# Reversion of the second second



#### Good Executives

Good Organization

Good Understanding

#### OBJECTIVE

Good Corporates

Good Relationship

Good Images



#### TARGET

# AUDIENCE

Partner Community

Investor Shareholder

Analyst

Fund

People Client Foreigner

Prospect

<u>Media</u> Money Market Capital Market

Cryptocurrency IT Technology

Life Style



# **PR ACTIVITIES**

#### "Positive Image for Good Understanding"

### **PR CONFERENCE**

Presented

Executives Management's vision

Press Conference with Interesting issues

Create awareness of company's business

#### **EXCLUSIVE INTERVIEW**



Year planning, growth trend, revenue opportunity of business

Strategic, tactic and expertise of competitiveness

Trend and overall of domestic and international industrial

Vision and mission of professional board and management

Leadership and performance in competition of market's registration

Strength of Innovation and production procedure which push the growth

Social Activities

Fundraising Plan

Media: Newspaper, Television, Radio, Magazine, Online Media

Talking Point



#### **GROUP INTERVIEW**

Follow up progressive of business planning continually through small group interview of finance / marketing / industrial / IT reporters

#### **Interview Points**

- Market Segmentation in the present
- Increase of production capacity in the future
  - Emphasize business planning
  - Interesting Business Relationship
  - Opportunity International Business

Media: Newspaper, Television, Radio, Magazine, Online Media



#### **COMPANY VISIT**

Invite Investor, stock holder, fund analyst and reporter in order to visit business owner for building brand awareness, brand image and ensure business capacity which growing up continually.



#### **CSR CAMPAIGN**

- Brainstorming and come up with CSR (Corporate Social Responsibility) and SE (Social Enterprise) project or activity which useful for both internal;

#### <u>Objective</u>

To promote social responsibility and sustainable development.
 To repay the society by giving chance and opportunity to deficient organization.

 To support corporate governance or NGO efficiently.
 To create staff participation and conscience in order to join every project and activity.



#### **PRESS LUNCHEON**

Executive board have a dining with media, editor and project manager in order to build good relationship including update company information / movement

Media: Newspaper, Television, Radio, Magazine, Online Media



#### PRESS VISIT

 To thanks the media by giving the souvenir in other occasions known as newspaper, TV, website, magazine in order to congrats and meet up board and editor directly.





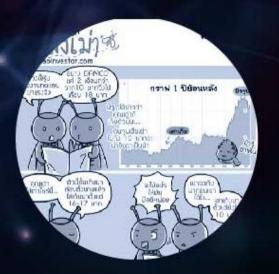
#### **INFORGRAPHIC / INFLUENCER**

Advertise main point, strength through Infographic for friendly reachable and understanding by online media, Social Media and Line Application

Brainstorm with well known Influencer of stock such as Deknaew Zecret, Mr. Messenger, FINNOMENA, Mao Investor and STOCK Tomorrow











#### PRESS/PHOTO/GOSSIP RELEASE

Writing PR news, prepare photo in order to advertise company activity to mass media for brand awareness and image continually and professionally.

#### POINT

- Press conference
- Award conference
- Marketing activity
- Partnership corporation
  - Study visit
  - Business opportunity

Media: Newspaper, Television, Radio, Magazine, Online Media



#### MONITORING

#### Daily news:

Summary news (Industrial News) and others including conclusion of interesting and follow up point which benefits to company, board and business in the future interview.

#### Monthly report:

Summary overall business and company including analyze good and bad news, target audience's feedback and others beneficial.

#### Monthly meeting:

To propose PR plan to board and operation team of project and activity including interview preparation, crisis issue, talking point with media in order to cover every main parts.



#### **SUMMARY ACTIVITIES**

- Group interview
- Opportunity Day
   Press Release
   Gossip News
- Monthly Meeting

Monitoring News (company and industrial)
 Exclusive Interview (Newspaper / Radio / Magazine / TV)
 Monthly report and PR Planning (Hard and Soft file)



#### **SUMMARY ACTIVITIES**

Press Conference
(Current Situation and talk of the town)
Company Visit / Press Visit
Roadshow
Press Luncheon



#### **EXPECTED RESULT**

- Target audience understands what business is operating clearly.
- To create brand awareness and image.
- To create recognizable and creditable brand for board and company.
- To communicate vision and mission of board to the public.
- To build the investor's assurance by professional board and management.
- To communicate with the analyst in terms of business progressive after talking with boards in order to write the article completely.
- To educate media of business policy truly.
- To build relationship management between board and media

- To provide accurate information which implies rules and regulations of Stock Exchange of Thailand and Investment Service in Bangkok



# **Our Events**











# **PRESS CONFERENCE**





## **PRESS CONFERENCE**









#### **PRESS CONFERENCE**





#### **EXCLUSIVE & GROUP INTERVIEW**





# **EXCLUSIVE INTERVIEW**





#### **COMPANY VISITED**



# **DINNER TALK & SEMINAR**







#### **OPPORTUNITY DAY**





# PM Award 2017





#### **Prime Minister Award 2017**



#### **NEWS CLIPPING REPORT**

Scoop Event





more deliver and deliver



รุณิทย์ และกำลัง ขึ้นที่รายมีสร้า เป็นการเรียงในการที่ เป็นการเรียงในการที่ เป็นการเรียงการเรียงการเรียงการเรียง เป็นการเรียงการเรียงการเรียงการเรียงการเรียงการเรียงการเรียง การเป็นการเรียงการเรียงการเรียงการเรียงการเรียงการเรียงการเรียง การเป็นการเรียงการเรียงการเรียงการเรียงการเรียงการเรียงการเรียงการเรียงการเรียงการเรียงการเรียงการเรียงการเรียง การเป็นการเรียงการ



#### MEDIA SAMPLE





#### **MANAGEMENT FEE**

#### Working and management scope

- Media coordination and documentation PR media
- PR progress and coordination of activities
- Summary of News Clipping every weekday
- Miscellaneous cost
- Activities Venue, food, beverage and souvenir for guests and media
- Media activity
- Media advertising

\*We will propose budget and planning then waiting customer's approval before implementation in case of additional expense.



# THANK YOU