



# **Multi-Chamber Crystal Ball –Economic Outlook Event**

Wednesday, January 8, 2020

**Sponsorship Package**





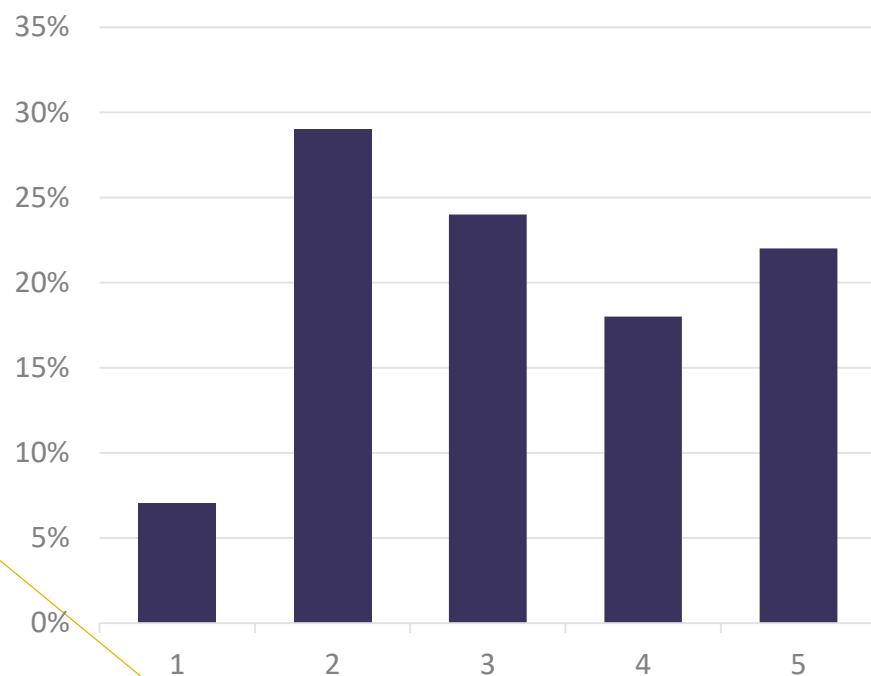
# Crystal Ball - Event Overview

- CanCham Thailand's first Economic Business Luncheon of 2020 & the first major Chamber event of the year
- Interactive panel format & discussion
- Opportunity to listen to cutting-edge insights and thought-provoking ideas for the year ahead
- Networking with high profile Thai and foreign business people in Thailand and the region



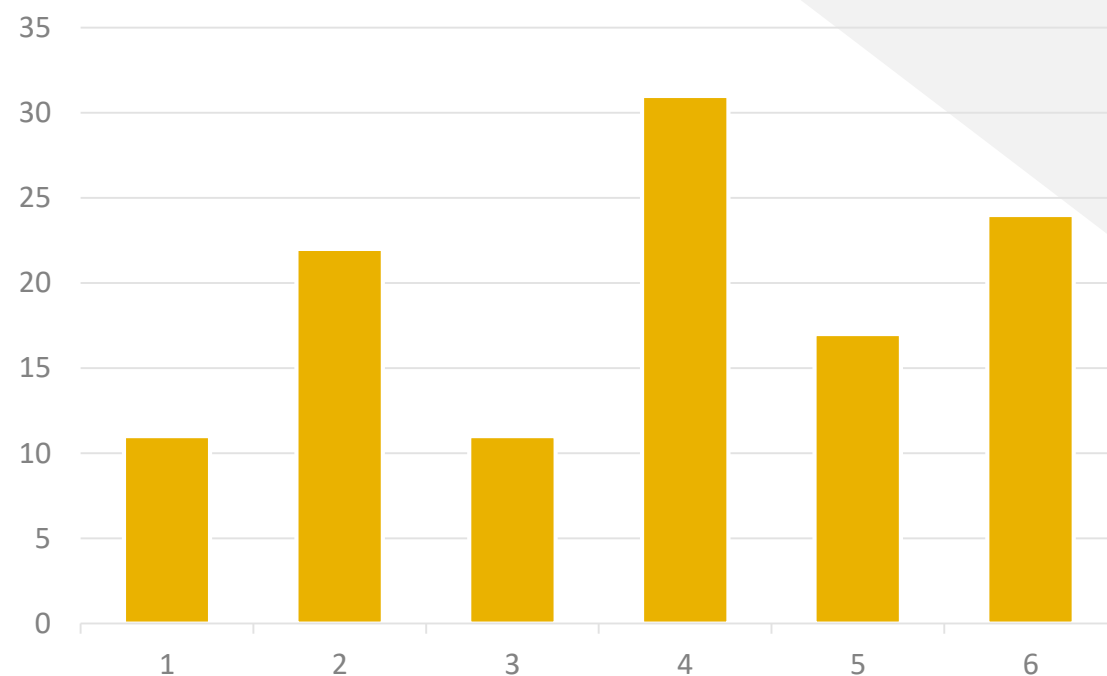
# Demographics

## By Position



- (1) Business Owner
- (2) President/VP/CEO
- 3. Executive/Head of Department
- 4. Manager
- 5. Others

## By Business Sector



- (1) Academic
- (2) Industry
- (3) Hospitality
- (4) Management/Legal/Banking
- (5) Government/International Organization
- (6) Other

# Previous Panelists

## 2017

- **Chris Bruton** (moderator), *Executive Director*, DataConsult Ltd.
- **Ian Fenwick**, *Advisor & Professor of Marketing*, Sasin Graduate Institute of Business Administration
- **Dr. Virod Ali**, *Lecturer in International Politics*, Faculty of Political Science, Thammasat University
- **Paul Gambles**, *Co-founder*, MBMG Group
- **Sunchai Kooakachai**, *Deputy Managing Director*, Colliers International

## 2018

- **Pichai Chuensuksawadi** (moderator), *former Editor-in-Chief & Bangkok Post Editor*, Bangkok Post
- **Johan Jooste**, *Chief Investment Officer*, Bank of Singapore
- **Deunden Nikomborirak, Ph.D.**, *Research Director – Economic Governance*, Thailand Development Research Institute (TDRI)
- **Gary Rynhart**, *Senior Employers Specialist South East Asia*, International Labour Organization (ILO)
- **Natasak Rodjanapiches**, *Managing Director*, Oracle Corporation (Thailand) Co., Ltd.

## 2019

- **Paul Gambles** (Moderator), *Managing Director*, MBMG Group
- **Andrew Stotz**, *President of CFA Society Thailand and award winning equity analyst*
- **Audray Souche**, *Partner & Thailand Managing Director*, DFDL
- **Virod Ali**, *Lecturer in International Politics*, Thammasat University
- **Steven Ladd**, *Lead Customer Engagement and Commerce & Consulting*, Ogilvy
- **Dr. Soraphol Tulayasathien**, *Senior Executive Vice President*, The Stock Exchange of Thailand

# Programme

Time	Activities
11:00	Registration and Networking
11:30	Doors Open
11:45	Welcome by CanCham Thailand
12:00	Lunch
12:20	Panel Discussion
12:20	Q&A
13:30	Networking & Adjournment

# Why Sponsor?

## Why align your company with a CanCham Business Luncheon Event?

CanCham Thailand is renowned for its ability to bring together key executives and business leaders to discuss current issues and collaboration on a variety of aspects internationally and specific to Thailand.

Your sponsorship support will provide great value and increased brand awareness through a variety of communication and marketing outreach activities.

TYPE	TITLE SPONSOR	GOLD SPONSORS	TABLE SPONSORS
Availability	1 Sponsor	3 Sponsors	12 Sponsors

# Media Reach

## E-Mails/E-Blasts

- 8 invitation emails  
Distribution list with over 6,000 subscribers. High profile Thai and foreign business people based in Thailand

## Online Advertising

- 15+ Facebook pages and shares  
Embassy of Canada, Canadians in Thailand, Khaosod English Media, participating Foreign Chambers' of Commerce etc.
- Page Views: 13,000+ /month
- Voyageur Magazine: 600 distributions
- 5,000+ CanCham Newsletter Subscribers
- 500+ Twitter Followers
- 670+ LinkedIn Followers
- 6000+ Facebook Followers

## Event Signage

- Digital Signage inside/outside Ballroom
- Stage Backdrop

## Print Advertising

- Bangkok 101
- Big Chilli
- Bangkok Post
- Outpost – the British Club Bangkok
- Voyageur Magazine 500 copies, distributed to members of CanCham Thailand, government and other agencies
- Khaosod English



# Sponsorship Categories

Benefits	Title Sponsor	Gold Sponsor	Table Sponsor
Availability	1	3	12
Reserved seat(s) in premier location	1 table	1 table	1 table
Corporate video display throughout non-speaking session*	90 sec	60 sec	
Speaking Opportunity: Introduction of your business and/or panel	5 mins		
Logo or corporate banner in Crystal Ball's event page and invitation email with hyperlink to corporate website*	2000 X 600px** 800 x 200px***	1000 x 300px** 800 x 200px***	Logo only
Prominent logo placement on event-related marketing materials	Large	Medium	
Opportunity to display corporate rollup banner(s) in the registration/pre-event reception area	4 Ballroom & Reception Area	2 Ballroom & Reception Area	1 Reception Area Only
Opportunity to display a product on dining tables (if applicable)	●		
Logo as a watermark on all pictures taken at the event	●	●	
Attendee list	●		
Recognition in Voyageur magazine (Both publishing and E-magazine)	●	●	●
Sponsorship value (Excl. VAT 7%)	THB 80,000.00	THB 40,000.00	THB 15,000.00

*Note: \*Must be created and provided by sponsors; \*\*Crystal Ball's event page; \*\*\*Invitation email*

# Previous Partners



# Event Evaluation

168

Attendees in 2018

Exclusive event for manager  
Level and above

117

Attendees in 2019

\*smaller venue capacity

120+

Attendees in 2020

\*smaller venue capacity

71%

Said that this event fulfil their  
reason(s) for attending

29%

Said that this event fulfil their  
reason(s) for attending but not  
entirely

86%

Said that they will recommend this  
event to others



# Thank you/Merci



Jen Meckhayai, Executive Director



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