC showing |
| 1:40 – 2:00 PM | 1. **BRAND AMBASSADORS Q&A**  * Speaker to introduce the Huawei P6 Brand Ambassadors * Q&A with Huawei P6 Brand Ambassadors |
| 2:00 – 2:10 PM | 1. **RAFFLE**  * Host facilitates raffle |
| 2:10 – 2:15 PM | 1. **CLOSING**  * Host encourages guests to go to hub and experience the phones * Host Closing Spiels |
| ***POST SHOW***  2:15 PM ONWARDS | * Spin DJ |
| **END OF PROGRAM** | |

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| **CONTINUITY SCRIPT** | |
| **ACTIVITY** | **AUDIO/VIDEO** |
| ***PRE-SHOW***  11:00 AM   * Registration * Arrival of Guests * Photo Op * Registration Playback (SLIDESHOW) – OUTSIDE * Mood Setter Video (SLIDESHOW) - INSIDE | ***AUDIO : AMBIENT MUSIC***  ***ON SCREENS : REGISTRATION PLAYBACK***  **VO (MOOD):**  Redefining possible in smartphones right here. This Huawei’s Ascend Launch…  **VO (MOOD):**  The world’s slimmest and world’s fastest. Amazing? Huawei is creating the amazing, possible…  **VO (SHOW):**  Please settle down the show begins in a few minutes. |
| 12:00 NN   * Lunch * Mood Setter Video (SLIDESHOW) | ***AUDIO : AMBIENT MUSIC***  ***ON SCREENS : MOOD SETTER VIDEO***  ***VO ANNOUCEMENTS***  **VO (LUNCH):**  Lunch is now being served. Help yourselves to a sumptuous buffet. |
| ***SHOW PROPER***  12:30 – 12:35PM  **A) OPENING SPIELS**   * *Host formally opens event and welcomes guests* * *Host Intros* Huawei Head | **A) OPENING SPIELS**  ***AUDIO : INTRO MUSIC***  ***PLAY OF LIGHTS***  ***ON SCREENS : HUAWEI LOGO***  ***ENTER HOST***  **VO (INTRO HOST):**  Huawei Ascend. Creating the amazing possible…  ***UP MUSIC***  **VO:**  Let’s get things started, please welcome your host, the elegant and fashionable, Ms. Bianca Valerio.  ***UP MUSIC***  **BIANCA VALERIO (BV): ENTER STAGE LEFT**  Making the amazing possible! How was that even possible? Well, only Huawei can, and we shall all bear witness to the amazing possibilities of Huawei Ascend. Good afternoon friends, I am Bianca Valerio, I will be your host this afternoon.  I am sure you are all excited about all this impossibly amazing smartphones from Huawei. I am too, so let’s get things started with a message from CEO OF HUAWEI TECHNOLOGIES PHILIPPINES, MR. GAVIN DAI.  ***EXIT BIANCA***  ***ENTER GAVIN DAI***  **GAVIN DAI MESSAGE**  ***ENTER BIANCA***  ***EXIT GAVIN DAI***  BV:  Thank you Mr. Gavin Dai for that message. Now, let us all hear a welcome speech from the **COUNTRY HEAD OF HUAWEI DEVICE PHILIPPINES, MR. LEO WANG.**  ***EXIT HOST***  ***ON SCREEN: INTRO SLIDE ON SPEAKER***  ***ENTER HUAWEI HEAD*** |
| 12:35 – 12:40 PM  **B) HUAWEI COUNTRY HEAD WELCOME SPEECH**   * Huawei Country Head makes speech | **B) HUAWEI COUNTRY HEAD WELCOME SPEECH**  ***ON SCREEN: HUAWEI LOGO/ LIVE FEED***  **<INSERT HUAWEI HEAD WELCOME SPEECH>**  **HUAWEI HEAD TALK POINTS:**   * Welcome guests * Why the guests are at the event * Goal of the event * Huawei mantra – “make it possible” * How Huawei makes the amazing possible   ***EXIT HUAWEI COUNTRY HEAD*** |
| 12:40– 12:45 PM  **C) HUAWEI COMPANY BACKGROUND**   * Brief Intro about Huawei – Company Background and Brands * Speaker intros Ascend Mate to be revealed | **C) HUAWEI COMPANY BACKGROUND**  ***ON SCREEN: HUAWEI LOGO/ LIVE FEED***  ***ENTER HOST***  **BV:**  Thank you very much Mr. Wang for that wonderful message. Now to give us a bit more background on how Huawei came to be, please welcome **DEVICE BUSINESS MARKETING MANAGER, MR. AL DIMAPILIS.**  ***EXIT HOST***  ***ON SCREEN: INTRO SLIDE ON SPEAKER***  ***ENTER SPEAKER***  ***ON SCREENS : Company Background and Brands PPT***  ***Will end with introduction of ASCEND MATE:***  *“…I am more than excited to introduce to you the latest smartphones from the ASCEND line. We’ve pushed the limits of our creativity here, we pushed what’s possible. One of the phones that we would like to introduce to you is an equally important smartphone from our Ascend Line. It’s the perfect mate for your digital needs. It’s your cinema in a pocket. Friends, allow me to introduce ASCEND MATE…* |
| 12:45– 12:50 PM  **D) ASCEND MATE REVEAL SLIDESHOW**   * Ascend Mate Slideshow | **D) ASCEND MATE REVEAL SLIDESHOW**  ***ON SCREENS : ASCEND MATE SLIDESHOW*** |
| 12:50 – 1:00 PM  **E) ASCEND MATE DEMO**   * Product Presentation and Demo Proper * Exit Speaker | **E) ASCEND MATE DEMO**  ***ON SCREENS: INTRO SLIDE ON SPEAKER***  ***ENTER SPEAKER HOLDING ASCEND MATE UNIT***  ***ON SCREENS: PRODUCT PRESENTATION ON MATE AND DEMO OF MENU INTERFACE USING VISUALIZER***  **<INSERT PRODUCT DEMO>**  ***EXIT SPEAKER***  ***ENTER HOST***  ***ON SCREEN: HUAWEI LOGO/ LIVE FEED***  **BV:**  Thank you very much Al \****comment on the phone\****. That really is the perfect pocket cinema…  If you thought that was awesome, here’s another impossibly amazing phone from Huawei….  ***PLAY OF LIGHTS*** |
| 1:00 – 1:05 PM  **F) INTRO TO ASCEND P6**   * Host intros Ascend P6 | **F) INTRO TO ASCEND P6**  ***ON SCREEN: HUAWEI LOGO/ LIVE FEED***  **BV:**  The world’s slimmest smartphone. Elegant metallic design…  A smartphone with D S L R capabilities...? Sounds impossibly good. But Huawei makes it all possible with their newest smartphone. It’s the edge of elegance, beauty redefined.  Impossibly slim, incredibly powerful.  Friends, be wowed by the Huawei Ascend P6!  ***EXIT BV***  ***PLAY OF LIGHTS*** |
| 1:05 – 1:10 PM  **G) ASCEND P6 REVEAL AVP**   * Ascend P6 AVP | **G) ASCEND P6 REVEAL AVP**  ***ON SCREENS : HUAWEI ASCEND P6 AVP*** |
| 1:10 – 1:20 PM  **H) REVEAL GIMMICK**   * LED parts * Models come out (1 model with pedestal, 4 models will do a short walk around) * 4 Models to go to the Ascend P6 Hub after walk | **H) REVEAL GIMMICK**  ***PLAY OF LIGHTS***  ***UP MUSIC***  ***LED PARTS***  ***MODELS COME OUT***  ***ONE WITH PRODUCT CASE COMES OUT AND STAYS ON CENTER STAGE***  ***ON SCREENS: HUAWEI LOGO/ LIVE FEED***  **VO:**  Redefining beauty with the Huawei Ascend P6- creating the amazing, possible.  ***4 MODELS TO DO SHORT FASHION WALK AROUND FRONT STAGE WHILE HOLDING P6 UNITS THEY PROCEED TO ASCEND P6 PRODUCT HUB TO PLACE UNITS THERE*** |
| 1:20 – 1:30 PM  **I) ASCEND P6 DEMO PROPER**   * VO intros Demo Speaker * Product Presentation and Demo Proper * Short experience by host | **I) ASCEND P6 DEMO PROPER**  **VO:**  For a more in depth presentation about the Huawei Ascend P6, once again please welcome, **DEVICE BUSINESS MARKETING MANAGER, MR. AL DIMAPILIS.**  ***ON SCREENS: INTRO SLIDE ON SPEAKER***  ***ENTER SPEAKER***  **<INSERT PRODUCT PRESENTATION>**  ***EXIT SPEAKER***  ***ENTER BV***  ***ON SCREEN: HUAWEI LOGO/ LIVE FEED***  **BV:**  Thank you, once again, Al. Really, what an amazing smart phone P6 is!! (holds phone from the product case)  ***HOST WILL EXPERIENCE P6***  ***ENTER MODEL FOR ASSISTANCE***  **BV:**  Now I am excited to try the most amazing selfie camera I’ve heard. I HAVE to try it!  ***BIANCA TRIES THE SELFIE SHOT***  ***AFTER TAKING THE PHOTO, SHOW TO CAMERA***  **BV:**  Look at that!! Can you see my photo? Wow I have no need for photo shop anymore. That is impossibly gorgeous! This is perfect for my instagram! #huaweiascendP6  I really love how it looks it looks elegant with an edge. The feel is also different. I LIKE THE ELEGANT METALLIC DESIGN. It feels premium yet very chic and sleek… |
| 1:30 – 1:40 PM  **J) GLOBE PROMO TALK**   * Host intros talk and speaker * Globe Postpaid Offering Talk (PPT) * Speaker to segue to TVC * TVC showing | **J) GLOBE PROMO TALK**  ***ON SCREEN: HUAWEI LOGO/ LIVE FEED***  **BV:**  Globe Telecom exclusively offers the Huawei Ascend P6 at more affordable rates. To discuss the latest post paid offers for the Huawei Ascend P6, please welcome our Globe spokesperson, the **BRAND MANAGER FOR DEVICES OF GLOBE POSTPAID, MS. JULIE GARINGALAO.**  ***EXIT HOST***  ***ON SCREENS: INTRO SLIDE ON SPEAKER***  ***ENTER JULIE GARINGALAO***  **<INSERT GLOBE POSTPAID OFFERING TALK BY JULIE GARINGALAO>**  ***ON SCREENS : GLOBE HUAWEI POSTPAID PPT***  **\*NOTE: JULIE’S SPIELS WILL BE C/O HER**  **<INSERT JULIE’S INTRO SPIELS FOR THE TVC>**  ***ON SCREENS : GLOBE HUAWEI TVC*** |
| 1:40 – 2:00 PM  **K) BRAND AMBASSADORS Q&A**   * Speaker to introduce the Huawei P6 Brand Ambassadors * Q&A with Huawei P6 Brand Ambassadors | **K) BRAND AMBASSADORS Q&A**  ***ON SCREEN: HUAWEI LOGO/ LIVE FEED***  **<INSERT SPEAKER’S INTRO FOR THE HUAWEI P6 BRAND AMBASSADORS>**  ***ENTER BRAND AMBASSADORS***  **<INSERT JULIE’S Q&A PORTION WITH BRAND AMBASSADOLRS>**  ***EXIT BRAND AMBASSADORS***  ***EXIT JULIE***  ***ENTER HOST***  **\*MODELS (8) TO SUBTLY PUT 2 CONTAINERS PER TABLE FOR THE RAFFLE**  **BV:**  Thank you Julie, and thank you to our brand ambassadors IVAN HENARES, PATTI GRANDIDGE, CESCA LITTON, and ALI BORROMEO for gracing us with your presence today. Those are some remarkable insights about the Huawei Ascend P6. |
| 2:00 – 2:10 PM  **L) RAFFLE**   * Host facilitates raffle   PRIZES:   * 20 Huawei Mini Routers * 3 Huawei Ascend P6 | **L) RAFFLE**  ***ON SCREENS : HUAWEI LOGO/ LIVE FEED***  **BV:**  I bet you all want to grab this amazing smartphone right now. Lucky for you guys, three fortunate guests will bring home the world’s slimmest phone! Yes you heard me right, we are giving away three (3) Huawei Ascend P6s through a unique raffle draw. And another twenty lucky guests will be given Huawei Mini Routers. Isn’t that exciting?  Now everyone at your tables you will find 2 containers. Inside one of these containers are small pieces of WHITE papers. Go grab one.  ***GUESTS GRAB PAPERS***  **BV:**  Does everyone have their papers? Now, here’s the exciting part, DIP THOSE PAPERS INTO THE OTHER CONTAINER WITH THE WATER. Make sure you TOTALLY SUBMERGE your papers into the water okay.  Now whose papers turned up with the word “Router”? Congratulations!! You are bringing home Huawei mini routers WS322. Come join me here on stage to claim your prize. Let me also call on our COUNTRY HEAD, Mr. Leo Wang, join us here for a quick photo…  ***WINNERS TO COME UP ON STAGE***  ***ON SCREENS : HUAWEI LOGO***  ***PHOTO OP WITH LEO WANG***  **BV:**  And finally, whose papers have turned up with the words “Ascend P6”? Congratulations!! You are now the very very lucky owners of the Huawei Ascend P6!! Please come up on stage.  ***WINNERS COME UP ON STAGE***  ***ON SCREENS : HUAWEI LOGO***  ***PHOTO OP WITH LEO WANG***  **BV:**  Thank you very much MR. LEO WANG and to our winners, once again, congratulations. |
| 2:10 – 2:15 PM  **M) CLOSING**   * Host encourages guests to go to hub and experience the phones * Host Closing Spiels | **M) CLOSING**  ***AUDIO : AMBIENT MUSIC***  **BV:**  You can now experience the Huawei Ascend P6 on this side ***(point to the Ascend P6 Hub)***, and the Huawei Ascend Mate on the other side ***(point to the Ascend Mate Hub)***.  Thank you for joining us on this grand revelation of possibilities. We hope that you could take this experience with you and see life through redefined eyes.  Again I am Bianca Valerio, thank you for having me. Enjoy the rest of the day.  ***EXIT HOST TO AUDIENCE, GO AROUND*** |
| ***POST SHOW***  2:15 PM ONWARDS | ***SPIN DJ*** |
| **END OF PROGRAM** | |