

SMC GLOBAL POWER Customers' Appreciation and Company Anniversary

Agency Presentation

PROJECT BACKGROUND

- ◎ This is an event of Event of SMC Global Power, a Subsidiary of San Miguel Corporation
- ◎ The event serves as gratitude to their clients and also for the clients to get excited and interested to still partner with them for future projects.

◎ **EVENT OBJECTIVES**

- > Provide an arena of enjoyment for the attendees.
- > Convince existing clients to remain and be excited for the future with the company.

◎ **ATTENDEES**

- > 350 – 400 customers, power industry partners, SMC heads, and employees, managers and officers for industrial plants
- > Majority are males, 40 y/o and up
- > **Target Audience:** EXISTING CLIENTS (managers and board of directors for Distribution Utilities – Meralco, PELCO, TARELCO, INEC, etc.)

◎ **TARGET VENUE:** EDSA Shangri La or Diamond Hotel Ballroom

◎ **EVENT DATE:** November 8, 2013

◎ **BUDGET CAP:** 1M extendable to 1.2M

AGENCY OBJECTIVE

Provide an electrifying and fun event
that the attendees will enjoy.

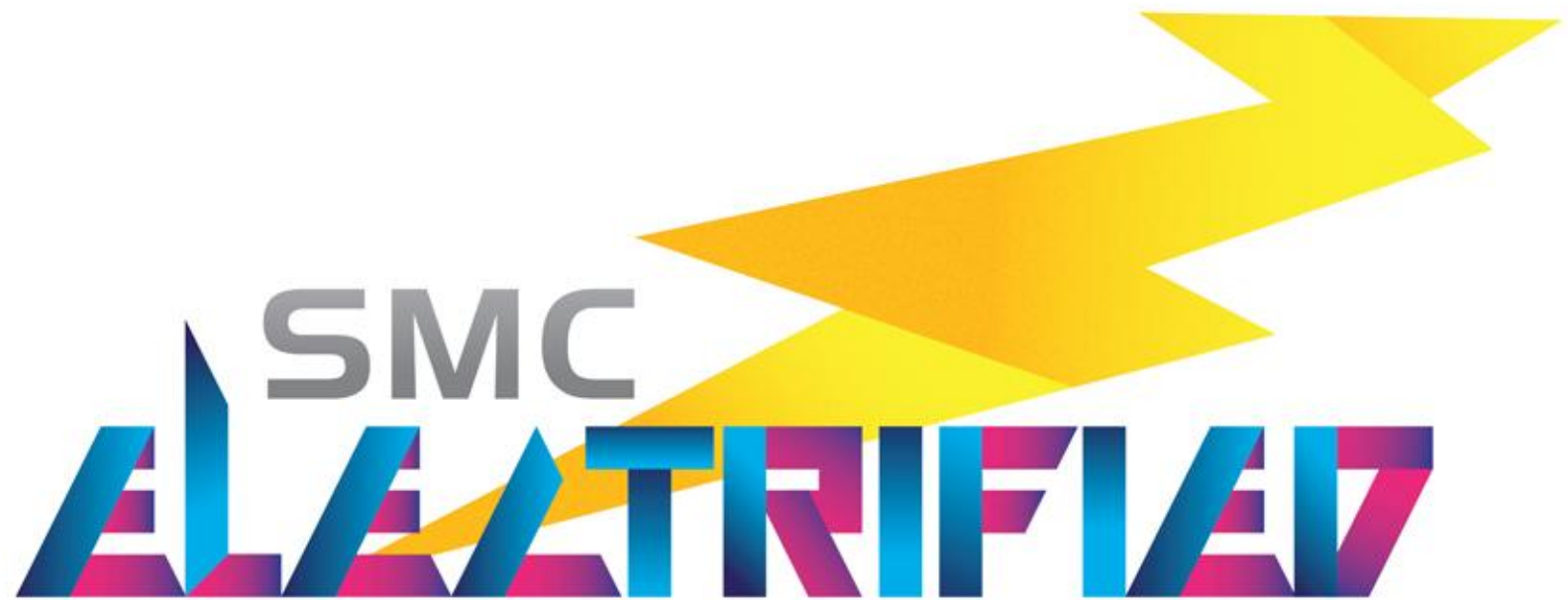
CONCEPT

POWER FORWARD

Last year SMC went their way to “building the electric dream”. This year, SMC is done building the dream, rather it is moving forward stronger than ever before, creating bigger opportunities not just for the organization but also its clients, re-charged for the coming year.

EVENT TITLE OPTIONS





2014 CUSTOMERS' APPRECIATION AND COMPANY ANNIVERSARY PARTY



**SAN MIGUEL
CORPORATION**

POWER *FORWARD*

**2014 CUSTOMERS' APPRECIATION
AND COMPANY ANNIVERSARY PARTY**

EVENT PLAN

INVITE

- Physical Invitation

EXPERIENCE

- Event Setup
- Show Program

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SMC ELECTRIFIED

2014 CUSTOMERS' APPRECIATION AND COMPANY ANNIVERSARY PARTY

2013 OCT 25
VENUE



INVITATION

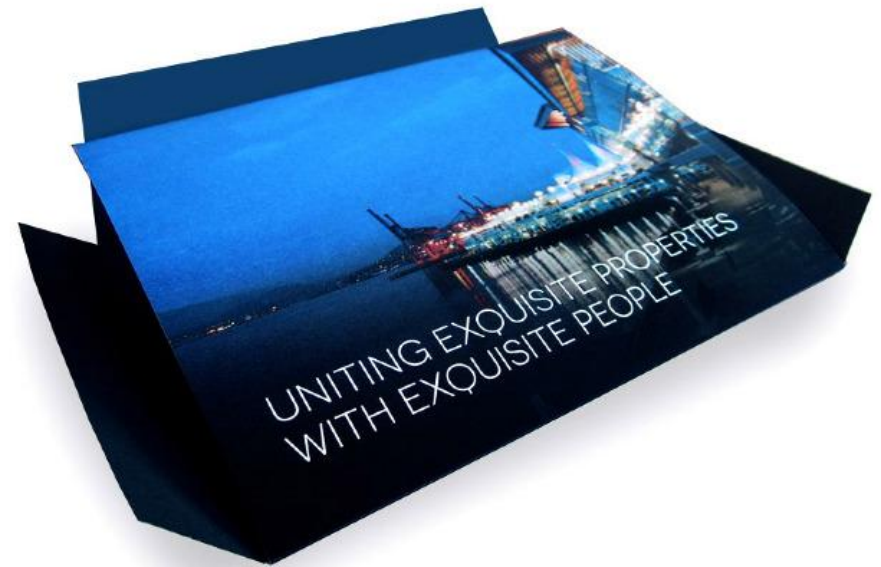
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2013 OCT 25
VENUE



EVENT PLAN

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Venue Entrance

Looks like an entrance to a
construction site





Venue Look and Feel

Very Urban, Industrial, Bare,
Spartan





Very Urban with
Neon Detailing on
the Walls



Guests' Attire

Cocktail Attire with a play of colours



PROGRAM

TIME	ACTIVITY
<u>PRE-SHOW</u> 6:00 – 7:00 PM	<ul style="list-style-type: none"> ▪ Arrival of SMC & Other Industry Partners / Registration ▪ Cocktails ▪ Photo Wall
<u>SHOW PROPER</u> 7:00 – 7:25 PM	OPENING <ul style="list-style-type: none"> ▪ Opening Number ▪ Invocation Video and Philippine National Anthem ▪ Host Opening Spiels ▪ Welcome Remarks
7:25 – 7:30 PM	Opening AVP
7:30 – 8:30 PM	DINNER <ul style="list-style-type: none"> ▪ Band ▪ Sand Artist
8:30 – 8:45 PM	RAFFLE PRIZES
8:45 – 9:45 PM	AWARDS / SPEECHES
9:45 – 10:00 PM	CLOSING <ul style="list-style-type: none"> ▪ Closing Remarks ▪ Host Closing Spiels ▪ Closing Number
<u>POST SHOW</u> 10:00 PM	LIVE BAND

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REGISTRATION

iPad Registration

IMPROVEMENT SUGGESTIONS:

- ⦿ Guests could check-in pre-event through invite QR code
- ⦿ Apple's new "Check-In App". Faster registration, no more lines.



check out the new check-in
check out the new check-in



USHERS' UNIFORM





PHOTO
WALL

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PEG HOSTS

◎ Gelli Victor

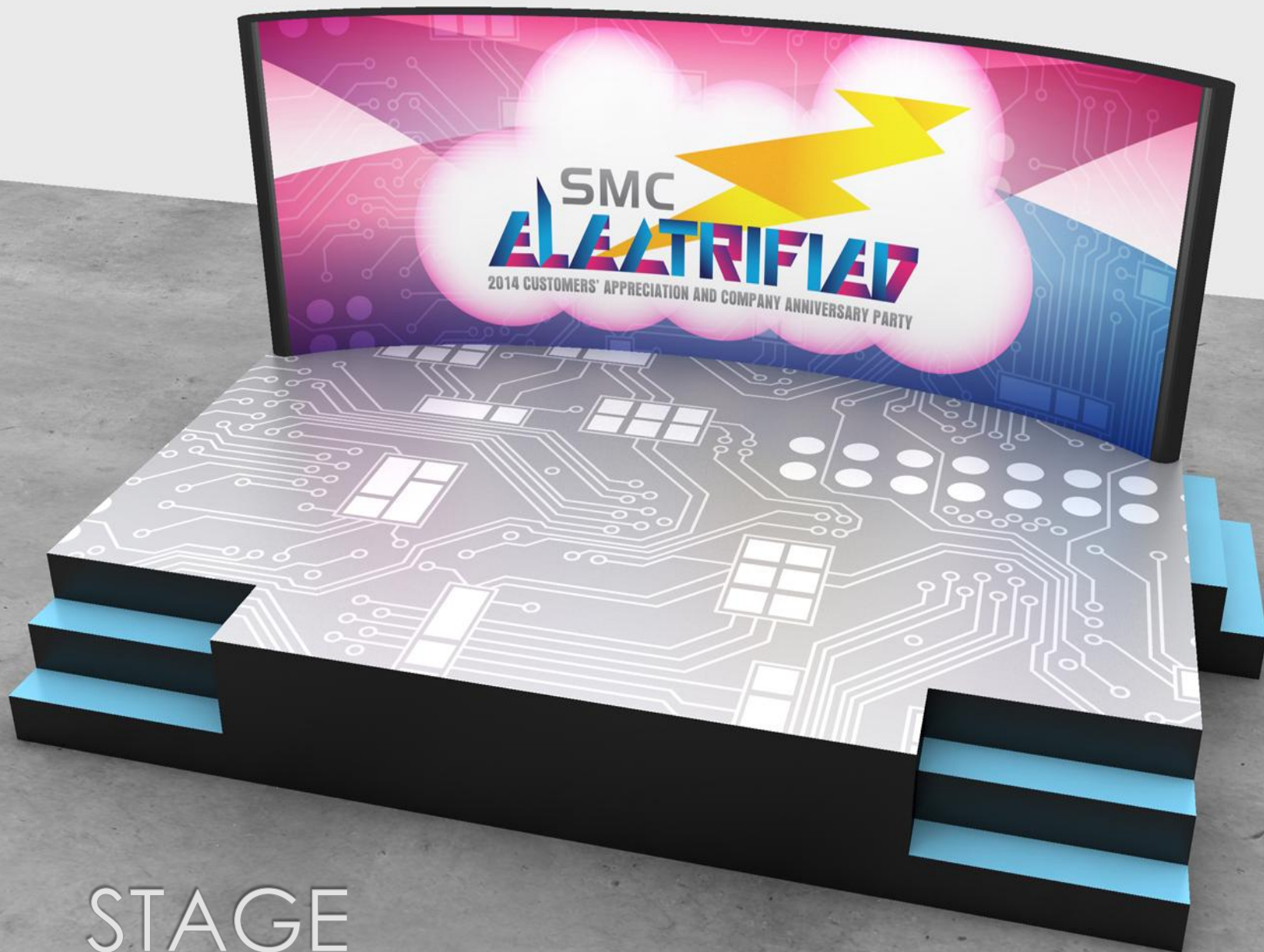


◎ Sam Oh



◎ Honey
Obusan

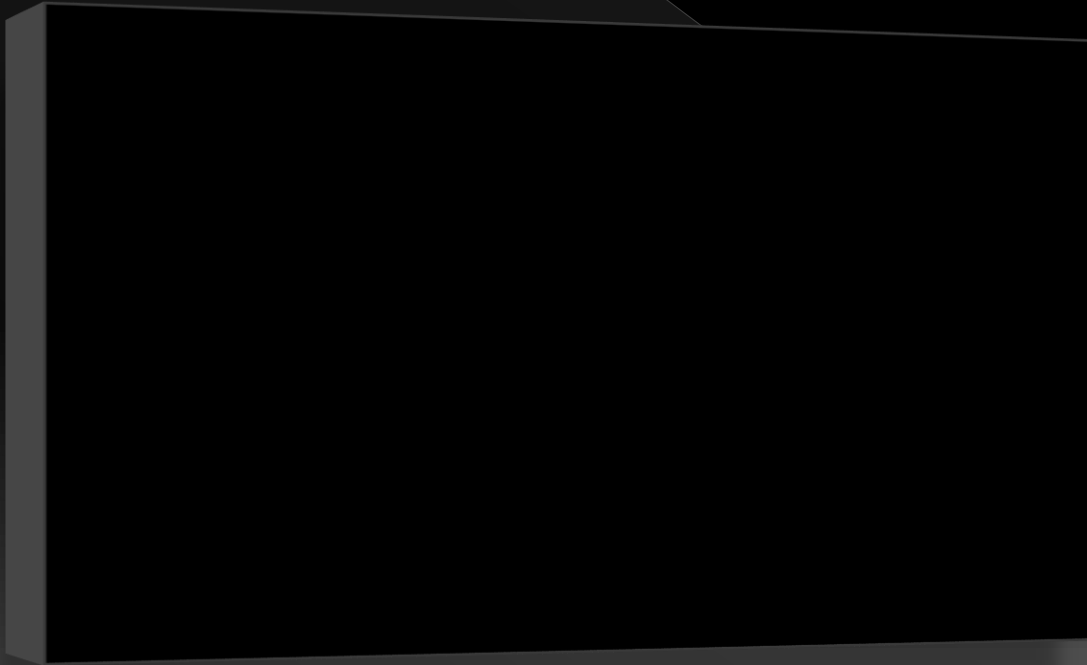




STAGE

OPENING NUMBER

Projection Art Dancer with Bryson Andres



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OPENING AVP MOODBOARD



**SAN MIGUEL
CORPORATION**

SMC GLOBAL POWER – THE BEGINNING

- SMC started with a dream, a vision - to be the largest power company in the Philippines and a key player in Southeast Asia. In turn, being the key player in the lives of individuals.



SMC GLOBAL POWER BUILDING THE ELECTRIC DREAM

- Over the years, as SMC builds people's electric dreams, it empowers the lives of people as well. SMC paved the way for people to dream bigger and move forward to become better.



SMC GLOBAL POWER ELECTRIFYING LIVES

- Today, it is continuing its mission to give people the power to celebrate their lives and live electrified ones.
- We invite you to join us in our continued effort to build more dreams and move lives forward.

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BAND PEGS

◎ Freestyle



◎ Juris



SAND ARTIST

Unique and Entertaining



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RAFFLE PROCESS

Filtered Digital Raffle

OPTION 1

- ◉ The digital group – 1DMG, will develop an App that functions as Registration Sheet
- ◉ Digital App / Registration sheet with dropdown arrow if you're an employee or non-employee

OPTION 2

- ◉ 2 Registration Sheets
- ◉ 1 for employees, 1 for non-employees

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AWARDING GIMMICK

- ◉ Slideshow Presentation of category before being given the award
- ◉ Slideshow Presentation of winner and company logo before award is given



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CLOSING REMARKS GIMMICK

Hologram Augmented Reality of future SMC Site at
the end of the speech



CLOSING NUMBER

Girl band General Luna mash up with Polecats Manila



LIVE BAND PEG

Freestyle or Juris



END. THANK YOU! 😊