





introduction

U2Media was established in 2003, with the aim to organise impactful events and help clients promote their messages effectively. With more than 20 years of collective working experience in events management, media and training consultancy, U2Media is poised to deliver impressive events management work for our clients.

As a specialist events management agency, U2Media is committed to deliver creative innovation and strategy. We provide fresh and custom ideas to personalise our events and make a lasting impression on our clients' guests. Our experience and reputation for excellent customer service and return on investment makes us the best choice for your events. As experts in managing the unpredictability of events, let our team handle all your needs, while you enjoy peace of mind.



what we do

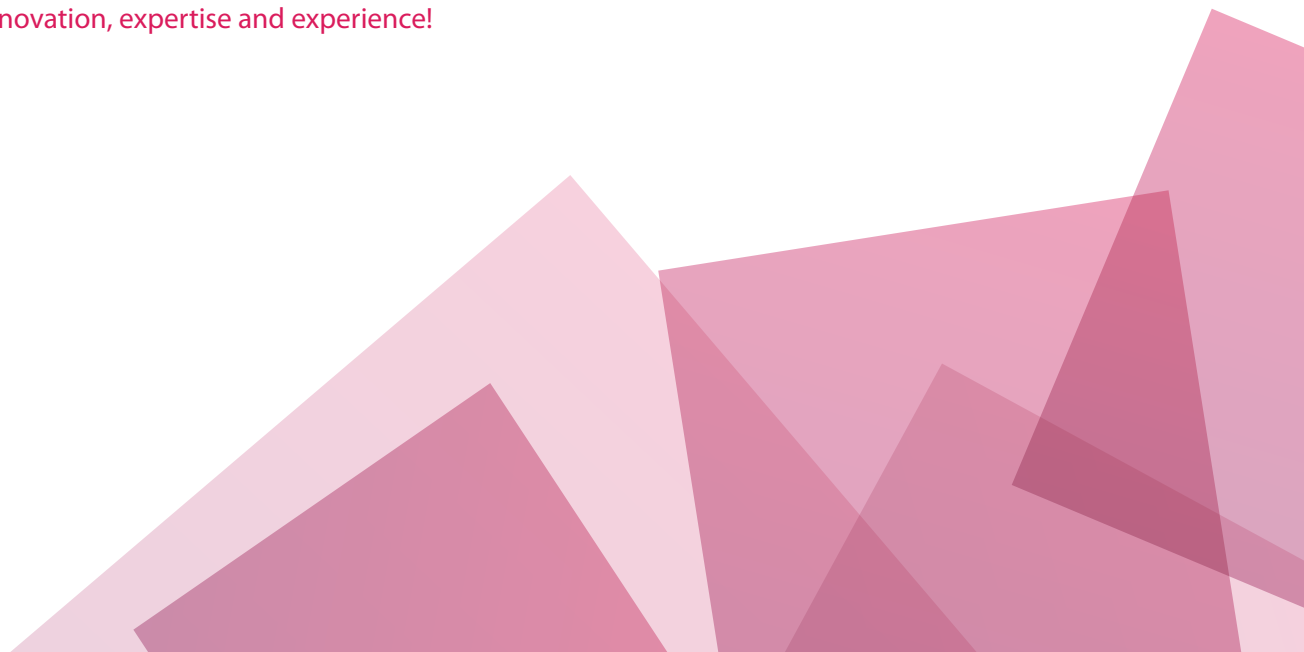
We plan and deliver flawlessly, working with you every step of the way to ensure we achieve your goals and exceed your expectations. With our end-to-end events management service, we can organise every aspect of your event from concept to delivery and beyond with detailed evaluation and execution.

We will work closely with you to understand your vision and our experience of organising impeccable live events demonstrates our commitment to quality, details and delivery of excellence. We always bring our passion and experience to everything we do, working as an extension of your team to provide you with our expert management services.

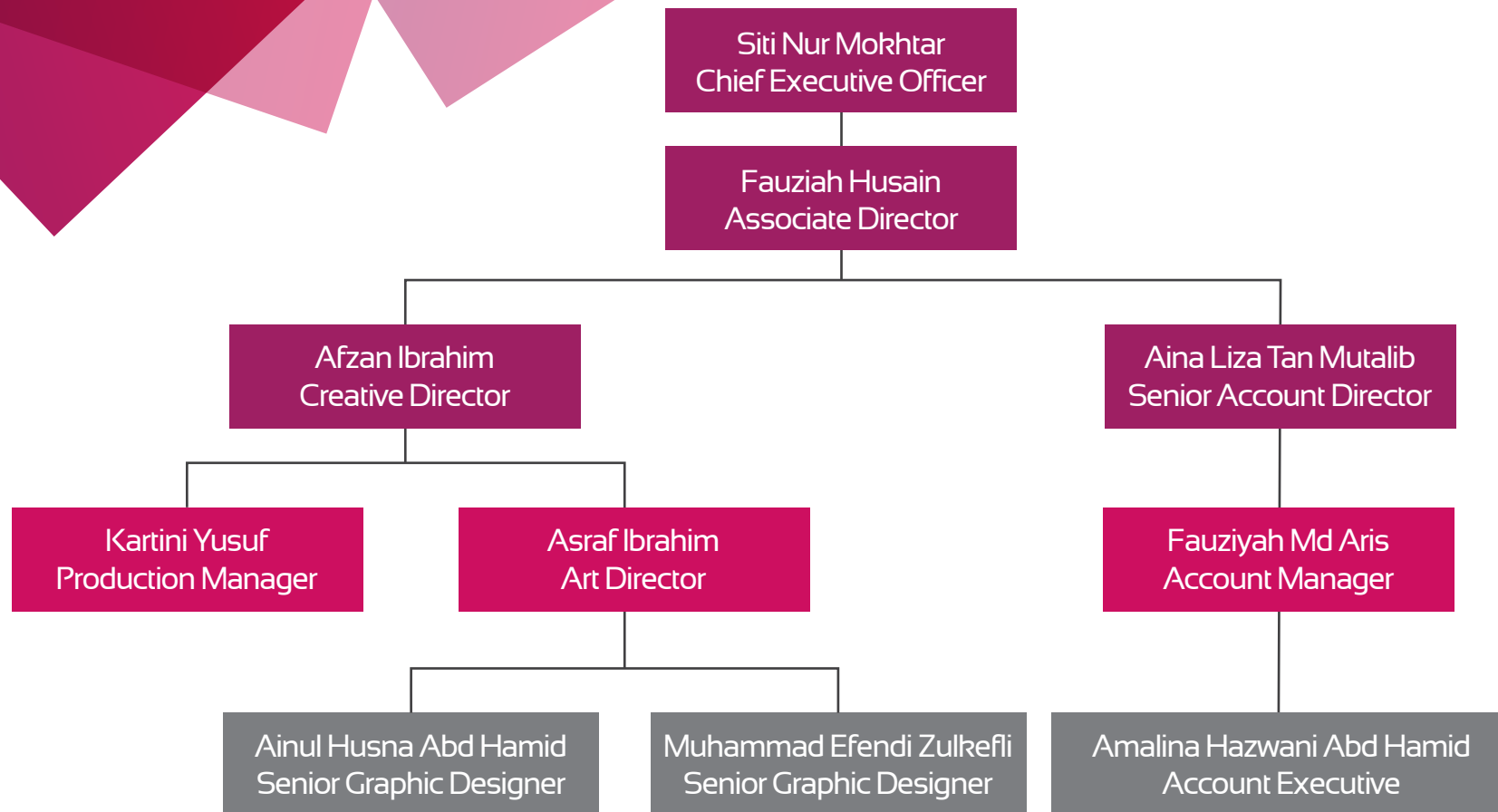
At U2Media we make lasting impressions in events through **innovation, expertise and experience!**

Our Services

- Events Concept Development
- Creation and Supervision
- Advice and Design
- Planning and Execution
- Post Campaign Analysis and Reporting
- Event Management and Delivery
- Below-the-line collaterals
- Printing Services
- Consultation
- Conference/Seminar Planning



organization chart



our team

Siti Nur Mokhtar | Chief Executive Officer

A lawyer by profession with 14 years experience as a Legal practitioner, her role and responsibility includes being the principal adviser to both individual and corporate customers. She brings with her a wealth of experience and knowledge in the field of Banking Law, Commercial Corporate and Civil Litigation. Siti Nur is also involved in many NGO projects with PERSATUAN PROFESIONAL MELAYU MALAYSIA (PPMM) where she is currently the Chairperson. She is responsible to determine the direction of PPMM to implement the Entrepreneurial Skills Training Program Under the Poverty Eradication Programme in collaboration with other ministries such as the Ministry of Federal Territories and Urban Wellbeing, Ministry of Women, Family and Community Development and the Local Authority (LA) for the target groups consisting of poor, vulnerable and hardcore poor in Malaysia.

Some of the works done under PPMM are:

- Class Global Branding Consultancy Services - in collaboration with TERAJU unit for Bumiputera business development in an effort to help them expand production capacity and brand their company to a global level. PPMM work with Trout & Partners from Australia led by Jack Trout (Marketing Guru) for the transfer of knowledge and scientific technology branding to local companies.
- The "Online Mall" - a program for the development of local SMEs to become world class involving PPMM collaboration with Japan's Rakuten Inc. to assist local SMEs to take advantage of on-line business.
- The 1Malaysia Programme Human Capital (MI1M) - MI1M program organized by the Professional Association of Malaysia (PPMM) in collaboration with the Malaysian Public Service Commission (PSC). It is organized to help graduates and applicants equip themselves with the knowledge and skills to increase the marketability in the public sector. MI1M program is composed of a series of Seminars, Training and Employability Skills that will be organized by the PPMM in collaboration with SPA.
- PPMM is directly involved in the Urban Poverty Eradication Programme and was given the opportunity by the Ministry of Federal Territories and Urban Wellbeing (KWPKB) to implement the skills and entrepreneurship training programs for the urban poor in 2010-2011.

Fauziah Husain | Associate Director

15 years of business exposure, strong business acumen and a strong believer of structured approach, Fauziah leads the designing of the entire systems and processes for business to take off. With a Bachelor of Science in Accountancy from California State University Sacramento, USA, her business values stemmed from results-driven culture.

Her forte of putting the puzzles together has seen many successful ventures, where her biggest achievement is leading her team to successfully deliver a nationwide network of more than 1000 ICT trainers and trained more than 200,000 teachers over the last 7 years.

Aina Liza Tan Mutalib | Senior Account Director

After graduation, she started her career in advertising with the Sunway Group where she worked on the 1st tvc for Sunway Lagoon. From there, her career in advertising and promotions took off where in 1995, she was appointed the General Manager of a local advertising agency where she had a hand in building the company's portfolio and increasing their client's base. Coupled with her experience in advertising, promotions and events, she embarked into a career in entertainment where she managed various local artist, soliciting and securing sponsorships for TV productions, ambassador endorsement and event management. Throughout her career of 18 years, she is well versed in many aspects of event management, advertising and promotions.

Fauziyah Md Aris | Account Manager

She comes with 13 years of corporate experience with in-depth knowledge of all aspects of the TV production process as well as coordinating events. Her capabilities includes optimizing impact, designing and matching different communication styles to all mediums within strict specifications and needs of the audience/user/client/etc. She is able to work with tight deadlines and agreed budgets, adaptable to changing circumstances and priorities in Malaysia.

Amalina Hazwani Abdul Hamid | Account Executive

Experienced in PR and Event Management, she single-handedly organised events for over 15 trainings (Program Latihan Kemahiran dan Keusahawanan) nationwide for Ministry of Federal Territories and Urban Wellbeing. She is able to multitask, coordinate events and is also a team player.

Afzan Ibrahim | Creative Director

With 13 years experience, she works directly with advertising agencies/design studios as well as corporate clients. Her task includes conceptualizing and designing creative solutions for print ads, print collateral, and web on a project-by-project basis. She has a diverse background, creative talent, problem-solving skills, strong work ethic, and a network of other artists, writers, photographers, web developers.

Muhammad Asraf Ibrahim | Art Director

Responsible for what advertisements look like. He is involved in creating a campaign that has an instant, positive impact on the consumer in order to promote the product or brand being advertised. He has been involved in all of the different forms of advertising, including advertising on television and radio, the internet, posters and direct mailings. He is highly creative and has a thorough understanding of photography, typography and printing. He is also equipped with an excellent interpersonal and communication skills.

Dinul Adli Arjuna | Art Director

Holds a Bachelor of Multimedia with Honour from University Utara Malaysia. He has 3 years experience in offline and online motion video. He is highly creative and work well as part of a team, with a range of people. He is also has an excellent computer skills in relevant art and design software packages. A very highly-motivated and well organised man with a good eye for detail.

Ainul Husna Hamid | Senior Graphic Designer

Graduated from Lim Kok Wing University. With her 2 years of solid experience in designing, she is responsible for the creation of all online visual design, including typography, visual concept, logo and icon design for the Internet and interactive platforms. She has been effectively communicating and coordinating with the information architect, writer and production artists to ensure that the visual design communicates the desired message, and functions successfully for varying technical and performance specifications. She also leads the creative aspects of a project and have demonstrated strong business acumen.

Effendi Muhammad | Senior Graphic Designer

A Senior Graphic Designer with 3 years experience in the field. He is responsible for overseeing the execution of print, pattern, and graphics. He ensures research and developments are commercialized with the factories that meet designs aesthetic vision within price parameters, sourcing strategy, quality standards, and delivery requirements. He has been working closely with the Art Director and Creative Director to concept and design marketing and communication materials for our client. He plays a lead role in crafting highly-conceptual ideas that consistently captures the brand look and feel.

Kartini Yusuf | Production Manager

Kartini is involved with the planning and coordination and production of material. She ensures that goods and services are produced efficiently. She is also in charge of how the production budget is spent and making sure that everything runs smoothly. She has a total of 8 years experience in vendor management and responsible for both quantity and quality management of production.

project resume

Jelajah Janji Ditepati - A nationwide event 'Merakyatkan Perkhidmatan Awam' by Jabatan Perdana Menteri

Client : Persatuan Profesional Melayu Malaysia

U2Media Involvement :

Creating campaigns to attract visitor to the booth for Kementerian Wilayah Persekutuan dan Kesejahteraan Bandar for 8 events under the Jelajah Janji Ditepati program

Strategy :

Profiling of the visitors based on a series of earlier events to create attractions suitable for the target groups

Concept development in deriving the campaign :

Focusing on objectives of the event, objectives of client, and logistics of the participating parties as client was working on a limited budget

Impact :

Managed to attract visitors from various age groups through organising competitions at the booth with quizzes and cupcakes decorating contests



Terminal Sejahtera - A 40-seater Cyber Center coupled with Tutorial Room for Low Income Households in urban areas

Client : 11 Local Councils

U2Media Involvement :

- Identifying sites
- Supplying ICT Equipment
- Provide contents for tuition and promoting the subscription
- Maintenance of the centers for 2 years

Strategy :

Building the overall concept of the center complete with the term of reference for services and marketing strategies to promote the subscription of the online contents

Concept development in deriving the campaign :

We engaged with local vendors for smooth operations during building works. Employed local people to man the centers for familiarity. Conduct promotional events at centers getting the parents association and teachers to be involved to encourage subscription and learning at the centers

Impact :

- Successfully managing all 11 centers throughout 2012 and on-going support for 2013
- Most centers achieved KPIs for subscription of contents



Program Latihan Kemahiran dan Keusahawanan (PLKK)

A training program focusing on poverty eradication of the registered e-Kasih participants nationwide.

Client : Persatuan Profesional Melayu Malaysia

U2Media Involvement :

This program involves a very intensive exercise to attract the registered urban poor to attend a 6-day program. U2Media is responsible for a range of scope :

- To do survey based a specified database and invite the registered person to attend a 6-day program – involving 2100 participants for 2011 and 2012
- To organise the logistics and accommodation
- To organise the opening and closing events for every program
- To develop awareness campaign on the program

Strategy :

Based on the scope assigned different strategies were employed and improvised year on year :

- On survey and invitation to attend – employ nationwide enumerators from various background with local presence in the same vicinity of the target groups
- On organising logistics and accommodation – engaged with transport companies and hotel chains that is suitable within the budget and requirements of the program
- On opening and closing ceremonies – create a tactical campaign contents that reflects the entire program
- On development of awareness – proposed to the client a branding of the program to reflect objective and inspiration of the program

Concept development in deriving the campaign :

Focusing on objectives of the event, objectives of client, and logistics of the participating parties as client was working on a limited budget

Impact :

- Successfully managed all 15 events for 2011 and 2012.
- Created a brand identity called 'TRANSFORMASI 360' with a tagline ANDA PENENTU PERUBAHAN. Currently being used by the end client – Kementerian Wilayah Persekutuan dan Kesejahteraan Bandar
- Client has extended the job for 2013 involving 1700 participants for 9 events nationwide





Program Pembangunan Modal Insan promoting Employment in the Public Services

A program aims to promote interest to work for the Public Service Sectors

Client : Persatuan Professional Melayu Malaysia

U2Media Involvement :

- Identifying the target groups to attend the program
- Managing the events contents and protocols

Strategy :

Access to database of people with interest to work for the Public Sectors and contact them via below-the-lines media such as SMS, Emails and Telemarketing.

Concept development in deriving the campaign :

The challenge is to identify the target groups with genuine interest due to the limited vacancies against applications. We have been very selective in terms of the target groups contacted to ensure cost is manageable.

Program contents focussed on actual assessments and interview questionnaires by the Public Service Department for value creation of the program.

Impact :

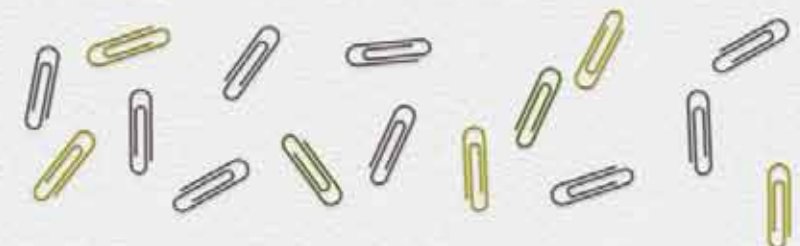
- Successfully delivered 4 programs in a period of 4 months involving 600 participants from nationwide
- Has been requested to work on a 4-hour program on weekdays, twice weekly to attract 16,000 participants applying for the various posts in various ministries



our portfolio

myLeaf

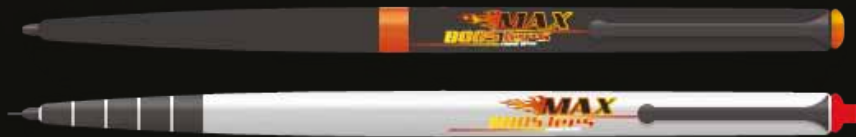
Logo development for NGO.
MyLEAF, Malaysian Environment Adventure
& Fellowship Society.



MAX **BOOSTers** ENGINE DETOX



Branding for a fuel additive product *MAXBOOSTers*

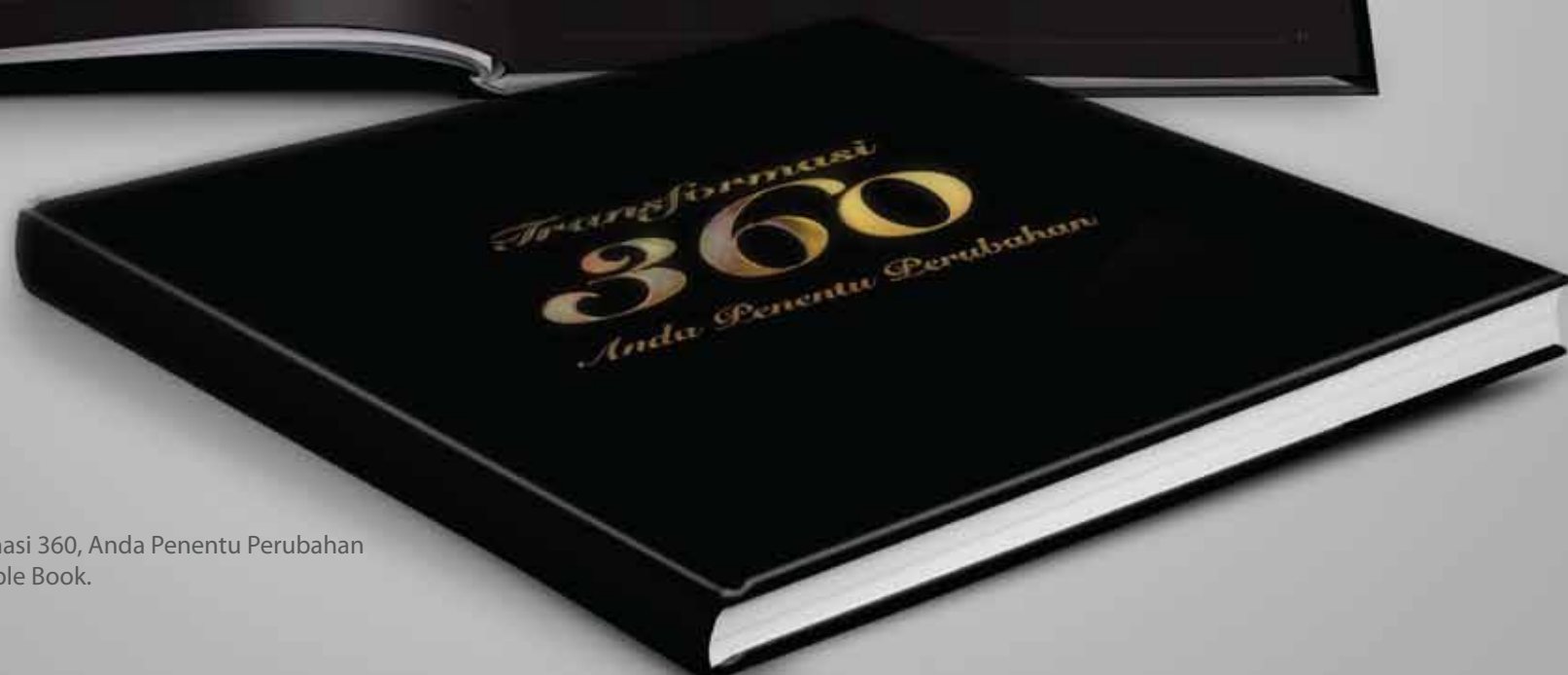




TRANSFORMASI
360
ANDA PENENTU
PERUBAHAN



Logo Development for Transformasi 360



Transformasi 360, Anda Penentu Perubahan
Coffee Table Book.



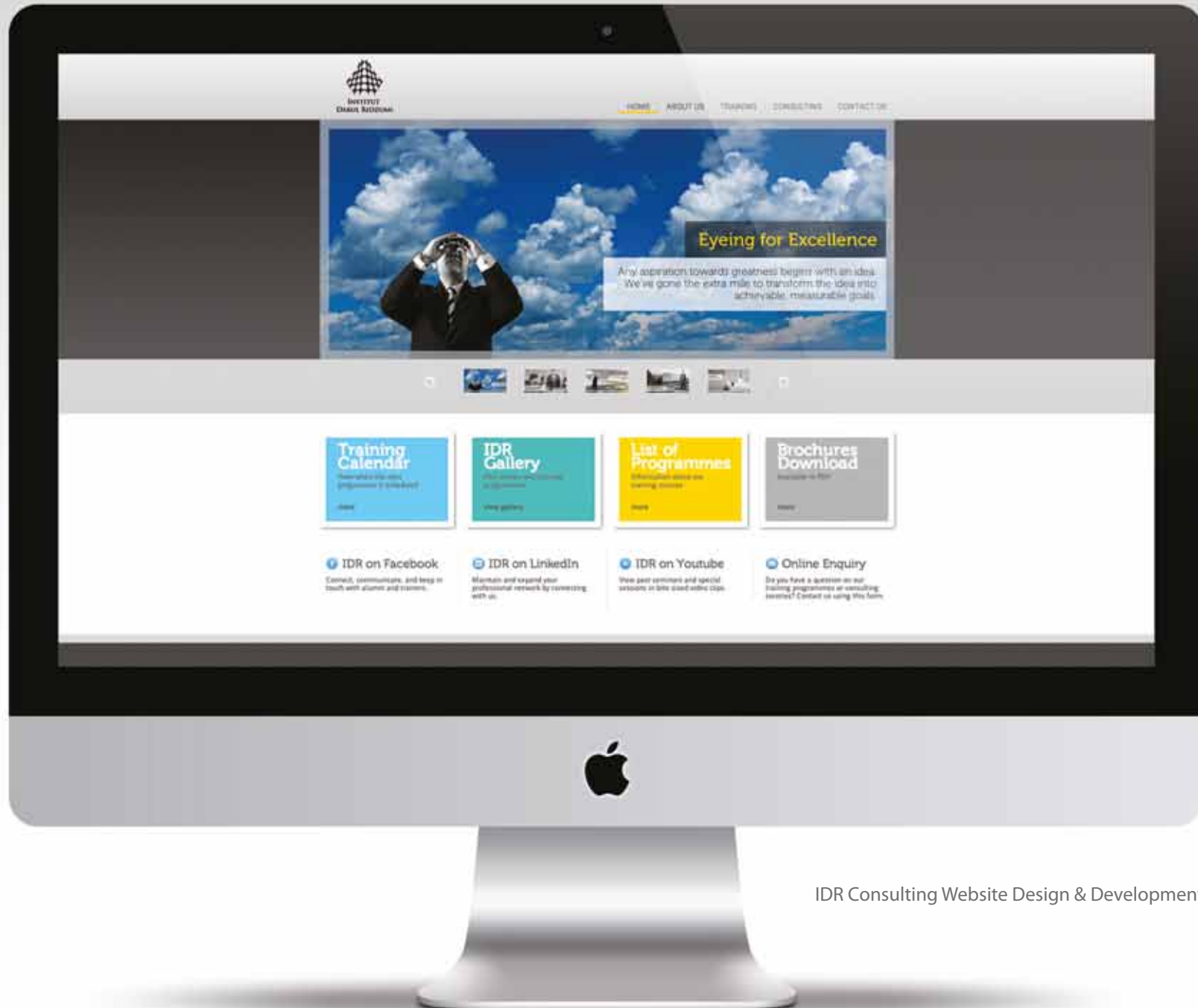
Institut Darul Ridzuan Product Brochures





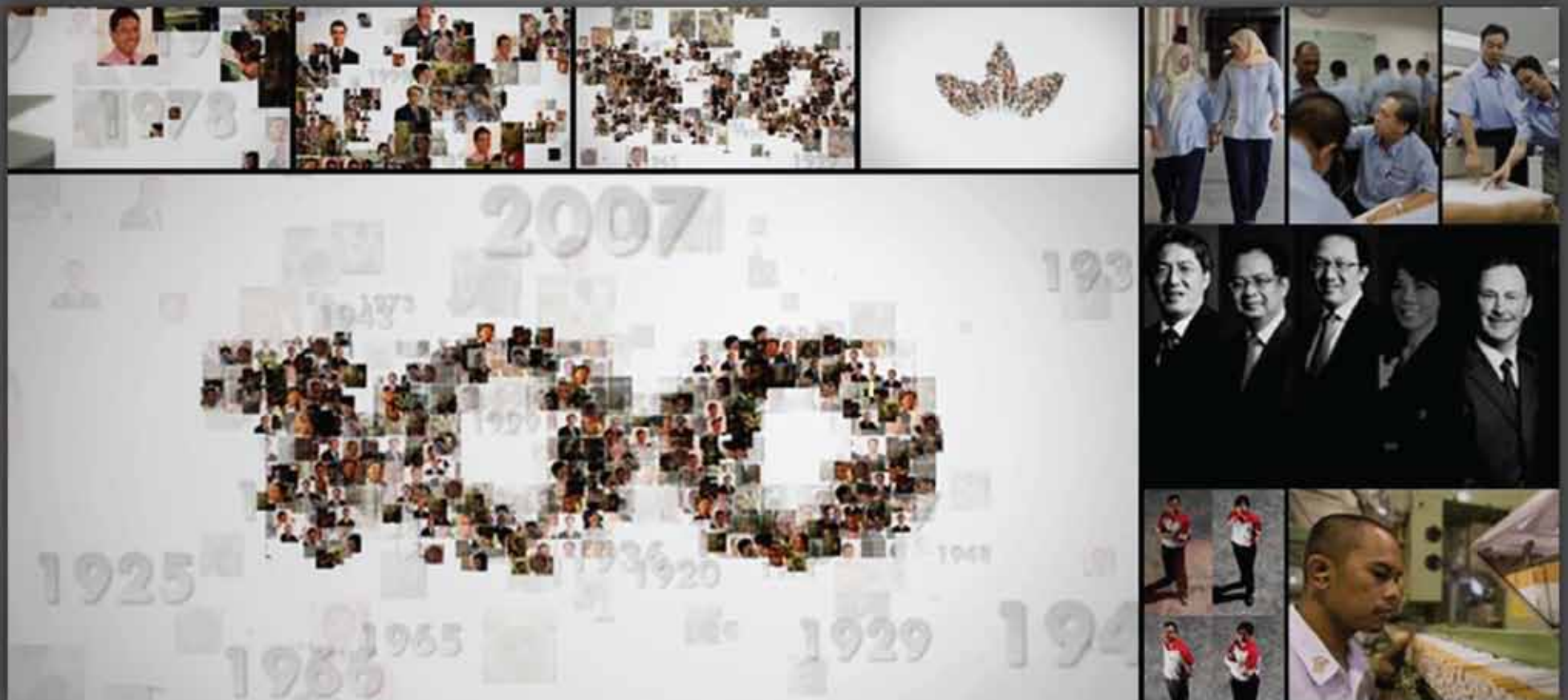
Product brochures design proposal for Yellow Pages.





IDR Consulting Website Design & Development





British American Tobacco Celebrating 100 Years Video Montage



An opening montage for Malaysia Marine and Heavy Engineering, MMHE 200th Day Celebration







www.u2media.com.my

U2 Media Sdn.Bhd.
13-3, Jalan PJU 5/15, Dataran Sunway Kota Damansara,
47810 Petaling Jaya, Selangor, MALAYSIA

T +603. 6140 7333 F +603. 6140 8333

