



CITI ICG CLIENT APPRECIATION NIGHT

WISHCRAFT CREATIVE AFFAIRS TEAM, INC.
PRESENTATION

PROJECT BACKGROUND

An annual event which aims to thank Citi's Corporate clients for their continued support and partnership.

ATTENDEES:

- 500 Transactors / day-to-day contacts
- Not the high level members of the organization
- From multinational and local corporations
- Late 20s to early 50s
- Majority females

TARGET DATE: November 21, 2013, except Mondays or Fridays

TARGET VENUES: Dusit, Makati Sports, Blue Leaf

BUDGET CAP: Php1.4M (including F&B – dinner)



CLIENT OBJECTIVES

- To show our appreciation to the clients for their patronage for the year 2013.
- Provide a venue for Citibankers and clients to mingle and get together.



AGENCY OBJECTIVES

- Create a memorable, fun and relaxing event that will give thanks and celebration to the Citibankers and clients for their patronage to the brand.
- An event where Citibankers and clients can mingle and get together.
- Create memorable moments – talk pieces – unusual experiences within the short time they are there

PROPOSED MOOD AND TONE BY CLIENT

► FIESTA FUN

- **Because a fiesta is a celebration, and this event is a celebration of the partnership between Citibank and its clients**

CONCEPT

► FIESTA





RATIONALE

Fiestas are celebrations, revelries that bring a sense of community and camaraderie among the participants. The town members adorn the town streets with colorful decorations, people gather and plan together in order to make their fiesta a success.

Fiestas are also a form of commitment that warrants pro-active participation among the townspeople and leaders as they prepare for the festivities. The communication and involvement of the people during preparation promotes and indicates a community built in unity and solidarity, and which can overcome adversities.

Citibank aims to pursue this sense of community, unity and solidarity among its clients and employees, because unity is important in creating real relationships.

As with fiestas, the *Citibank Client Appreciation Night* aims to bring that oneness between Citibank clients and employees. This oneness will bring continuity in progress and it is the key that will open the gates to more prosperity to the company and its relationship with its clients. Through this event, possibilities of creating a brighter future with prosperity to the company are endless.

With this event, we will move forward to better things and relationships.

EXECUTION

► TOWN FIESTA

IT'S MORE FUN IN THE PHILIPPINES COLORS

It's more fun in the
Philippines





citifest

ICG Client Appreciation Night




citifest

ICG Client Appreciation Night



OTHER TITLE OPTIONS

- CITI FÊTE
- CITI REVELRY
- CITI BASH
- CITI JAMBOREE
- CITI SHINDIG



EVENT PLAN



INVITE



EXPERIENCE



CULMINATE

EVENT PLAN



E-TEASERS

- Each month we will send out e-teasers to the clients with small hints of “what to watch out for” in the party.

Peg
Looks:



E-VITE



citifest
ICG Client Appreciation Night

LOREM IPSUM DOLOR SIT AMET | DIAM AT DICTUM

THURSDAY NOVEMBER 21ST 2013

DUSIT HOTEL

PHYSICAL INVITATION

(Save The Date)



EVENT PLAN

INVITE

EXPERIENCE

CULMINATE

PROGRAM FLOW

TIME	ACTIVITY
<u>PRE-SHOW</u>	<ul style="list-style-type: none">• Registration• Side Activities• Dinner• Mood Setter AVP
<u>SHOW PROPER</u>	OPENING <ul style="list-style-type: none">• Opening AVP• Opening Speech / Symbolic Ritual• Host Opening Spiels• Opening Number
	Games
	Raffle
	CLOSING <ul style="list-style-type: none">• Entertainment• Closing Speech• Host Closing Spiels
<u>POST SHOW</u>	Rockeoke with Band

VENUE SUGGESTIONS

Makati

- **New World Hotel Ballroom**



- Manila Pen Banquet and Conference Centre



- Manila Intercontinental Grand Ballroom



- Raffles and Fairmont Hotel Ballroom



VENUE SUGGESTIONS

Taguig

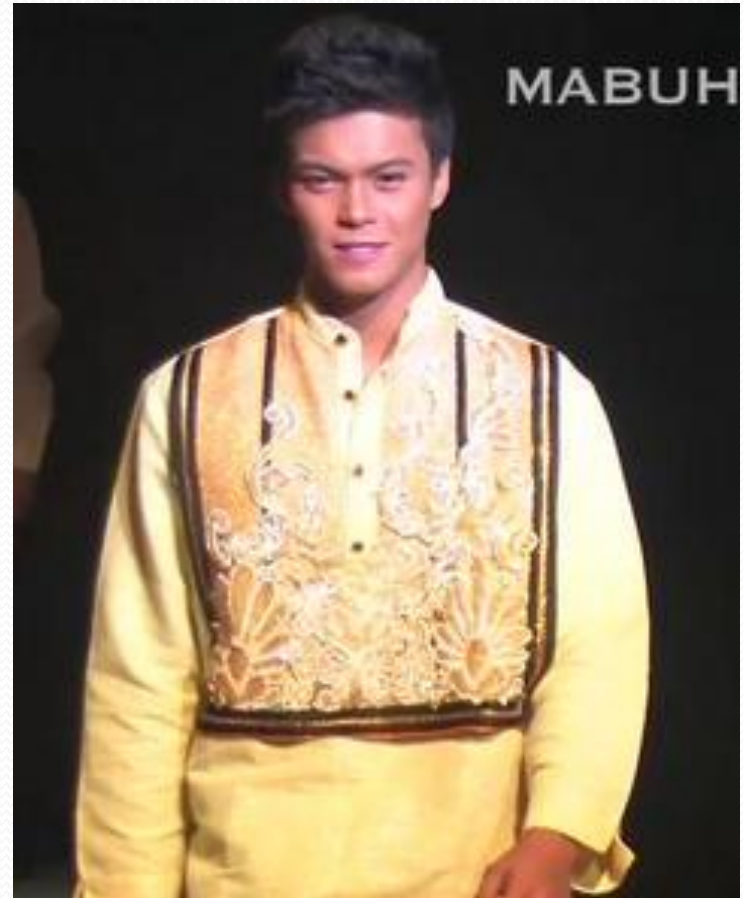
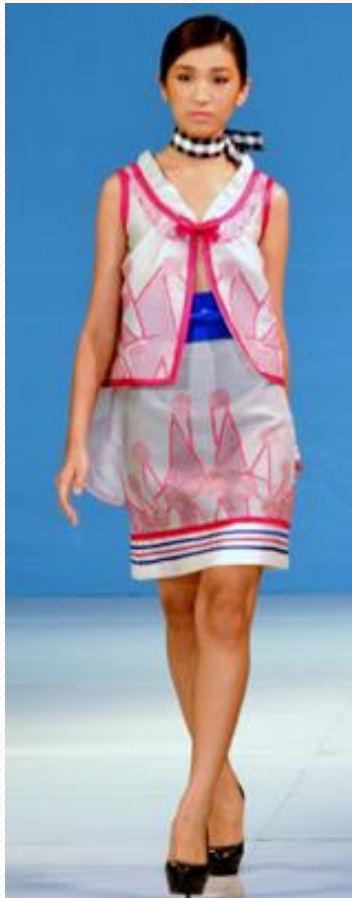
- SMX Convention Center SM Aura



VENUE LOOK AND FEEL



USHERS' UNIFORM



REGISTRATION

iPad Registration

- Option could be a QR code in the invite where guests could check-in pre-event
- Apple's new "Check-In App". Faster registration, no more lines.



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



SIDE ACTIVITIES

- Interactive Graffiti Wall as Photo Booth
 - Guests could create their own background
 - Photos uploadable to social media
 - All photos available on the fan page



- **Roving Photographers with instant polaroid and SLR**
 - Guests could keep the polaroid prints as souvenir
 - Could also be used for documentation purposes
 - with props and costumes they can put over themselves



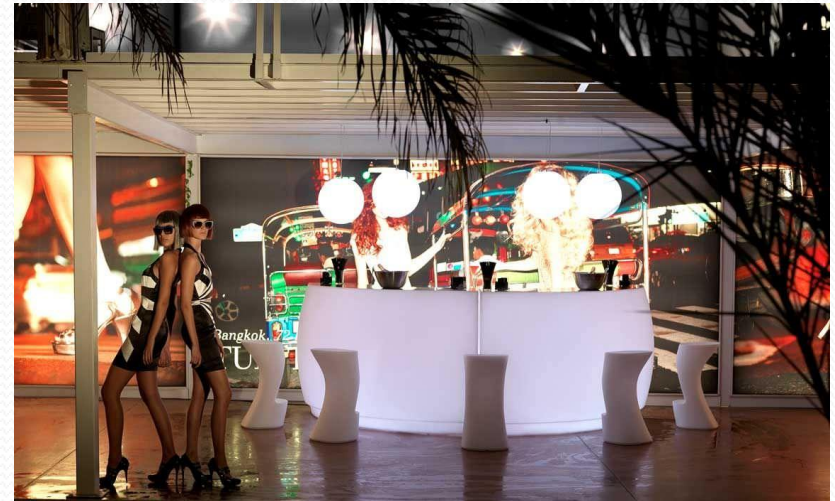
- **Freedom Wall**

- Guests could write whatever they feel on the wall and have the best messages on the fan page



- **Mobile Bar**

- Guests could have as much beer as they like



FOOD CONCEPT

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



- ▶ Organic and grown and prepared in their own farms

- Mixed Pinoy native snacks in formal presentation



STAGE



HOST OPTIONS

► Rovilson Fernandez



► Andre Felix





MOOD SETTER AVP

Photos and Videos of:

- CITI's relationship with its clients
- CITI projects where they interact with the clients
- Past CITI Client Parties
- What to watch out for in the party – fun entertainment and games!

OPENING AVP MOODBOARD



CITI BACKGROUND

Citi is the leading global bank. Citi strives to create the best outcomes for our clients and customers with financial solutions that are simple, creative and responsible.



CITI CLIENT APPRECIATION NIGHT BACKGROUND

One of Citi's aims is to build genuine client relationships and build a spirit of oneness, that's why they show their appreciation to the clients through a fun event that they'll surely enjoy.



CITI CONTINUING TO BUILD RELATIONSHIPS AND IMPROVE LIVES

This appreciation night is just one of the ways Citi shows appreciation and build relationships with clients. The next year is a year for building more relationships and improving more lives.

OPENING SPEECH GIMMICK / SYMBOLIC RITUAL

- VIP will enter through backstage to the sound of drums and with special light effects.
- VIP will hit a “palayok” / pot hanging in the middle of the stage – signifying breaking barriers that will hinder unity between Citibank and its clients.
- Core words of the VIP’s opening speech will appear on the screen projection.
- VIP will give a signal (via spiel: “we open this festivity with a sense of oneness”) and when he does, confetti falls all over venue, starting the celebration.



OPENING NUMBER

Thematic Performance

- As soon as the confetti are released, Brigada (drum and percussion group) will appear and perform to start the celebratory feel.



- Zilent Overload from PGT dressed as neon indigenous dancers will join them and do a performance celebrating the clients.

GAMES

- ***Bahay Kubo Hand Clapping Game*** – client to partner with Citi employee. They must do the Bahay Kubo clap with each other and according to the speed facilitated by host. Pair is out if they can't follow the steps and the speed and they must sit down. Last pair standing wins.
- ***Coin Dragging*** –played in groups. All members of the group must get the coin from forehead to chin using only the face and pass the coin to the next player. Each group must strategize to figure out the best way to get the coin to the chin.



- ***Palo Sebo With A Twist*** – small bamboo poles are scattered around the venue. Played in pairs, one player must grab all the flags on top of the pole and give it to his/her partner. The other player gives the flags to the host.
- ***Agawang Buko with A Twist*** – each table has a coconut in the middle of it, players have to grab the coconut and pass it around the table first before giving to the host.
- ***Ihip ng Barya*** – coins are placed in front of each guest on the table. Each one has to get the coin to the middle of the table by cupping hands and producing air to blow and move the coin.
- ***Pabitin*** – each group with a pabitin held by usher. Eac group must be able to grab all the stuff on the pabitin.



MINOR PRIZE PEGS

► Colorful Banig



► Colorful Native Fan



► Tiny Pot



► Colorful Wooden Bracelet



PRESENTATION OF PRIZES

- Costumed models will do a dance while distributing the prizes



RAFFLE

- Digital raffle – names of the guests are shuffled on screens and will stop on the winner's name

PRIZES

- iPod shuffle
- Kindle
- Tablet



ENTERTAINMENT OPTIONS

- KZ Tandingan with LED baton dancers in the background



- Myk Perez from The Voice of the Philippines



POST SHOW

- Rockeoke with the band
- Guests can sing karaoke while backed up by a real band, making them feel like stars of their own gig



EVENT PLAN

INVITE

EXPERIENCE

CULMINATE

PHOTO AND VIDEO DOCUMENTATION

- **Photo Documentation**

- All photos will be uploaded on Citi's fan page
- The guests can view and grab their photos there.
- They are encouraged to leave comments and like the photos.

- **Video Documentation**

- Also uploaded on the fan page
- Will feature testimonials from some of the clients
- contains all the games and activities that can be seen in the event
- about what a fun night the party has been
- the next client appreciation night shouldn't be missed
- Citi did this to make the clients happy
- What they brought home

END.
THANK YOU! 😊