



## **ACTIVITY REPORT**

### **SEMINAR ON “REACH MORE PAY LESS IN DIGITAL EDGE MARKETING”**

**Date: May 21, 2016**

**Time: 08:30-12:00**

**Venue: Angkor-Kizuna Hall, CJCC**

**Organizer: Cambodian IATSS Alumni Association (CIAA)**

#### **1. Background and Objectives:**

In the last 3 years, CIAA has organized the public seminar regularly in April and December, talked about “Leadership for young professionals in ASEAN Countries” by inviting the ex-participants of IATSS Forum to be a guest speaker for 3 main purposes:

- to share their experiences in and the impacts after attending the forum
- to build the awareness of IATSS Forum to the public
- to be a place for CIAA’s members to share their expertise in order to help younger generation sharpening their knowledge and skills.

#### **2. General Preparation:**

This time, CIAA decided to organize this kind of seminar on May 21, 2016 with specific topic to make it different and more interested. Then, “Reach more pay less in digital edge marketing” was designed under the involvement of 3 keynote speakers: 2 from CIAA’s members namely Mr. Khem David and Ms. Vorn Sreymao, and 1 from Google Business Group Phnom Penh, Mr. Muon Chamnan who is the expert in Digital Marketing in Cambodia. Furthermore, this time, we decided to find the sponsorship as well as to charge the admission fee by selling the ticket.

#### **3. Sponsorship:** We set clear guideline of sponsorship as follow:

##### **3.1 Gold Sponsor :**

- Fee: USD 150
- Number of Gold Sponsors: 1 (Build City Investment Co., )
- Benefits:
  - One Logo on event’s banner and backdrop
  - One booth for their company’s advertisement
  - 5 tickets for their staff

\*Note: This time, IATSS Forum and CJCC also considered as Gold Sponsors although they sponsored more than USD 150 to avoid complicated message for the public if we mention too many type of sponsorship.

##### **3.2 Silver Sponsors:**

- Fee: USD 100
- Number of Gold Sponsors: 1 (Giant Ibiz Transport )
- Benefits:
  - One Logo on event’s banner and backdrop
  - 5 tickets for their staff

\*Note: Keynote Speakers’ companies also considered as Silver Sponsors as the privilege.

#### 4. Ticket Selling and Actual Participants:

##### 4.1. Number of ticket selling:

- Student : 23 tickets
- Professionals : 46 tickets

**Total: 69 Tickets were sold out.**

##### 4.2. Actual number of participants:

- Participants with ticket: 69
- 3 Medias: 6
- Sponsor's staff: 8
- Keynote speakers' staff: 11
- Volunteers: 5
- CIAA's Members: 5

**Total actual number of participants: 104**

#### 5. Expense and Revenue

##### 5.1. Expenses

No.	Items	Quantity	Plan		Actual	Remarks
			Unit Price (USD)	Sub-total (USD)		
1	Advertisement on Cambodiajob.biz (website and e-mail)	1	298	298	298	Sponsored by IATSS Forum
2	Flyer/Poster/Ticket Design	1	0	0	0	
3	Flyer/Poster/Ticket Printing	200-500	100	100	60	Paid by CIAA's budget
4	Fresh Flower for Panelist Table	2	15	30	26	Paid by CIAA's budget
5	Photographers	2	10	20	20	Paid by CIAA's budget
6	Refreshment for participants	200	2	400	240	Sponsored by IATSS Forum
7	Frame for Appreciation Letter	10	4.5	45	0	
8	Backdrop and Banner	1	81	81	93	Paid by CIAA's budget
9	Venue & water	1	230	230	231.3	Sponsored by IATSS Forum
10	Miscellaneous		100	100	0	
<b>Total:</b>				<b>1304</b>	<b>968.3</b>	

## 5.2. Revenue

No.	Items	Quantity	Plan		Actual	Remarks
			Unit Price (USD)	Sub-total (USD)		
1	Ticket	200	-	750	287.50	Students: 23 x 2.5\$ = 57.5 Professionals: 46 x 5\$ = 230
2	IATSS Forum Sponsorship	1	-	-	769.3	
3	Gold Sponsors (1 Logo on backdrop and 1 Booth)	3	150	450	150	
4	Silver Sponsors (Only 1 Logo on backdrop)	3	100	300	100	
<b>Total</b>				<b>1500</b>	<b>1306.80</b>	

5.3. Balance: **USD 338.50**

## 6. Conclusion

There was a very strong collaboration among CIAA members, support from IATSS Forum and involvement from volunteers. This was a good starting point to run the seminar/project by involving the students/volunteers in order to give them a chance to learn from CIAA practically. At the same time, CIAA also can pull out the future young leaders from this volunteer scheme too.

On the other hand, there are few points to be improved for next time.

- The duration of registration (sale promotion) should be at least 3 weeks before the seminar date. This time, it's only 2 weeks which was a bit short for selling ticket.
- The date of seminar should be avoided from the public holiday. Then, we can expect more participants.
- We should clarify duties for volunteers and ask them to do a rehearsal if necessary before the event.

Last but not least, the balance income (USD 338.50) from this seminar, CIAA will utilize it for the up-coming project "Cooling Cambodia and Charity event" which are listed in our action plan 2016.

## ATTACHED DOCUMENTS

1. Poster & Agenda
2. Participant and Media List
3. Presentation Materials
4. Expenditure Receipts