



COMPANY INTRODUCTION 2019

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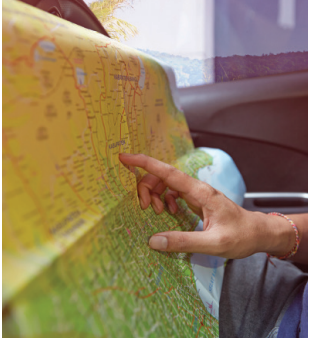
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Being the best event management that delivers solutions, exceeding expectations.





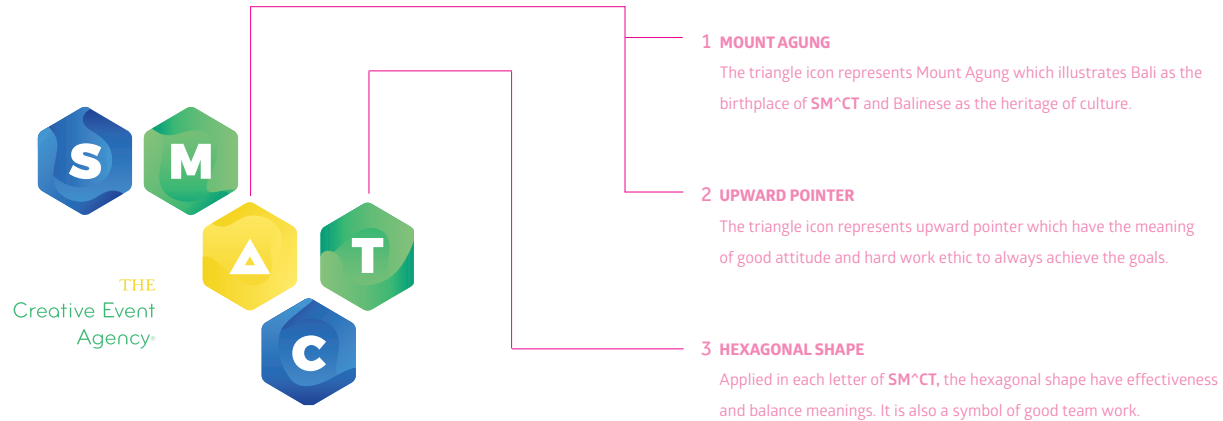
Providing successful creative concepts with high level engagement.

SM[^]CT or **Sekarmenuh Activation** is a full service creative event agency, established in 2004, bringing fresh and unique approach to event management industry. We aim to customize all event strategies with their own objectives and challenges.

With a team of young, talented, creative, dynamic and professional people, we revolutionize all boundaries to new frontiers. Providing successful creative concepts with high level engagement, entertainment and implement advanced technology that has integrated system to excel clientele expectations. A "one-stop-shop" creative agency.

SM[^]CT is an activation subsidiary from Sekarmenuh, the holding company that manages **SM[^]CT** and **SMACTACTIC**.





THE LOGO

The Hexagon reflects effectiveness and sturdiness. Because of the shape, Hexagon can create solid structure through its shape on all the side which in turn can be filled with other hexagonal piece by piece.

The triangle shape that pointed up, symbolize the progress of **Sekarmenuh** that always try to thrive to be the best above the rest. Triangle also reflect balance. And also a symbol for Mount Agung, the majestic mountain in which

Sekarmenuh, the holding company comes from The Island of the Gods, Bali.

Individual development through implementing four well-structured process: learning stage, operation stage, leading stage, and coaching stage. In **SM^CT** every individual development is an important parameter for the future of the company. The growth of **SM^CT** itself is highly dependable on how passionate the human resources are in the company.

VISION & MISSION

We aim to create international quality customized event with results surpass everything the clients expected through creative concepts, professional relationship, and implementation of top-notch event management technology.

Careful planning with integrated system technology and precise execution are the cherished trademarks in which one can encounter when collaborating with **SM^CT**.

In SM^CT every individual development is an important parameter for the future of the company.

SM^CT core culture is based on Enterprise Resource Planning (ERP), a well-structured system that can help accommodating the necessary things one needs for event management. By always improving our network, we bring new relationships together.

Human resource is the biggest discerning factor in a company and we always pay extra attention. We value individual development through implementing four structure process: learning stage, operation stage, leading stage, and coaching stage. In **SM^CT** every individual development is an important parameter for the future of the company. The growth of **SM^CT** itself is highlyl dependable on how passionate the human resources are in the company.

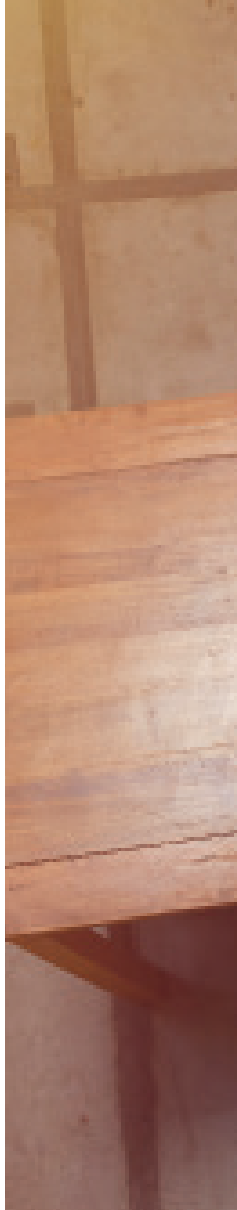
We focus to implement two core pillars to give stabilization and cohesive teamwork;

INTERNAL

The human work force within **SM^CT** in management level or staff. Both elements need high level of functions and communications in order to create a working ambience synergy. Each individual must have high knowledge of communications in order to represent themselves well to team mates or clients. A good communication is key to achieve solid team work.

PARTNER

Every event shall not run well without solid partnership of the team members. To create such partnership, we prioritize in openness and skills that can intertwined one and another. Other important element is the ability to collaborate. With seamless collaboration within the team, we can thrive to be the best and achieve things bigger than before.







We are the first event organizer who implements the advanced and agile event management technology.

We have a dedicated IT system that revolutionizes the way of implementations for events and MICE (Meetings, Incentives, Conferences and Exhibitions). This system enables us to create the best apps experience and technology that can help clients in creating the most unique and outstanding events. Implementing this advance technology purely can add easiness & effectiveness points to one's events.

SM[^]CTACTIC™

Specifically designed for project management, **SM[^]CTACTIC** provides an extensive system that helps to organize the flow of work between all parties involved in the project. Rest assured, this online system will provide a systematic, efficient, accurate, and tidy work flow.

Partners, merchants, and internal team can easily monitor and manage their work progress for event development in real time. Every event that **SM[^]CT** handles will utilize **SM[^]CTACTIC** to guarantee proper work process. Clients will receive detailed updates accurately with real time data and exterminate any potential set back in event production. Every partner involved will be respectively controlled in competent, ensuring each event to run smoothly, and most importantly, on schedule and on time.



E V E N T H U S I A S T

EventhusiaST™

A breakthrough in Conference Information Center technology, **SM[^]CT** established a highly comprehensive hub system design to simplify conference and convention participation. Through downloaded application, this all-for-one portal enables organizer and participants of the event to access their event status easily in real time, anytime and anywhere.

Organizer and participants can also personalize each information received according to their needs. For organizer, not only they will be able to customize the looks and experience of the application, but also adjusting the information hub according to the theme of the event. **EventhusiaST** also collects a real time data of participants in one hub. A feature that makes this product a powerful tool which enables organizer and participant to monitor their event status from start to finish line. For participants, they are now able to have total control regarding the event they participate on. Where they can check event schedule thoroughly, contact related speaker of the event, and finding event location by the help of instant guide to guide. A comprehensive system designed to be efficient, speed conscious, and accurate.



We also provide the most well-thought system to deliver unique and out-of-the-box solution in the corporate event management world.

The senior management team brings over 20 years of experience in nationwide events. Our team can provide complete original concept solution from design and operation of their corporate or MICE events. Having the best specialists in the world of IT, we also provide the most well-thought system to deliver unique and out-of-the-box solution in the corporate event management world.

We apply our skills to corporate events, brand activations, and conferences. We are also a versatile and dynamic company that employs professional coordinators who are ready to ensure our clients receive the highest standards services.

To learn more about how we can collaborate in a mutual partnership, please drop us a line to marketing@smactivation.com



We cover a wide range of events' essentials. Having access to best people of event theme designers,engineers,lighting,and sound technicians,as well as experienced adept management team, we ensure every project delivered on budget and on time, according to the brief.

CORPORATE EVENTS

Every corporate event is exclusive and one of a kind. Our selection of themes and concepts are designed to create the best experiences for corporations. We design specific events and able to make almost anything happen for our clients due to the wide arrange of partners.

MICE

Making MICE more than just an event, we aim to provide the most comprehensive experience for clients and participants. Our huge list of partner database enables us to provide the most complete MICE experience. For every event we create, we develop event apps that can add significant value to the whole event experience.





We dare to say: we are the only one with the most integrated system for event planning in Indonesia.

We have large amounts of experience & technology in **SM[^]CT**. We dare to say that we are the only one with the most integrated system for event planning in Indonesia. Our core pillars ERP (Enterprise Resource Planning) has huge list of database of partner, coordination tools, monitoring tools, and report tools. Contain reference of concepts, budgets, vendors, talents, and venues partners. With a simple push of a button, ERP is the platform to coordinate between partner and team.





I PUTU NAINDRA KAYUANA WINAYA

Director

With more than 15 years experience in event management, marketing communications, and creative world, Naindra Winaya is known for his interactive leadership style that encourages team's participation and enthusiasm. He accomplishes objectives by matching customers with optional products and services to meet their specific needs. Always prioritizes client's needs in order to achieve excellent results.

In **SM[^]CT** Naindra provides strategic planning, oversees design and production and ensures brand integrity. This Bachelor of Economic Science from Warmadewa University, Denpasar, always know which road to be taken and whatever needed along the journey. For him, always get up for the 100th times even after beaten up for 99 times. When workload began to subtle down, this Gemini just love spending time with good movies and capturing images of beautiful landscapes.



HARRY DEJE
Senior Advisor

Bringing his more than 20 years of communications experience in Indonesia to the next level, Deje is a well-rounded person for all communication fields: ATL, BTW, Digital and even holistic communications. A graduate of Mass Communications from University of Indonesia, this auto-modification enthusiast has a long tracks of expertise on communications. He was the Corporate Communications Manager who brought XL Axiata, a leading telecommunications provider in Indonesia, their first award for Digital: Mix Magazine Award 2011 for XL Net Rally, a digital program combining online and offline activities. His agency life provided Deje experiences to handling varieties of industries. Technology, consumer branding, oil & gas, automotive and many other industries have their years with Deje during his time in Publicis, Edelman and even B-M.



GEĐE BUDIĀSA

IT Manager

Bringing his 15 years experience in Information Technology industry, Budiāsa procured strong knowledge of software development and IT product design life cycle. Obtained certificate from GIS Certification Insititute, Web Certification (IWA) 2002 and GIS Design Aspects & Data Modelling, this former member of Pemkab Jembrana Bali has expertise in the field of Networking Infrastructure, Database Architecture and System Information Development.

Budiāsa is able to restructure software product development process to increase productivity. Prior in joining SM[^]CT, Budiāsa mainly involved in Balinese local government. One of his accolade is snatching first prize in Government Innovation category for producing touch screen system during Local Leader Election in Bali 2010. Keeping his mind out of IT development, this former students of STIKOM Surabaya regularly travel domestically and abroad.

KETUT ETHIA OKTAVIANI

Finance Manager

Ethia is **SM[^]CT**'s financial related backbone. This Bachelor of Economic Science provides a wealth knowledge about the intricate details of accounting. She retains a detail-oriented finance management system and has over 10 years of experience providing thorough and skillful administrative and finance support to a company.

Cheerful and passionate, she puts energy in every person she works with everyday. Prior to joining **SM[^]CT**, Ethia worked with PT Mondial Cargo where she monitors and documenting every company's financial transaction. With her knacks of detail, not a penny more, not a penny less.





DEWA OKA SUDIRA

Human Resource Manager

His background in Banking industry for over 24 years provides him strong skill in the areas of collaboration and discipline. He has demonstrated success in negotiating win-win compromises, able to develop team building and staff capacity, and also implementing a suitable corporate policies with detailed management reports.

Prior to this, he was President Director PT. BPR HOKI and respectful Finance Control at PT. Sepa Karya Buana. With his degree in Bachelor of Law, Dewa Oka knows the important HR Policies development and legal compliance.



HARNI SURYANDARI

Senior Marketing Associate

With over 9 years of experience in Wedding Organizer business, her sharp intuition and sense of details are two of the most contributing factors. Harni's expertise in language and communication, enable her to communicate comfortably with clients, dig deeper into their realm of thoughts in finding much needed details for their events. Quick-witted, detail-oriented, and dependable.

Harni is capable to direct her team to create the best event experience for her clients. In her spare-time, this mother of a teenage daughter, loves to enjoy her cup of coffee as well as capturing moments in her life.



I NENGAH ONI ARIANTO

Marketing Associate

Oni's vast experience in sales and marketing, is the key defining factor that makes him fit really well with SM^CT. His optimistic approach, wits, combined with his experience are this Gemini main arsenal in selling SM^CT's products and services to potential clients. Prior to join SM^CT, Oni has a vast amount of experience in building a proper team in numerous hotels, restaurants, and franchises.

Result and excellent services and performance, are the parameters that this bachelor of Public Administration keep striving for. His experiences and working mentality are the qualities that defines Oni, and what convinced SM^CT that Oni will be an excellent partner.



ARIWIBOWO

Marketing Associate

Eventhough he holds Architecture degree, Ari is a passionate marketer and social media enthusiast. He comes with powerful communications and negotiating skills that can ensure client's creative and strategic placement needs are met.

Before setting his foot in the world of creative agency, he was mainly involved in television industry, acting as a Producer to some of local television top show such as, Metro TV's Pelangi Khatulistiwa, Jak TV's My Style, and TRANS TV's JAIL!. With his experience, Ari understands



MADE WIJAYA KUSUMA

Marketing Associate

Made Wijaya background for more than 30 years on management experience for businesses and hotels, made him familiar with all aspect of hotel and Villa operation. These experience, match with one of SM[^]CT core business, this is, among other qualities are the main reason of SM[^]CT partnership with Made Wijaya. Hard working, as well as outstanding leadership and communication skills are the qualities that makes this Leo earns the trust of his colleague and superiors.

His years of experience as Project Manager and Marketing Coordinator also earn him a vast network especially amongst Bali government officials and organizations is something that makes Made Wijaya shine as one of SM[^]CT core team of Marketing Associate.

MADE NGURAH BAGUS SAKAPUTERA

Marketing Associate

24 years in the world of Event Management, makes Bagus Saka an expert in handling various types of client, ranging from government until corporate events. Since 2009, Bagus Saka has been working as Facilitator for Event Organizer Ethics and Outbound at John Robert Power. An experience which, makes Bagus Saka a seasoned and knowledgeable person in Event Management industry.

His vast experiences and wide array of clients grants this Taurus the networking power to support SM^CT in its endeavor in expanding its business. During his spare time, Bagus Saka involved in various organizational activities like Nyanian Darma Foundaton, Pramusti Bali, and Pengcab Perbakin Denpasar to widen and strengthen his vast networks.





MELVA ELIDA TAMBUN

Marketing Associate

Melva's experience in marketing and handling personal events, made her accustomed to handle various type of clients. While marketing experience is what made her able to fully understand her client's needs, it is her experience in handling various personal events is what made her able to control the client's demand and expectation. Melva's ability to do extensive market research also helps her to pinpoint the next prospect she's going to approach. Years of experience in the heart of the business, is something that makes SMACT believes that Melva will be a great marketing partner for SMACT.

The force we believe.

Satisfied customers with the best and comprehensive event experiences by maximizing the present available advanced technology. Being the best event management that delivers solutions, exceeding expectations.







20TH WORLD CONGRESS ON MEDICAL LAW

DESCRIPTION

PROJECT NAME

WCML

CLIENT

World Association for
Medical Law

DATE

Agustus 22-24 2014

LOCATION

BNDCC, Nusa Dua

This conference held to discuss the development of health industry and openly shared the new and improved health regulation. This event involves around 300 participant from related health industry.

CHALLENGES

Collecting data from 300 participant proved to be a toughest challenge that we encountered. From speaker to the guest. The distribution of presentation material was also crucial in order to provide guest a more comprehensive discussion session from start to finish by providing a better output.

SOLUTION

We maximize the communication process to related division. By tackling and optimizing this communication field, we're aiming to collect and gain more participant for the event. This was done by optimizing the use of social media and related internal and external channel. Handling such numbers of data from participants was not easy.

We're able to create a solution for this by creating an online web based system where guest can register easily just using internet connection.



McLAREN BALI SUMMMER DRIVE 2015

DESCRIPTION

PROJECT NAME

McLaren

CLIENT

McLaren Jakarta

DATE

September 24-27 2015

LOCATION

St. Regis Nusa Dua

Pan Pacific Nirwana

Maya Ubud

McLaren, one of the exclusive car manufacturer in the world, plan to escalate the sales of its car in Indonesia. Focusing on niche market, a simple car exhibition just won't do to increase the sales in Indonesia. McLaren held an all exclusive event in Bali by inviting 100 person to participate and experience the sensation of driving a McLaren car. This one of a kind experience held in three of Bali most prestigious hotel: St Regis Nusa Dua, Pan Pacific Nirwana, and Maya Ubud.

CHALLENGES

Conducting a test drive session in The Island of The Gods was not an easy task. We must mapped out a thoroughly and comprehensive event operation in order to execute a smooth experience for the guest. Due to the sport car status of the McLaren cars, a well planned road map for the test drive session is crucial. Both for the clients and for participants.

SOLUTION

Through research and scouting of the location, we're able to chose the perfect venue for the event and also conducted the best route for the car testing experience. A one a kind touring event using a sport car in the beautiful island showcasing not just the scenery, but also the exclusive features of McLaren cars.



KILAU SAMPOERNA 2016

DESCRIPTION

PROJECT NAME

Kilau Sampoerna

CLIENT

PT. Sampoerna Tbk.

DATE

November 26-28 2016

LOCATION

7 Daerah Embarkasi
Bandara-Hyatt-BNDCC

Showing appreciation for its customers, Sampoerna held an event appreciation that filled with leisure activity and awarding night. Invited around 1.200 people, this special event are held in 7 place.

CHALLENGES

Conducting an event with sheer size, challenges appeared in many form. Communication must played an integral part for coordination between internal parties, client, and also merchant that has been chosen by the client. We also must improve the content and mechanism of the event.

Involved many participants, we encounter data changes regularly of the participant, and the ever changing of the winners data during the awarding process. A problem that needed special attention in order to create a fluid process during awarding process.

SOLUTION

In order to ease the communication process between each party, we enhanced the coordination by developing a comprehensive communication guide book. Also maximizing the now available technology by WhatsApp group to simplify communication process.

This is a simple and real-time solution in solving problem when needed and also knowing each status update for the project. We also conduct a regular discussion session to brainstorm the backup plan needed for the event.



PASAR OLX 2016

DESCRIPTION

PROJECT NAME

Pasar OLX Jakarta

CLIENT

OLX

DATE

February 27 2016

LOCATION

Gandaria City, Jakarta

A global online marketplace OLX held an unique offline market at Gandaria City Mall, Jakarta called "Pasar OLX Jakarta." Open to public, this event aim to ease the Cash on Delivery transaction experience between seller and buyer. Pasar OLX Jakarta solded second hand items with excellent condition through open bazaar and featured entertainment by several bands and public figure.

CHALLENGES

To create a cohesive and comfortable environment in the market both for the guest and participants. We encounter challenges such as withdrawal of the items, distribution, organizing and selling mechanism for the goods. And also people management of the seller that participate in the open market.

SOLUTION

We've created an extensive classification of the goods in the event and established a mechanism process between seller and buyer. In order to create a condusive environment, we also manage people data that participate in the event. Especially managing all the sellers involved.



XL 4G LTE ROADSHOW 2013

DESCRIPTION

PROJECT NAME
XL 4G LTE ROADSHOW

CLIENT
XL AXIATA

DATE
December 19 2014

LOCATION
Jogjakarta, Medan,
Bogor and Jakarta.

XL Axiata, one of the Indonesia best telecommunication company launched a new 4G network in Indonesia through a extensive launching event held in 8 city. From Jogjakarta, Medan, Bogor, Jakarta, Bandung, Bali, Makassar, and Lombok. Involving 50 to 100 people and aim the connect all the city into one big network. A simultaneously event was launched December 19, 2014 held in Jogjakarta, Medan, Bogor and Jakarta.

CHALLENGES

During the launched of 4G LTE network, we must make sure the stability of 4G connection in each cities and the openness of network available in the event. As the connection of one city to another is not yet optimize, we conducted a regular test in making sure every guest that arrived able to experience the smooth and fast connection of 4G network without any hustle.

SOLUTION

A communication between clients is crucial in making the network always available for the guest to experience. We run a comprehensive trial and error test. And also maximizing the available technology by improving the system thus creating a stabilize network connection. This system are run by the expertise by our IT division who implement a perfect system solution.

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